



PIERCE MANUFACTURING INC.

FOR IMMEDIATE RELEASE

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## PIERCE AND HARLEY-DAVIDSON CAMPAIGN FOR FALLEN FIREFIGHTERS FOUNDATION OFF TO A GREAT START

**APPLETON, Wis. (March 17, 2009)** — More than 2,000 individuals recently joined [Pierce Manufacturing](#) and [Harley-Davidson Motor Company](#) in a new initiative to support the efforts of the National Fallen Firefighters Foundation (NFFF) – an organization dedicated to assisting firefighter families. As part of the NFFF Full Throttle Support campaign, participants can log on to [NFFF.FullThrottleSupport.com](#) to donate money and automatically be entered into a sweepstakes for a chance to win a custom, one-of-a-kind Harley-Davidson® Fat Boy® Firefighter Special Edition motorcycle. The campaign, which launched in January and will run through April 26, so far has raised \$59,232.

“We are encouraged by the tremendous response we’ve had during the first part of our campaign,” said Wilson Jones, Oshkosh Corporation executive vice president of Fire & Emergency and president of Pierce Manufacturing. “It is remarkable to see so many extraordinary people who are willing to support the families of fallen firefighters, many of whom are dependent upon the NFFF for emotional and financial support.”

Every dollar donated to the NFFF Full Throttle Support campaign will go directly to the NFFF survivor programs that help families of fallen firefighters rebuild their lives. Programs include funding trips to the annual firefighter memorial weekend in Emmitsburg, MD, and secondary education scholarships and/or job training for children and spouses of firefighters.

“The money from this campaign will help us create more and larger scholarships – something we’ve hoped to do for many years,” said Ron Siarnicki, executive director of the National Fallen Firefighters Foundation. “We owe a lot of thanks to Pierce and Harley-Davidson whose commitment to give back to the firefighting community has gone above and beyond the call of corporate philanthropy.”

Through the final hours of the Fire Department Instructor’s Conference (FDIC) in Indianapolis on April 26, individuals can log on to [NFFF.FullThrottleSupport.com](#) to make a \$10 donation, see photos of the motorcycle, enter for a chance to win, and learn more about families who have benefited from the NFFF. FDIC attendees can enter the sweepstakes on site at the show and also will have the opportunity to purchase special NFFF Full Throttle Support gear including jackets, hats and t-shirts. All profits from apparel sales will also benefit the NFFF.

As for the motorcycle itself – “It’s gorgeous – the full package,” said Siarnicki. “The detailing and markings of remembrance are impeccable.” The winner of the NFFF Full Throttle Support sweepstakes will be announced in May 2009.

No purchase/donation necessary to enter. Age for eligibility is subject to entrant’s State law. Complete rules for entering and for eligibility are available at [NFFF.FullThrottleSupport.com](http://NFFF.FullThrottleSupport.com). Employees of Oshkosh Corporation, Pierce Manufacturing, the National Fallen Firefighters Foundation, and their families are not eligible for the sweepstakes. Sweepstakes void where restricted or prohibited by law.

*Photo Caption: Donate to win this one-of-a-kind, Pierce-custom Harley-Davidson® Fat Boy® motorcycle at [NFFF.FullThrottleSupport.com](http://NFFF.FullThrottleSupport.com).*

*Editor’s Note: To request an interview with an individual who has benefited from the support of National Fallen Firefighters Foundation or for more information about the NFFF Full Throttle Support sweepstakes, please contact Stephanie Snyder at 612-455-1722 or <mailto:ssnyder@psbpr.com>. For audio about this sweepstakes, please visit [www.ondemandvideo.boombroadcast.com](http://www.ondemandvideo.boombroadcast.com).*

### **About Pierce Manufacturing**

Pierce Manufacturing Inc., an Oshkosh Corporation [NYSE: OSK] company, is the leading North American manufacturer of custom fire apparatus. Products include custom and commercial pumpers, aerials, rescue trucks, wildland trucks, mini-pumpers, elliptical tankers, and homeland security apparatus. In addition, Pierce designs its own foam systems and was the first company to introduce frontal airbags and the Side Roll Protection system to fire apparatus. To learn more about Pierce, visit [www.piercemfg.com](http://www.piercemfg.com).

### **About Harley-Davidson Motor Company**

Harley-Davidson Motor Company, the only major U.S.-based motorcycle manufacturer, produces heavyweight motorcycles and a complete line of motorcycle parts, accessories and general merchandise. For more information, visit Harley-Davidson’s Web site at [www.harleydavidson.com](http://www.harleydavidson.com).

### **About National Fallen Firefighters Foundation**

The National Fallen Firefighters Foundation is a 501(c)3 organization with a Congressional mandate to honor all firefighters who die in the line of duty in the United States. The National Fallen Firefighters Foundation is the only fire service organization that represents every facet of the American fire service – career, volunteer and wildland. The Foundation has launched major initiatives to reduce firefighter deaths. The Foundation has no allegiance to any special interest. For more information, visit [www.firehero.org](http://www.firehero.org).

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### **Forward-looking Statements**

This press release contains statements that the Company believes to be “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact, including without limitation, statements regarding the Company’s future financial position, business strategy, targets, projected sales, costs, earnings, capital expenditures, debt levels and cash flows, and plans and objectives of management for future operations, are forward-looking statements. When used in this press release, words such as “may,” “will,” “expect,” “intend,” “estimate,”

“anticipate,” “believe,” “should,” “project” or “plan” or the negative thereof or variations thereon or similar terminology are generally intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, assumptions and other factors, some of which are beyond the Company’s control, which could cause actual results to differ materially from those expressed or implied by such forward-looking statements. These factors include the consequences of financial leverage associated with the JLG acquisition, especially given turmoil in the credit markets and the level of the Company’s borrowing costs; the cyclical nature of the Company’s access equipment, commercial and fire & emergency markets, especially during a global recession and credit crisis; the Company’s ability to obtain cost reductions on steel and other raw materials following sharp cost increases in 2008, obtain other cost decreases or achieve product selling price increases; the duration of the global recession and its adverse impact on the Company’s share price, which could lead to impairment charges related to many of the Company’s intangible assets; the expected level and timing of U.S. Department of Defense procurement of products and services and funding thereof; risks related to reductions in government expenditures and the uncertainty of government contracts; risks associated with international operations and sales, including foreign currency fluctuations; the Company’s ability to turn around its Geesink business; risks related to the collectability of receivables during a recession, especially access equipment receivables; and the potential for increased costs relating to compliance with changes in laws and regulations. Additional information concerning these and other factors is contained in the Company’s filings with the Securities and Exchange Commission.