vom Good Dealers-

Not buying a John Deere? Demand another \$13,000 off

When you think you're getting a good deal on a non-John Deere tractor, remember, you could be getting a lousy resale value in the process. Check the facts.

According to the 1987 spring edition of NFPEDA Official Guide for Tractors and Farm Implements a 1980 John Deere 4440 is still worth 90 percent of its original list price. Its leading competitor is worth just 60 percent.* That difference is real money. Subtract the current resale value from the original list price, and compare the John Deere result with that of our leading competitor. You'll find a \$13,003 John Deere advantage. Of course, that high resale doesn't just happen by accident. It's a sign of the lasting productive value of John Deere features. And a sign of great John Deere parts and service support. So don't be fooled by a bargain price, only to get burned later. Get John Deere quality, and get great resale value in the bargain.

*Percentages calculated from best currently available information on 1980 list prices



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