

Jon Sievert Announced as 57th NTEA Board Chairman

MILWAUKEE, WI (March 9, 2021) — Douglas Dynamics, Inc. (NYSE: PLOW), North America's premier manufacturer and upfitter of work truck attachments and equipment, today announced that Jon Sievert was named 57th Board chairman of NTEA – The Association for the Work Truck Industry. He is succeeding outgoing Chairman Peter Miller, executive vice president of business development & sales at Pro-Tech Industries (LaVergne, Tennessee).

“NTEA plays an important role advocating for, and proliferating best practices within, our industry. I am both proud of the work already undertaken, and excited to embark on this new journey as Board chair,” said Jon. “As part of my Board service, I hope to bring awareness of work truck industry growth and advancement opportunities for the next generation of talent to come.”

Jon’s industry career began when he was hired as hydraulics value stream manager for Douglas Dynamics (DD). He has held various positions at the company, including business unit manager, director of operational excellence and president of Henderson Products. In his current role as president of the Work Truck Solutions segment for DD, he has leadership responsibilities at Henderson Products and Dejana Truck & Utility Equipment.

In 2016, Jon was elected to serve on NTEA’s Board and, for the last five years, has been heavily involved in furthering Association and industry progress.



About Douglas Dynamics

Home to the most trusted brands in the industry, Douglas Dynamics is North America’s premier manufacturer and upfitter of commercial work truck attachments and equipment. For more than 70 years, the Company has been innovating products that not only enable people to perform their

jobs more efficiently and effectively, but also enable businesses to increase profitability. Through its proprietary Douglas Dynamics Management System (DDMS), the Company is committed to continuous improvement aimed at consistently producing the highest quality products, at industry-leading levels of service and delivery that ultimately drive shareholder value. The Douglas Dynamics portfolio of products and services is separated into two segments: First, the Work Truck Attachments segment, which includes commercial snow and ice control equipment sold under the FISHER®, SNOWEX® and WESTERN® brands. Second, the Work Truck Solutions segment, which includes the upfit of market leading attachments and storage solutions under the HENDERSON® brand, and the DEJANA® brand and its related sub-brands.

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