



WEST SIDE
Providing Solutions for Fifty Years

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STAY CONNECTED



WEST SIDE TRACTOR SALES CO. CELEBRATES 50th ANNIVERSARY **2012 Marks Historic Milestone for the West Side Family**

CHICAGO – February 15, 2012 – More than 300 employees and guests attended West Side Tractor Sales' 50th Golden Anniversary celebration on January 28, 2012. The events were held at the Blue Chip Resort and Casino in Michigan City, Indiana. Guests were invited to participate in an afternoon bags tournament, followed by an evening reception with dinner and dancing. The popular country band Bella Cain performed live following dinner.

West Side was started in 1962 by Rich and Mary Benck and it continues to be a family operation currently being run by the 2nd generation. West Side's storied past began with one dealership on the "west side" of Chicago. Fifty years later, the company now serves over 80 counties with 10 locations spanning across Illinois, Indiana and Michigan. West Side continues to grow but holds close to the core values that built the foundation of the company. West Side is a customer-focused, solution selling, sales and service organization driven by personnel dedicated to providing its customers with the highest levels of sales expertise and product support.

The first West Side branch was located in Lisle, IL (now the Naperville location) and grew rapidly to include locations in Wheeling, Rockford and South Holland. In 1987, Rich Benck turned everyday control of the company over to his three children who are each actively involved and equal shareholders in West Side. Steve Benck, the President, focuses on machine sales and the specialized rail business. Diane Benck oversees product support and general operations of the company. Tom Benck manages the company's used equipment and consignment fleets, as well as serving as the facility manager. All three children take great pride in staying focused on building and maintaining customer relationships throughout all levels of the organization, especially on a personal level.

West Side has grown considerably under the leadership of the 2nd generation. On December 17, 2010, the owners announced the acquisition of five construction and forestry equipment dealerships located in Indiana through an affiliated company, West Side Tractor Sales of Indiana. New dealership locations include Indianapolis (Indiana headquarters), South Bend, Fort Wayne, Lafayette and Bloomington. In addition to the Indiana acquisition, West Side has expanded into a specialized rail business (RCE) and opened a facility for business in Joliet, IL in 2008. The company that began with three employees in 1962 has grown to more than 175 employees. Recently, West Side has welcomed the 3rd generation into the business with the addition of Steve's three children, Brian Benck, Jen Snow and Lauren Coffaro in the finance, HR and marketing departments.

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About West Side Tractor Sales Co. and West Side Tractor Sales of Indiana Co.

West Side Tractor Sales Co. is a Naperville, Illinois-based provider of construction and forestry equipment. West Side Tractor Sales Co. and West Side Tractor Sales of Indiana Co. have 10 locations throughout Illinois and Indiana. Each location is a full-service provider of heavy equipment maintenance, repair and rental services. For more information, visit www.westsidetractorsales.com

Rail Construction Equipment:

Rail Construction Equipment Co. (“RCE”), a sister company of West Side Tractor Sales Co., is a diversified construction equipment manufacturer which specializes in high quality railroad construction equipment. RCE builds specialized rail maintenance equipment that utilizes conventional construction equipment and modifies them for specialized rail maintenance tasks. RCE has developed and put into production 26 highly-specialized models to support the railroad industry. The Company operates out of a 90,000 SF facility located in Rockford, IL. www.rcequip.com

Lawn & Garden Business:

West Side Tractor has one location in Lafayette, IN that also represents the John Deere lawn & garden products including lawn mowers, gators, compact tractors, snow throwers and commercial mowing equipment. Other lines carried out of this location are Scag, Stihl, BillyGoat, Honda and Boss Snow Plows. www.westsidetractorlg.com

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