

Pre-written Email Message

To help you prepare your own team, we've pre-written a message for you to send via email to anyone on your teams who has direct reports. Feel free to copy and paste the following message to send to your leaders ahead of the leadership launch date, Aug. 13.

Team,

I want to share some exciting news. On Aug. 17, our company is officially launching a new parent company brand: **The Aaon Group** (no, that's not a typo—we are intentionally using lowercase letters). Here's what this means and what it doesn't:

For years, AAON and BASX have operated under a shared parent company that lacked its own distinct name and identity, leading to confusion about the relationship between our business units. The Aaon Group now brings AAON and BASX together, under one common parent company identity, reflecting how much we've grown and where we're headed as an organization.

What's not changing is the work you do every day, the team you're part of, and the products and people that make us who we are. AAON and BASX will remain separate brands with their own identities. Your role, your paycheck, and your day-to-day won't change.

As a leader in this company, on Aug. 13 you will receive an email that includes more information and a link to our web-based resource, Launchpad, to prepare you for this transition. Launchpad will be the go-to hub for resources, FAQs, and answers to the questions you (and your direct reports) are likely to have.

I'll also be here to talk through any questions or concerns with you.