# EquipmentShare Expands Nationwide TELEHERO® Fleet in Honor of Veterans Day, Deploying Four New Units to Support Military and Veteran Organizations

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*Special-edition telehandlers launch in West Phoenix, Lakeland, Oxford and Houston, bringing the national Telehero fleet to 18 machines driving ongoing charitable impact*

COLUMBIA, Mo.--(BUSINESS WIRE)--Nov. 9, 2026-- EquipmentShare.com Inc (Nasdaq: EQPT) (“EquipmentShare”), a leader in connected jobsite technology and one of the largest equipment rental providers in the United States, today announced the deployment of four new custom TELEHERO® units in recognition of Veterans Day. The military-themed telehandlers will operate in key markets across Alabama, Arizona, Florida, and Texas. EquipmentShare will donate a portion of the annual rental proceeds from these telehanders to local organizations supporting veterans through care, housing, transition assistance, and mental health services.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261109419976/en/



Telehandler arm with words "thank you for your service"

With the addition of these four machines, EquipmentShare’s nationwide TELEHERO fleet now stands at 18 dedicated units. First launched in 2022, the program turns everyday jobsite work into sustained philanthropy, partnering with leading original equipment manufacturers (“OEMs”) to support the brave men and women who served in the United States Armed Forces.

"Honoring our military community is not something we reserve for a single day on the calendar; it is built into the fabric of who we are at EquipmentShare," said Jabbok Schlacks, CEO and founder of EquipmentShare. "Our industry is built on grit, discipline and purpose, qualities our veteran team members bring to work every single day. Expanding our TELEHERO program allows us to partner directly with our customers and equipment manufacturers to make a difference in support of the military community. When contractors rent these units, they get connected machines to build their projects while supporting organizations that serve the heroes who defended our nation.”

Each TELEHERO unit is wrapped in custom patriotic graphics, serving as a visible symbol of gratitude on the jobsite while generating vital funds for local partners:

- **Oxford, Alabama:** Supporting Disabled American Veterans (DAV) Anniston-Oxford Chapter #98 to assist disabled veterans and their families with critical benefits, medical access, and transportation.
- **West Phoenix, Arizona:** Supporting U.S. VETS Phoenix to provide transitional and permanent housing, workforce development, and counseling for local veterans.
- **Lakeland, Florida:** Supporting Lakeland Vet Center to offer free, confidential social, psychological, and readjustment counseling to eligible veterans, active-duty service members (including National Guard and Reserve components), and their families.
- **Houston, Texas:** Supporting Boots for Troops to boost military morale, support wounded service members and assist active-duty personnel transitioning into civilian careers.

The growth of the TELEHERO initiative is made possible through ongoing collaboration with leading OEMs, including Manitou, JLG, JCB and Genie, who share EquipmentShare’s dedication to veteran support and recognition.

"To all veterans, we express our deep gratitude to you and your families for the sacrifice and support you make to our country!" said Manitou North America.

“At JLG, we believe supporting those who have served means finding meaningful ways to make a difference beyond Veterans Day. Through our continued partnership with EquipmentShare and the TELEHERO program, we’re proud to help turn the work our industry does every day into lasting support for veterans and their families. It’s a powerful example of how our industry can come together to strengthen the communities we serve,” said a JLG spokesperson.

“Honoring our nation's veterans is something that has always been important to JCB,” said Andrea Whelan, Executive Vice President of Direct Sales at JCB North America. “We're proud to see the TELEHERO initiative return for another year and to contribute to an effort that recognizes the service and sacrifice of our military community. Programs like this remind us of the impact our industry can make when we come together for a greater purpose.”

“The real value of a partnership is measured by what we accomplish together," said Nicole George, Vice President of Strategy and Brand Experience at Genie. “Quality by Design is more than how we build our equipment. Every time a TeleHero machine goes to

work, it creates an opportunity to give back. We're proud to continue partnering with EquipmentShare through the TeleHero program, putting our equipment to work for a greater purpose and supporting veterans and the communities where we live and work."

Every TELEHERO telehandler connects directly through EquipmentShare's proprietary telematics platform, T3. The system delivers contractors real-time machine health monitoring, geofencing and digital safety keypad access, allowing jobsites to optimize uptime and efficiency.

In addition to the TELEHERO program, EquipmentShare actively recruits military veterans and provides clear pathways for career advancement in civilian roles, consistently earning recognition from Military Times as a Best for Vets employer.

To learn more about EquipmentShare's giving back initiatives or view veteran career paths, visit www.equipmentshare.com/giving-back.

**About EquipmentShare**

Founded in 2015 and headquartered in Columbia, Missouri, EquipmentShare (Nasdaq: EQPT) is a nationwide construction technology and equipment solutions provider dedicated to transforming the construction industry through innovative tools, platforms and data-driven insights. By empowering contractors, builders and equipment owners with its proprietary technology, *T3*®, EquipmentShare aims to drive productivity, efficiency, and collaboration across the construction sector. With a comprehensive suite of solutions that includes a fleet management platform, telematics devices and a best-in-class equipment rental marketplace, EquipmentShare continues to lead the industry in building the future of construction. For more information, visit www.equipmentshare.com.

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