

JOHN DEERE
175
 SINCE 1837

175 Years of Progress

From the world's first self-scouring steel plough in 1837 to the world's largest manufacturer of agricultural and forestry equipment, and a leading manufacturer of turf and construction machinery – John Deere the company celebrates 175 years of progress worldwide in 2012.

John Deere, the man, moved from his home in Vermont to set up a small blacksmith shop in Grand Detour, Illinois; his invention revolutionised agriculture and made farming in the tough soil of the US Midwest a productive and profitable venture.

A decade later he moved the enterprise to Moline, where the company that bears his name still has its worldwide headquarters today.

Close by 'The Rusty Palace', as the headquarters is known because of its innovative steel frame design, is TPC Deere Run, an award-winning championship golf course that is open to the public. The John Deere Classic tournament has been held here annually since 2000, the week before our Open Championship.

It made its debut on the PGA Tour as the Quad Cities Open in 1971, since when the event has contributed \$43 million to charity. John Deere is the official golf course equipment, leasing and landscaping supplier to the PGA Tour.

In addition to its 175th anniversary, John Deere can look back upon almost 50 years of history as a supplier of turf equipment. Production of the company's first lawn and garden tractor began at Horicon, Wisconsin in 1963, when John Deere built 1000 units of the 110 model, while John Deere's golf business started in the US just 25 years ago, in 1987.

The company now offers the broadest range of lawn & garden, commercial and golf equipment in the world.



An original 110 lawn tractor, pictured here working in the grounds of the Deere & Company worldwide headquarters at Moline in the early 1960s, can be seen at the Smithsonian Institution's National Museum of American History in Washington, DC; a fully restored, working example of this pioneering lawn tractor is also on display in the foyer of John Deere's UK headquarters at Langar in Nottinghamshire.



The 'virtual reality' test lab for turf and utility equipment at John Deere's turf care factory in Fuquay-Varina, North Carolina



John Deere's 8000 E-Cut hybrid electric fairway mower comes off the production line at Fuquay-Varina

John Deere's five millionth lawn tractor, from the X700 Ultimate diesel range, rolled off the assembly line at Horicon in 2010, when the factory also manufactured its 500,000th Gator utility vehicle, following this popular machine's introduction in 1993.

The same factory produced a line of snowmobiles from 1971 to 1983; these were promoted with the new slogan 'Nothing runs like a Deere', which has lasted a lot longer than that product line!

In 2011, John Deere invested more than US\$1.2 billion in its worldwide research and development programmes, equivalent to nearly \$5 million dollars every working day.

As part of this ongoing new product investment, John Deere pioneered the use of hybrid electric technology on golf course mowers with the introduction of its 2500E greens mower in 2004, and then its fairway mower range in 2009.

A full range of walk-behind and ride-on greens and fairway mowers, including the

industry's broadest single brand range of hybrid machines, are now built at the company's turf care factory at Fuquay-Varina in North Carolina.

This factory also uses a state of the art 'virtual reality' test lab, designed to reduce the high costs of constant prototype building and subsequent field testing.

This advanced electronic tool also uses customer feedback during the 3D digital modelling process, to ensure the design is going to be practical, easily serviceable and user friendly when new machines eventually go into full production.

"John Deere instilled four core values in his company," says Samuel R Allen, chairman and chief executive officer of Deere & Company – only the company's ninth CEO in its 175 year history.

"Today John Deere employees and dealers still deliver on these important values of integrity, quality, commitment and innovation, and we believe these values have been the key to the longevity of our enterprise."