

**It's the Difference Between a Trend and a Commitment**

**It's the Difference Between Getting By and Truly Succeeding**

**It's the Difference Between Riding Along and Taking the Lead**



Change. It's the nature of the business—yours and ours. Staying current demands more than innovation. It demands practical equipment that really works, today and in the future. That's why we design each component in the Deere family of equipment to integrate flawlessly with the next. What's more, it's all John Deere—from the technology inside to the iron outside, and even the dealerships around you. John Deere: it's the difference between building equipment and equipping you to build your bottom line.



**JOHN DEERE**

Solid. Stable. Still John Deere.