



# Reaching a milestone



**JOHN DEERE**

**THIS YEAR**, we're celebrating a milestone not reached by many companies — our 175<sup>th</sup> year.

Like many of you, our business began with an idea.

John Deere was certain that he could build a better plow, and he did. He crafted a successful self-scouring plow that enabled those who make their living from the land to do so more efficiently. Those who are environmentally focused, weather dependent and make a living from what they produce.

While things have changed a lot since then, every day, landscape professionals like you work to sustainably grow and maintain the green spaces that we all live, work and play on. We believe that industry innovation and advanced solutions to optimize sustainable landscape design, construction and management backed by your professional services can meet the future challenges of landscape management.

We support the efficient and sustainable use of resources through stewardship and your professional know-how.

Today's economic reality calls for new and innovative approaches to business.

John Deere is dedicated to providing you with the products, support and integrated solutions to help you grow and prosper. Growth is important for all of us. Now is the time to find your niche, strengthen your business and better serve your customers.

Our commitment to your business doesn't stop with providing innovative and quality products. Our experienced John Deere dealer channel is there to support your business needs after the sale with the most extensive factory-trained service technicians and knowledgeable parts staff in the industry. In addition, John Deere Financial provides flexible finance solutions to help you manage your business's cash flow.

John Deere also left his mark on our business. Integrity and commitment — two of our founder's virtues — are among our core values. These values, along with countless hours of hard work from dedicated employees, have taken us from a small, Midwestern U.S. plow company to a global business committed to the success of our customers.

Reaching our 175<sup>th</sup> anniversary is a remarkable achievement, and one that generations of proud Deere employees and customers have played a role in. Together, we've contributed to a better way of life and a future bright with promise and opportunity.

We hope the work we do in 2012 and beyond will move us closer to becoming your most trusted partner on the job site. We look forward to seeing you soon, whether at an industry event, or even at a John Deere location.

**Ken Taylor, CLP**

*General Sales Manager-  
Commercial Business Development*