



To: Sutphen Dealer Network

From: Zach Rudy

Date: August 8, 2022

RE: Social Media – Awareness

As has been communicated previously, whether you are posting on social media or in an in-person discussion, everything you do is a direct representation of not just yourself and your dealership, but of the Sutphen brand and Sutphen family.

When discussing Sutphen or the fire industry as a whole, you must show restraint and caution while on social media and in other forms of discussion.

As a reminder, you may not post or speak as though you are a direct Sutphen spokesperson.

Additionally, there was a recent story regarding another manufacturer in a contract dispute with city council. We ask that you do not comment, share, or post about this issue.

Failure to use good judgement on social media may reflect negatively on yourself, your dealership and the Sutphen brand.

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