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TO: ALL BRAUN DEALERS

As many of you know, The Braun Corporation has been producing raised roof paratransit conversions on full sized vans since 1975. The raised roof paratransit conversion has been an important product for Braun in the commercial market and for our loyal dealers and customers over these past 38 years. Beginning with the Dodge B-van, our work-horse product for many years, we have consistently led the industry with many firsts, including the APD door and other features designed to improve the delivery of public transportation services to Americans with physical disabilities. When the B-van was discontinued in 2003, we shifted our focus to the Ford Econoline, which has been a very successful product for us over the last decade.

Now, Ford Motor Co. has officially announced that the Econoline will be discontinued at the end of the 2014 model year, with end-of-production projected to be in mid-calendar year 2014. The Econoline will be replaced by the full size Transit van which has been a best-selling vehicle in Ford's global portfolio for many years. That product will come directly from Ford's Kansas City Assembly plant with a raised top and raised doors as standard. Similarly, other full size vans in the U.S. market (Nissan NV2500, Dodge ProMaster & Mercedes Sprinter) all will feature a factory raised roof and raised doors. This fundamental shift in the physical dimensions of full size vans represents a total transformation of the U.S. market, putting us into alignment with Europe and other international regions where OEM high roof vans have been the norm for some time.

The Transit's factory raised roof and raised door will dramatically reduce the value-add that Braun has built into our full size paratransit vans from the beginning. After an extensive and thorough examination of the Transit, as well as other full size van chassis that will be available in the U.S. market, we have determined that installing flooring, restraints, seats and lifts into a factory raised roof van does not fit our business model as a manufacturer.

Today, we are announcing that Braun will transition out of the raised roof full size paratransit van market as the Ford Econoline model completes its "end of life" in CY2014. We will, however, continue to serve the needs of the paratransit market with the industry's most trusted line of commercial lifts for full size vans and buses as well as the industry's most dependable lineup of side and rear-entry ADA minivan conversions. This decision, based on a sound analysis of the facts conducted by our commercial and engineering staff over many months, will enable us to dedicate more resources into these commercial products as well as other high-growth areas of our expanding portfolio.