



February 2, 2021

To our valued customers,

With both the Golf Industry Show (GIS) and the Turf Producers International (TPI) virtual shows upon us, and having just concluded a very successful Wholegood Booking program, it is unfortunate that Progressive Turf Equipment must announce a price increase.

Progressive has experienced a tightening of domestic steel supply which has increased steel pricing, as well as a general price increase from the mills which has further impacted the pricing to us. Many of our suppliers have also increased their component pricing to Progressive, as high as 6% for some components.

Effectively immediately, Progressive is increasing all wholegoods and aftermarket parts list prices 4%. The increased list price will apply to all orders received from February 1st, 2021 onward. The orders that we have received up to Jan 31, 2021 are exempt from this increase. You would have been issued an Order Acknowledgement for these protected units. A '30 day price protection' period is not being offered as new wholegood order availability is beyond 45 days for all models.

Progressive realizes that there is never a good time to implement a price increase, that is why we have not implemented any pricing increase since November 2018, but unfortunately we cannot absorb the increased raw material costs any longer.

Later this week Progressive will issue a revised wholegoods price page to you.

Thank you again for your business and we look forward to continuing our partnerships and growing together throughout 2021.

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