



Highway Equipment Company

1330 76th Ave. SW • Cedar Rapids, IA 52404
Ph: (319) 363-8281 • Fax: (319) 286-3351
www.HighwayEquipment.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Katie Hommer, Marketing Coordinator
(319) 286-3249
khommer@highwayequipment.com

Highway Equipment Company Unveils New Logos, Launches Revamped Website

CEDAR RAPIDS, IA – July 16, 2010 – Highway Equipment Company (HECO), the manufacturer of Hi-Way road maintenance equipment and New Leader[®] crop nutrient applicators recently unveiled a new logo for their Hi-Way[®] line as well as a new corporate logo for the company. Additionally, HECO also announced the launch of a newly redesigned website, www.highwayequipment.com, which features both new logos as well as a whole new look and feel.

The new Hi-Way logo features Hi-Way signature colors, black and gold in a modern layout that evolved from the traditional oval logo Hi-Way previously used. The HECO corporate logo combines both the new Hi-Way logo and the New Leader logo with clean lines and the company's tagline, "Building the best since 1939."

"The evolution of the Hi-Way logo represents our on-going commitment to provide high-quality products that increase end-users' return-on-investment," said Ingrid Livingston, executive director – marketing. "The new logo is just the first step in our strategy to re-energize the Hi-Way line that we've proudly manufactured for more than 70 years."

HECO also launched a newly redesigned website this week which features the company's corporate color along with all three of the company's logos. The new website design offers the same useful information and great features as before with a modern, efficient design. Dealers and end-users can easily navigate the HECO web site to find product brochures, operator's manuals, video testimonials, find their nearest dealer, as well as request additional information on any of the products manufactured by HECO.

Established in 1939, Highway Equipment Company is a leading manufacturer of New Leader[®] crop nutrient applicators for the agricultural industry, and Hi-Way[®] deicing spreaders and road maintenance equipment for state, federal, and municipal entities, as well as for private contractors. New Leader and Hi-Way products are distributed through more than 200 dealers throughout North America and around the world. Highway Equipment Company is a privately owned business located in Cedar Rapids, Iowa. For more information please visit our web site at www.highwayequipment.com.

###

Building the best since 1939.