



# Sales Bulletin

WP-583  
March 4, 2013

Western Products • 7777 N 73rd Street • Milwaukee, WI 53223 • (414) 354-2310 • FAX (414) 354-6664

**SUBJECT:** New WESTERN® Product Offering

**ISSUE:** Announcement

If you attend this week's National Truck Equipment Association Work Truck Show in Indianapolis, you can preview some of the new products that will launch during our 2013 Preseason program. New products displayed in the WESTERN booth will include:

- PRODIGY™ multi-position winged-plow
- MVP 3™ V-plow
- PRO PLUS® skid steer loader plow
- PILE DRIVER™ pusher plow

Complete details of all new 2013 products will be in the Preseason materials that you receive later this month. In the meantime, the attached press releases contain basic information on these new product lines. We encourage you to add your dealership information to the press releases, as indicated, and share this information with your local media. Also, you may want to check our Facebook page during NTEA week for further updates.

We hope we'll see you in Indianapolis and at our Regional Preseason Meetings.

Route To	Sales Manager	Service Manager	Parts Manager
Initial Here			

Printed in U.S.A.

The following are registered (®) or unregistered (™) trademarks of Douglas Dynamics, L.L.C.: MVP 3™, MVP PLUS™, PILE DRIVER™, PRO PLUS®, PRODIGY™, SECURITY GUARD™, UltraMount® 2, WESTERN®.



**WESTERN PRODUCTS – [www.westernplows.com](http://www.westernplows.com)**

MAIL: P.O. Box 245038, Milwaukee WI 53224-9538  
SHIP: 7777 N. 73<sup>rd</sup> Street, Milwaukee WI 53223  
PHONE: 414-354-2310 FAX: 414-354-8448

---

FOR IMMEDIATE RELEASE

### **Western Products Introduces the PRODIGY™ Multi-Position Winged Snowplow**

The WESTERN® PRODIGY snowplow thinks for itself—delivering multi-position winged plow performance in a unit that’s as easy to operate as a straight blade. Thanks to its patented mechanical wing design the WESTERN PRODIGY blade automatically positions its wings to deliver maximum plowing efficiency whether in straight-ahead scoop mode or when angled for windrowing.

The PRODIGY plow is available for both truck and skid steer loader applications. “When positioned for straight-ahead plowing, both wings automatically angle forward, defaulting to a ‘scoop’ position that clears an 8-foot 7-inch swath,” says Doug Clark, WESTERN product manager.

As the blade angles left or right for windrowing, the heavy-duty coil compression springs and cable assembly pull the trailing wing back until it aligns with the moldboard while the leading wing remains angled forward to capture more snow and clear a 7-foot 10-inch swath. “With the leading wing angled forward for windrowing,” says Clark, “you’ll maximize windrowing efficiency since you can take a bigger bite on every pass with minimum spill-off.”

Standard truck-mounted PRODIGY plow features include the WESTERN FLEET FLEX electrical system for true fleet interchangeability with programmable features like “soft-stop”, “one-touch float” and the SECURITY GUARD™ anti-theft system. The PRODIGY blade also incorporates the enhanced UltraMount® 2 mounting system with its new one-piece frame design for added strength and durability—providing simple mechanical hook-up with an exclusive rotating pivot bar for accurate drive-in alignment on uneven terrain.

For additional information contact (DEALER NAME), your authorized WESTERN snowplow dealer in (DEALER TOWN).

#####

The following are registered (®) or unregistered (™) trademarks of Douglas Dynamics, L.L.C.: PRODIGY™, SECURITY GUARD™, UltraMount® 2, WESTERN®.

 A DIVISION OF DOUGLAS DYNAMICS, L.L.C.



**WESTERN PRODUCTS – [www.westernplows.com](http://www.westernplows.com)**

MAIL: P.O. Box 245038, Milwaukee WI 53224-9538  
SHIP: 7777 N. 73<sup>rd</sup> Street, Milwaukee WI 53223  
PHONE: 414-354-2310 FAX: 414-354-8448

---

FOR IMMEDIATE RELEASE

### **Western Products Introduces the MVP 3™ V-Plow Snowplow**

The WESTERN® MVP 3 V-plow provides a whole new slant on V-plow performance and durability. “While retaining the best of our popular MVP PLUS™ V-plow, the new MVP 3 blade adds performance and durability features that take V-plow productivity and reliability to another level,” says Doug Clark, WESTERN product manager. “The most noticeable change is the flared blade design. The blades soar from a 31-inch center height up to 39 inches at the outer edge on the 9'6" models.”

Blades are available in 7'6", 8'6" and 9'6" widths in either powder-coated steel or poly material. The enhanced center hinge features three connection points for added strength, plus a larger 1-1/4" diameter heat-treated center pin means more durability.

“Ultra-fast hydraulics deliver maximum plowing efficiency,” adds Clark. “And the trip-edge design provides protection in all blade configurations, getting you over obstacles without losing your load of snow.”

Standard UltraLock double-acting cylinders hold the wings firmly in place for clean back dragging while allowing you to lock both wings together to easily maneuver your plow as a straight blade.

Other standard MVP 3 V-plow features include the WESTERN FLEET FLEX electrical system for true fleet interchangeability with programmable features like “soft-stop”, “one-touch float” and the SECURITY GUARD™ anti-theft system. The MVP 3 blade also incorporates the enhanced UltraMount® 2 mounting system with its new one-piece frame design for added strength and durability—providing simple mechanical hook-up with an exclusive rotating pivot bar for accurate drive-in alignment on uneven terrain.

For additional information contact (DEALER NAME), your authorized WESTERN snowplow dealer in (DEALER TOWN).

#####

The following are registered (®) or unregistered (™) trademarks of Douglas Dynamics, L.L.C.: MVP 3™, MVP PLUS™, SECURITY GUARD™, UltraMount® 2, WESTERN®.

 A DIVISION OF DOUGLAS DYNAMICS, L.L.C.



**WESTERN PRODUCTS – [www.westernplows.com](http://www.westernplows.com)**

MAIL: P.O. Box 245038, Milwaukee WI 53224-9538  
SHIP: 7777 N. 73<sup>rd</sup> Street, Milwaukee WI 53223  
PHONE: 414-354-2310 FAX: 414-354-8448

---

FOR IMMEDIATE RELEASE

### **Western Products Introduces Snowplow Models for Skid Steer Loaders**

Western Products now offers both the popular PRO PLUS<sup>®</sup> straight blade and the new PRODIGY<sup>™</sup> winged plow for skid steer loader applications.

The PRODIGY snowplow delivers multi-position winged-plow performance in a unit that's as easy to operate as a straight blade. Thanks to a patented mechanical wing design the WESTERN<sup>®</sup> PRODIGY blade automatically positions its wings to deliver maximum plowing efficiency whether in straight-ahead scoop mode or when angled for windrowing.

“When positioned for straight-ahead plowing, both wings automatically angle forward, defaulting to a ‘scoop’ position that clears an 8-foot 7-inch swath,” says Doug Clark, WESTERN product manager.

As the blade angles left or right for windrowing, the heavy-duty coil compression springs and cable assembly pull the trailing wing back until in line with the moldboard while the leading wing remains angled forward to capture more snow and clear a 7-foot 10-inch swath. “The PRODIGY plow is ideal for use with skid steer loaders,” adds Clark. “With the leading wing angled forward for windrowing you’ll maximize windrowing efficiency since you can take a bigger bite on every pass with minimum spill-off.”

Western Products also now offers the PRO PLUS straight blade with a skid steer mount. “The PRO PLUS snowplow has been a proven heavy-duty performer for several years,” said Clark. “For skid steer applications it’s available in 8-, 8-1/2- and 9-foot widths.”

For additional information contact (DEALER NAME), your authorized WESTERN snowplow dealer in (DEALER TOWN).

#####

The following are registered (®) or unregistered (™) trademarks of Douglas Dynamics, L.L.C.: PRODIGY<sup>™</sup>, PRO PLUS<sup>®</sup>, WESTERN<sup>®</sup>.



**A DIVISION OF DOUGLAS DYNAMICS, L.L.C.**



**WESTERN PRODUCTS – [www.westernplows.com](http://www.westernplows.com)**

MAIL: P.O. Box 245038, Milwaukee WI 53224-9538  
SHIP: 7777 N. 73<sup>rd</sup> Street, Milwaukee WI 53223  
PHONE: 414-354-2310 FAX: 414-354-8448

---

FOR IMMEDIATE RELEASE

### **WESTERN<sup>®</sup> PILE DRIVER<sup>™</sup> Containment Plows**

Western Products now offers a full line of PILE DRIVER containment plows. Skid steer models are available in 8- and 10-foot widths, while backhoe loader models are available in 10- and 12-foot widths. Both feature 36-inch tall moldboards and side plates. Three wheel loader models are also available in 12-, 14- and 16-foot widths with 48-inch tall moldboards and side plates.

All PILE DRIVER containment plows feature fully-welded construction, adjustable and reversible rubber cutting edges and heavy-duty, abrasion-resistant, bolt-on wear shoes.

For additional information contact (DEALER NAME), your authorized WESTERN snowplow dealer in (DEALER TOWN).

#####

The following are registered (<sup>®</sup>) or unregistered (<sup>™</sup>) trademarks of Douglas Dynamics, L.L.C.: PILE DRIVER<sup>™</sup>, WESTERN<sup>®</sup>.



**A DIVISION OF DOUGLAS DYNAMICS, L.L.C.**