



Everyone wants to take on the best courses on Earth.  
We're no exception.





## For the good of the game: our commitment to golf.

We are now a Trustee of The First Tee®, a youth development organization that uses the game of golf to impact the lives of millions of young people. Besides supporting The First Tee network, funds will be used to create and launch a golf maintenance career-oriented curriculum, in conjunction with the PGA TOUR. Chapters of The First Tee will partner with the PGA TOUR's network of Tournament Players Clubs® (TPCs) to provide the opportunity for high

school-aged participants to learn about topics in agronomy and golf course maintenance careers. And we support an array of other industry initiatives, including the Green Start Academy for Assistant Superintendents and the Golf Course Superintendent Association of America's Collegiate Turf Bowl Competition. The Company is also a Platinum Partner of the GCSAA.





## Why we're trusted by the best courses on Earth.

Since 1837, John Deere has been both a pioneer and a partner to people that claim a unique relationship with the land. Over a quarter century ago, John Deere Golf brought that tradition of trust and excellence onto fairways and greens. And in doing so, our equipment and service has earned the confidence of some of the more storied courses around the world, including the landmarks of the game in England and Ireland.



Official  
Golf Course  
Equipment  
Supplier

We've also become the Official Golf Equipment Supplier of the PGA TOUR®, where the conditioning standards of some of the most demanding players need to be met, day-in and day-out.

*Desert Mountain, Scottsdale, Arizona*



*Lahinch Golf Club, Lahinch, Co. Clare, Ireland*



*Royal Lytham, Blackpool, England*

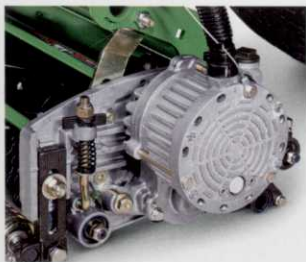


*East Lake Golf Club, Atlanta, Georgia*





A cut everyone  
can appreciate.



#### Proven Technology

You can have total confidence in our E-Cut Hybrid technology that's been in the field since 2005.

### The 2500E E-Cut™ Hybrid Riding Greens Mower

Thanks to the advantages of surprisingly affordable hybrid technology, the 2500E E-Cut Hybrid Riding Greens Mower eliminates the possibility of a hydraulic leak from the reel circuit. It also allows the mower to run at reduced throttle to lower fuel consumption and noise. And keeps reel speed running at a consistent clip.

Best of all, when it comes to maintenance, the 2500E is serviced like a normal triplex greens mower. So your technicians won't need to master any additional steps. And they feature labor-saving conveniences like Quick Adjust cutting units and white-box diagnostics.

With an exclusive offset cutting unit design, the 2500E greatly reduces "triplex ring" caused by tire wear-in. It's a simple solution but remarkably effective. By alternating the direction of the clean-up cut every day, you can dramatically reduce the number of times the tires run over the same turf. This gives the turf an extra day to recover before being driven on again, which minimizes compaction.



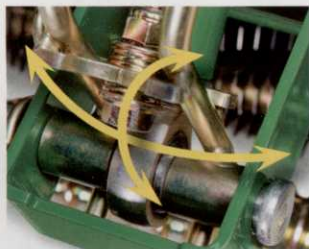


**Low-Rate Financing**  
on our full-line of  
John Deere Golf equipment.\*

You've never seen  
a greens mower  
follow undulations  
like this.



**Adjustable Frequency of Clip**  
Dial in the ideal frequency of clip  
for your course conditions with a  
straightforward, rotary dial that's  
secured by a locking cover.



**Industry-Exclusive  
Ball-Joint Suspension System**  
There's virtually no mechanical  
linkage to restrict cutting unit  
movement with the ball-joint  
design and freedom of connecting  
the reel drive to a wiring harness.

## The 180 and 220 E-Cut™ Hybrid Walk Greens mowers

Available in both 18- and 22-inch widths-of-cut, E-Cut Hybrid Walk Greens Mowers offer an unparalleled ability to follow contours and steer around the clean-up pass. Thanks to the signature ball-joint mounting system, the cutting unit can rotate in any direction with limit chains to adjust to your green's conditions. Frequency of clip can be precisely set, and then is monitored by a controller to ensure consistency no matter the traction speed of the machine.







Trusted hybrid technology  
since 2005.

## The industry's only hybrid fairway mowers.

No fairway mowers generate more confidence than our E-Cut™ Hybrid models. And eliminating the possibility of a hydraulic leak in the reel circuit out on your fairway is just the beginning. The engine can be throttled down to save fuel – savings that add up over the cutting season. Plus throttling the engine down has the added benefit of significantly reducing noise. The reel speed always stays rock steady for a consistently ideal frequency of clip. And these mowers are even easier to maintain than conventional models for technicians, thanks to maintenance-free brushless electric motors and all the standard benefits of our mowers like Quick Adjust cutting units and white-box diagnostics.



### Quick Adjust Cutting Unit

Quick Adjust cutting units' Speed Link™ system makes it possible to adjust height-of-cut to both sides of the reel in seconds.



**Low-Rate Financing**  
on our full-line of  
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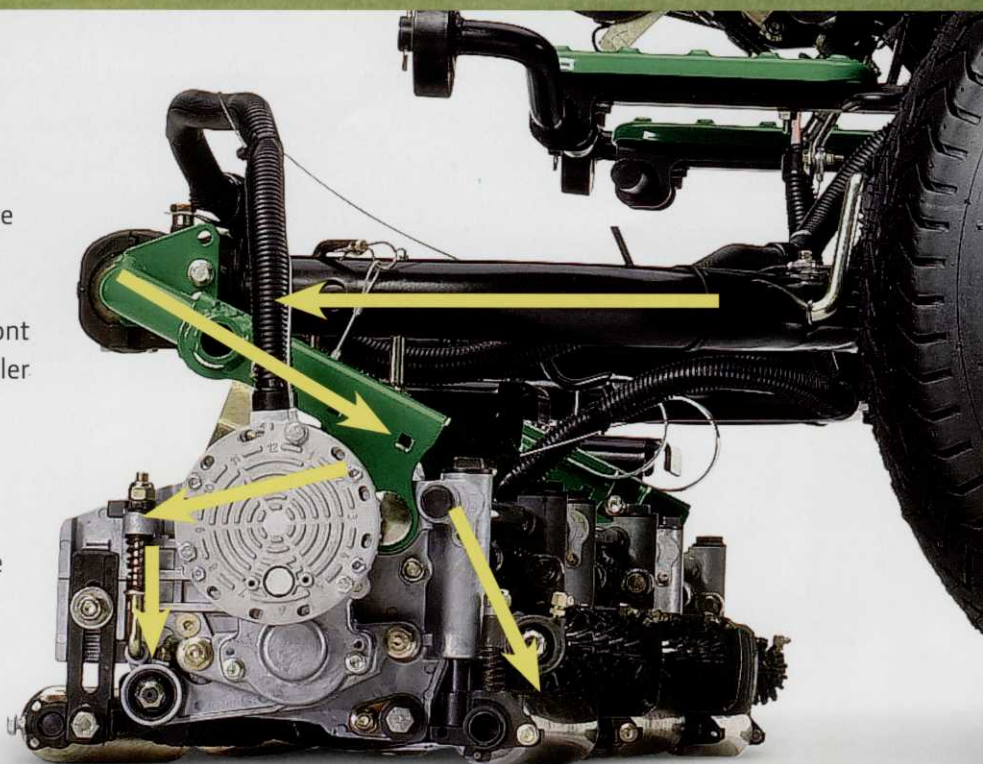


The easy approach to great looking fairways.

**Handles anything.  
Even Monday morning.**

On all our fairway mowers, like the 7500 and 7700 PrecisionCut™ models, there are 2 exclusive designs to give you the best cut on your fairways. The first is a rear attaching point yoke system (versus a front attaching system) that keeps the rear roller engaged with the turf. The second is hydraulic down pressure that can apply additional force to the rear roller. These two features work together to prevent the unit from bouncing, which can cause ripples in the turf.

The result: A consistent cut. Every time.



Models shown in this insert fall under the EPA's Transition Provisions for Engine or Equipment Manufacturers. This means many Model Year 2013 products shipped on and after January 1, 2013 will be fully compliant with EPA regulatory requirements, but may be equipped with Interim Tier 4 engines.





## A fierce commitment to you.

It's not enough to offer the best equipment, engineered and assembled at an award-winning dedicated commercial turf factory. That's why John Deere Financial is there to custom-tailor the best options for specific leasing and buying needs to make the numbers work for you. And our network of distributors is incredibly responsive, with a long, stable history of dedicated service to the Golf industry. No wonder when you work with John Deere, you can be sure commitments that are made are kept long into the future.



### Stay on the cutting edge

*The Approach* is our new link to the latest products, news and updates from John Deere Golf. Sign up today at: [JohnDeere.com/Approach](http://JohnDeere.com/Approach)



**JOHN DEERE**  
GOLF

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\* Subject to approved lease credit with John Deere Financial. See your John Deere Golf distributor for complete details and other financing options.

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of Golf Course Industry



# Up to the *Challenge*

The new Audubon International CEO is ready to take on the group's evolving mission.

**I**mpossibly young. That was my first thought when I met Ryan Aylesworth in person last year. But, he seems to be used to that response and he quickly showed me that appearances can be deceiving.

Here's a guy who, before taking over leadership of Audubon International last June, had a big job with the U.S. Fish and Wildlife Service working as a liaison with federal and state government agencies and dealing with a myriad of public affairs issues. He holds degrees in conservation-related sciences from UMass and Cornell and he's in the process of earning a doctoral degree in natural resources science and management from the University of Minnesota. Most importantly, Aylesworth has spent his life outdoors – fishing, hunting and, yes, golfing. To put it bluntly, he speaks turf pretty well.

Now Aylesworth will lead one of game's most important organizations as it changes along with the evolution of both the sport and business of golf. We caught up with him as part of this month's focus on sustainability.