

White tractors get Japanese connection

EASTLAKE, Ohio - White Motor Corporation has announced that its subsidiary, White Farm Equipment Company of Oak Brook, Illinois, and Iseki & Co., Ltd. of Tokyo, have signed a long-term marketing agreement which will provide an advanced line of small horsepower diesel farm tractors to White Farm Equipment Company for distribution in the United States and Canada.

White Farm Equipment will begin marketing White-Iseki tractors through its North American dealer network early in 1979. The

tractors will carry the "White-Iseki" brand name and styling in the silver and charcoal color scheme currently in use on all White Farm tractors.

In addition, White Farm Equipment and Iseki have agreed to hold discussions on the marketing of White-Iseki tractors through distributors in certain international markets.

"The market in the United States has been strong for smaller tractors, especially those below 40 horsepower, for some time now and it is growing, according to published industry

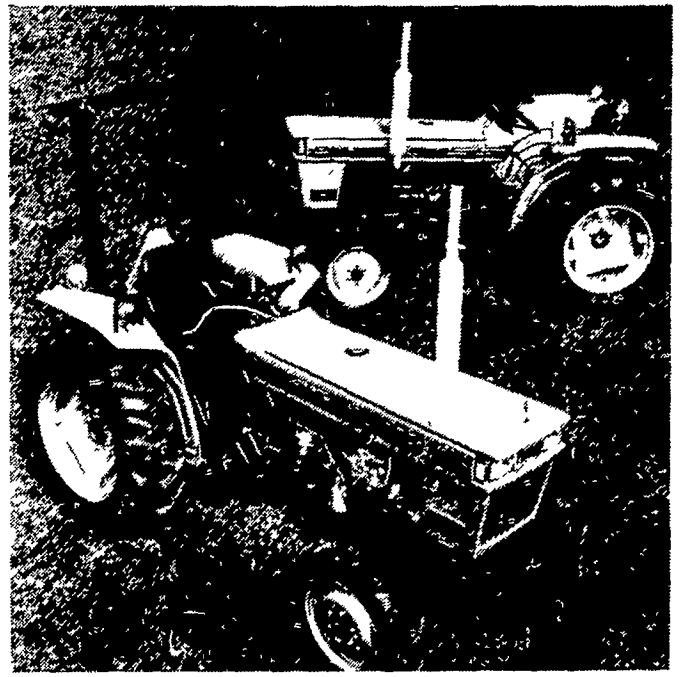
statistics," said Masataka Iseki, president of the Japanese firm.

"Our own research shows that our dealers and customers would be very receptive to our offering tractors of this size. Dealers note that sales are especially strong in rural/suburban areas and on farmsteads where small utility tractors are utilized. Some farm dealers have already sold more than 100 tractors of this

type per year," commented S.E. Knudsen, chairman of White Motor Corporation.

"Iseki has one of the newest of the farm tractor product lines in this horsepower class. They also have a highly automated production facility for farm equipment and are supported by a sound engineering group. This is evidenced by the advanced features built into their products," Knudsen continued.

The first White-Iseki models to be distributed will be designated the 2-30 and 2-35 and will have two-wheel drive. The model 2-30 will feature a four-wheel-drive option.



The colors on these tractors - silver and charcoal - are familiar, but the name is new: White Iseki. They are the result of a marketing agreement reached between an American and Japanese firm.

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Many hunters are under the impression that the animal must be visible to be transported. Such is not the case. Actually, the table quality of venison suffers

when it is exposed to elements such as snow and wind, road dust and grime, fumes and engine heat.



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