

Dealers Visit Aftermarket Expo

NASHVILLE, TN—Twelve individuals representing eight John Deere dealerships in southeastern Pennsylvania and northeastern Maryland participated in Deere and Company's seventh Aftermarket Expo. The Expo was held in Nashville on January 30, 31 and February 1 at the Crown Plaza Hotel. The theme of this year's Expo was "People Make The Difference." Dealer parts and service personnel participated in a variety of classes and training pertaining to the Aftermarket (after the sale) portion of their business and received the opportunity to visit directly with representatives from John Deere factories, many of which supply John Deere dealers their parts. During the opening night dealers were treated to the entertainment of singer Louise Mandrell and closed their three day session with motivational speaker Charlie Plumb.

Dealers viewed such innovations as JD Vision, a CD-Rom based Electronic Parts Catalog which assists the

dealer in better serving customers. Dealers were also introduced to such products as Lead-free paints and a biodegradable Hydraulic Oil, an industry exclusive for Deere.

A highlight of this year's Expo was the unveiling of the new John Deere sponsored NASCAR Race Car. For the 1996 race season, Deere will be sponsoring the number 23

Pontiac Grand Prix piloted by Busch Grand National Driver Chad Little. The car will make its debut at the Daytona International Speedway on Saturday February 17. During the 1997 season John Deere looks forward to moving up from the Busch Grand National Series to the elite Winston Cup Series with Chad Little as driver.

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The John Deere Retail Center exhibit is visited by Jim Herbst, left, and Will Hughes, of Enfield Equipment.



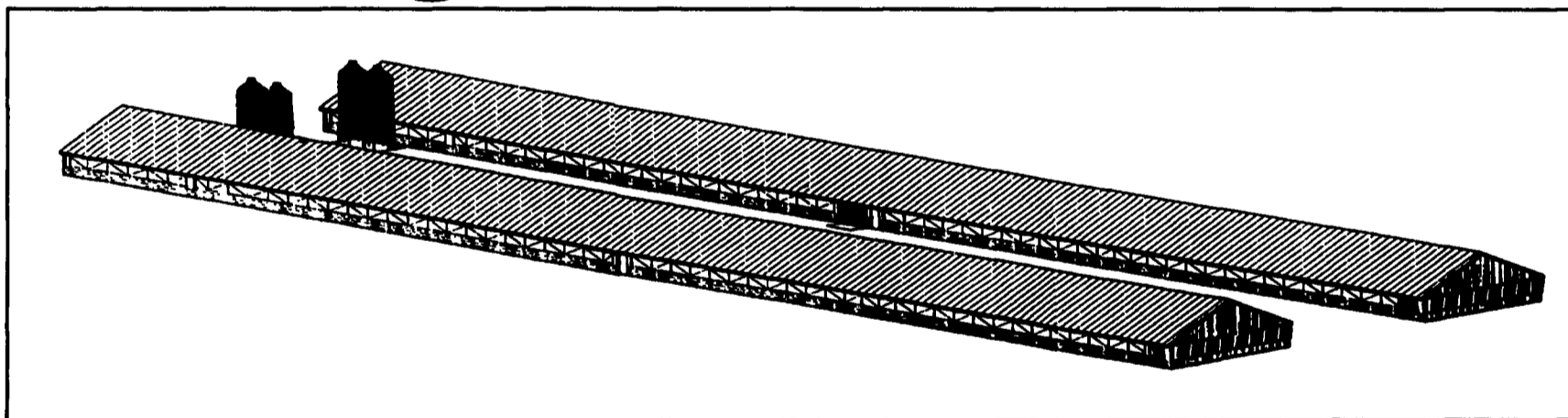
Phil Wheaton, left, and Gary George, of Lehigh Ag Equipment visit with a representative of the John Deere Harvester Combine Works.



Roger and Donald Angstadt from Pikesville Equipment inspect the John Deere number 23 Pontiac which will be driven by Busch Grand National Driver Chad Little.

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