



THE DIRT

SPRING 2020

PROVIDED BY RDO EQUIPMENT CO. AND JOHN DEERE

REBUILT? OR REBORN

PAGE 4

More Options Than Ever to Work Together with RDO Equipment Co.

If there's anything the past several weeks has taught us, it's that we're all in this together. As a partner you rely on to keep your business moving forward, it has also served as a reminder of the different ways you need and choose to do business with us, and the different opportunities we provide you to do so in the ways that work best for your company.

Equipment sales, parts, service, and support isn't one-size-fits-all – it's not even one-size-fits-most. Several options and flexibility are a must for dealerships and RDO Equipment Co. has several different ways for customers to get new and used John Deere machines, parts, equipment service, and additional support.

Here are the ways RDO does that.

Online Shopping for New and Used Equipment

RDO's product experts are knowledgeable and always willing to help customers find the right machine for their needs. The RDO website at www.RDOequipment.com is full of pages to browse all Deere heavy and compact construction equipment for sale, as well as learn about options to rent machines.

Sometimes, the new machine you need might not be a brand-new machine. The Used Equipment section shows the most up-to-date inventory along with photos and pricing. More info, walkaround videos, and service records are available upon request.

On-Demand Parts Support

There are several ways to order and get crucial parts, fast.

Calling your local RDO store is one of the best ways we can serve your parts needs. Our Parts Support Center is also an easy way to get parts ordered and ensure orders are fulfilled locally. Call 844-736-7278 or email AllPartsSupportCenter@RDOequipment.com.

In addition to store pickup, RDO also offers various safe and convenient options so every customer can choose what works best, whether curbside pickup, drop box placement, or shipped direct.

Ordering online is easy, too. Look up John Deere parts in Parts Advisor, then order online through the MyDealer customer portal on RDO's website.

Call-Ahead and On-Site Equipment Service

As with Parts, getting service for equipment in our stores' shops is easy and convenient. Simply call to schedule service or fill out online.

For those with a down machine on the jobsite, RDO's Field Service Technicians can be dispatched right to the site.

Convenient Centralized Support

RDO's expert Technical Support Team is made up of knowledgeable former service technicians who have the equipment expertise to provide troubleshooting and service over the phone or via email. Call 844-477-8100 or email CEtechHelp@RDOequipment.com.

For customers who use technology solutions like GPS, GNSS, or survey, the RDO Integrated Controls Solutions Center provides phone and email technology support. Call 877-907-3642 or go online to www.RDOIC.com to complete a service request form.

There's only one way to look: forward. As companies continue to move dirt, build and repair, and keep people and businesses connected, RDO Equipment Co. will be here to serve.

See all used and new construction equipment for sale, learn more about parts, service, and support, or find the RDO Equipment Co. store near you at www.RDOequipment.com.

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MAXIMIZE RESOURCES, MINIMIZE CHALLENGES

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Personalized service by John Deere dealers has been a welcome benefit to a pair of county highway departments in the Hoosier State.





COVER STORY

JOHN DEERE
POWERTRAIN
RELIFE PLUS
PROGRAM
**GIVES
MACHINES
NEW LIFE**



REBUILD OR REPLACE



IT2 REBORN

— continued ►



▶ **S**taying one step ahead of the competition is all about managing owning and operating costs. Extending the life of a machine through Powertrain ReLife Plus, John Deere's machine-rebuild program, can really help. The cost of a rebuild is a fraction of a full replacement and can lengthen the life of John Deere articulated dump trucks, dozers, excavators, wheel loaders, and scraper tractors.

Read on to learn about the experiences of two large contractors with the Powertrain ReLife Plus program (spoiler alert – they were both very positive!).

SECOND LIFE FOR SCRAPER TRACTORS

Visitors to Gering, Nebraska, who are expecting to see the Great Plains will be surprised to find a picturesque community near Nebraska's scenic Wildcat Hills. In 1980, Paul Reed moved here and formed Paul Reed Construction & Supply. "It was just my father and his big German Shepherd, a pickup, a hammer and shovel, and a dream," says Paul's son Adam Reed, the company's current president and CEO. "Through hard work and effort, he built a successful company."

The elder Reed started off erecting grain bins and sprinkler pivots while doing small building remodels. "My dad's first big job was a liquor store," recalls Reed. "The guy he did it for mounted a plaque with a picture of Dad's dog in the brick on the exterior of the building. People just loved that dog."

Over the next 20 years, his father got more into concrete work and the company grew to 40 employees. Today Paul Reed Construction employs approximately 170 people and has seven divisions, including Heavy Highway, Underground Utility, Design Build, Concrete Crew, and Commercial Building.

Reed started working for his dad at a young age, stocking parts in the shop. As he got older, he worked on a carpenter crew and then a dirt crew, where he learned how to run heavy equipment. He worked as an operator to put himself through school at the University of Nebraska, where he played fullback. Reed loved football, but school wasn't really his thing. "I went to school for construction management, but I grew up in the business, so I'm not sure I learned that much. I wasn't the best student. I'd much rather move dirt than read production reports every morning."





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THE RELIFE PLUS PROCESS WAS SIMPLE FOR US. WE HAVE A GREAT RELATIONSHIP WITH OUR DEALER, AND THE PARTS ARE BACKED BY JOHN DEERE."

— Mark Knaub,
Equipment Manager,
Paul Reed Construction
& Supply

Paul Reed Construction now runs almost 100 pieces of construction equipment. About 85 percent of the fleet is John Deere, which includes excavators, dozers, wheel loaders, scraper tractors, skid steers, and compact excavators. The company has used Deere equipment since day one. "When my dad first moved to the valley, the other equipment dealer in town wouldn't give him the time of day," says Reed. "But the local John Deere dealership

(which would later merge with current dealer Murphy Tractor) gave him financial credit in order to rent machinery, which ultimately led to him buying his first backhoe, so we've been very loyal ever since. Murphy Tractor treats us better than any of our other vendors. They are always there to help and are a great resource." Murphy Tractor approached Reed's company about the Powertrain ReLife Plus program two years ago. "We have six 9560R

Scraper Special Tractors, and we were at the point of either trading two of them in or selling them," recalls Reed. "When we heard about the ReLife Plus program, we thought we'd try it out. And I can tell you this, we've been nothing but happy. Getting 14,000 to 18,000 hours from a machine will make us more competitive in the bidding process because it brings ownership costs down. It's been very positive."

— continued



Paul Reed Construction expects to get at least another 8,000 hours out of each of its Scraper Special Tractors through the Powertrain ReLife Plus program.

Owning and operating costs are important considerations when bidding jobs or acquiring machines. Paul Reed Construction Equipment Manager Mark Knaub carefully weighs historical information such as cost per hour and maintenance expenses. Knaub was considering buying new scraper tractors, but rebuilding them and extending their life presented a cost-effective alternative. "Through the Powertrain ReLife Plus program, we can rebuild a scraper tractor for about half the cost of a new one," says Knaub. "We believe we'll be able to get at least another 8,000 hours out of each machine. That means for each of these machines, the cost per hour goes down significantly."

The first scraper tractor was rebuilt at 6,500 hours and the second one at 8,000 hours. Certified John Deere technicians began by installing a complete set of John Deere Reman powertrain components, including the engine, transmission, and axles. They also painstakingly evaluated the machines and recommended other parts to replace. In addition to the major powertrain components, Knaub chose to replace major hydraulic hoses, steering components, and brake valves. The company has opted for extended warranties. Three-year/3,000-hour extended warranties are available for scraper tractors (three-year/5,000-hour or two-year/6,000-hour extended warranties are available on other construction machines).

"Those are great terms," says Knaub. "The ReLife Plus process was simple for us. We have a great relationship with our dealer, and the parts are backed by John Deere. These machines run just like new tractors, and I expect machine life to be every bit as long as the original."

Paul Reed Construction & Supply, Inc. is serviced by Murphy Tractor & Equipment Co., Gering, Nebraska.

Check out the video at: JohnDeere.com/TheDirt

WHEN WE HEARD ABOUT THE RELIFE PLUS PROGRAM, WE THOUGHT WE'D TRY IT OUT. AND I CAN TELL YOU THIS, WE'VE BEEN NOTHING BUT HAPPY."

— Adam Reed, President and CEO, Paul Reed Construction & Supply ►



WHEEL LOADER REBOOT

IN KANSAS CITY

Another Murphy Tractor & Equipment Co. customer in Kansas City, Missouri, also loves the John Deere Powertrain ReLife Plus program, but asked to remain anonymous at the request of its public-sector customers. The large aggregate company supplies construction materials to markets in western Missouri and eastern Kansas, running close to 70 John Deere wheel loaders at its 20 locations to keep up with demand.

Recently the company had its fourth wheel loader, a 724K, rebuilt through the Powertrain ReLife Plus program after rebuilding three 824Ks. A Capstone-certified technician performed a thorough inspection of each machine, detailing every element that was worn or in need of repair, such as cylinders, wiring harnesses, controllers, hoses, pins, wiper blades, bypass valves, and fan motors.

"The company's goal is to perform the rebuild at around 15,000 to 17,000 hours, and it believes it can get another 15,000 hours out of the

machine," says Brian Nitschke, customer solution specialist, Murphy Tractor. "On all the rebuilds, the company has been opting to make all the repairs, saying it's like getting a brand-new machine, but for approximately half the cost."

The rebuilds typically have taken about a month and use John Deere Reman components, which are warranted for one year. For each rebuild, the company has opted for an extended warranty, which covers major powertrain components for three years/5,000 hours.

The main benefit is the total cost of ownership over the entire life of the machine. Spreading the initial cost of the machine, plus the ReLife Plus cost, over 30,000 hours results in significant savings. The company expects to cut operating costs by a quarter to a third by rebuilding the machine instead of buying a new one.

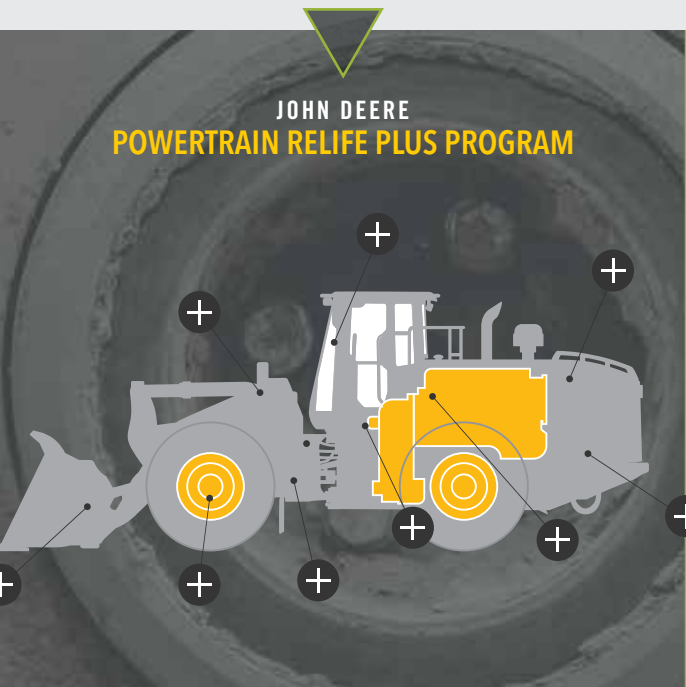
A "RE-LIFE" FOR SERIAL NUMBER



In 1957, John Deere introduced its first scraper system: the Model 840 with a Hancock elevating system. Murphy Tractor & Equipment Co. in Gering, Nebraska, owns the first one produced, serial number **840-0001**. The dealership purchased the machine in 1989 at an estate sale and had it completely restored so it is fully functional.



JOHN DEERE POWERTRAIN RELIFE PLUS PROGRAM



A Capstone-certified technician inspects each machine, detailing every element that is worn or in need of repair, such as:

- + CYLINDERS
- + WIRING HARNESSES
- + CONTROLLERS
- + HOSES
- + PINS
- + WIPER BLADES
- + BYPASS VALVES
- + FAN MOTORS



INTRODUCING THE 444L, 644L, 644L HYBRID, AND 724L LOADERS

L-SERIES LOADERS BOAST NEW FRONT-END FEATURES AND MORE

With new front-end features and an all-new cab and controls, our 444L, 644L, and 724L help you put your best foot forward. Enhancements over previous models include near-parallel lift, a more spacious operator station, ergonomic electrohydraulic (EH) controls, and new bucket and linkage designs. Plus streamlined electrical and hydraulic routing, and a host of other features help maximize uptime, for the performance, reliability, and comfort you need to stay in front of your competition.

HANDS-ON EXPERIENCE

Featuring redesigned joysticks and expanded, customizable electrohydraulic (EH) controls, L-Series Loaders put you in touch with intuitive operation. Two industry-exclusive multifunction buttons on the bucket lever can be programmed to handle any of up to 10 functions.

LOOK FORWARD TO GETTING MORE DONE

Production-boosting features up front include new bucket and linkage designs that improve load leveling, material retention, and visibility over earlier models.

LEVEL UP

Near-parallel lift combined with better load-leveling capability compared to K-Series models helps reduce load rollback, material spillage, and manual adjustments.

MAKE YOURSELF AT HOME

Redesigned cab features ergonomic controls, a more adjustable seat, an optional heated/ventilated seat (available only with the premium cab), a better HVAC system, and more legroom, storage, and power ports than previous models.

FORK IT OVER

Available in 60- and 72-inch lengths, improved shaft-style forks enable better visibility to the fork tips compared to previous models.



**8° OF
PARALLELISM**
VS. 21° ON K-SERIES



**3" MORE
LEGROOM**
THAN K-SERIES CABS



**NEW BUCKET
+ LINKAGE
DESIGNS**

LEAD THE CHARGE

KEEP IT SIMPLE

Routing of electrical wire harnesses and hydraulic hoses has been streamlined to reduce rubbing.

BETTER FILLS, FEWER SPILLS

An expanded selection of enhanced production buckets with integrated spill guards, curved side cutters, and impressive rollback boosts bucket-fill performance and material retention compared to the K-Series.

LOOKING GOOD

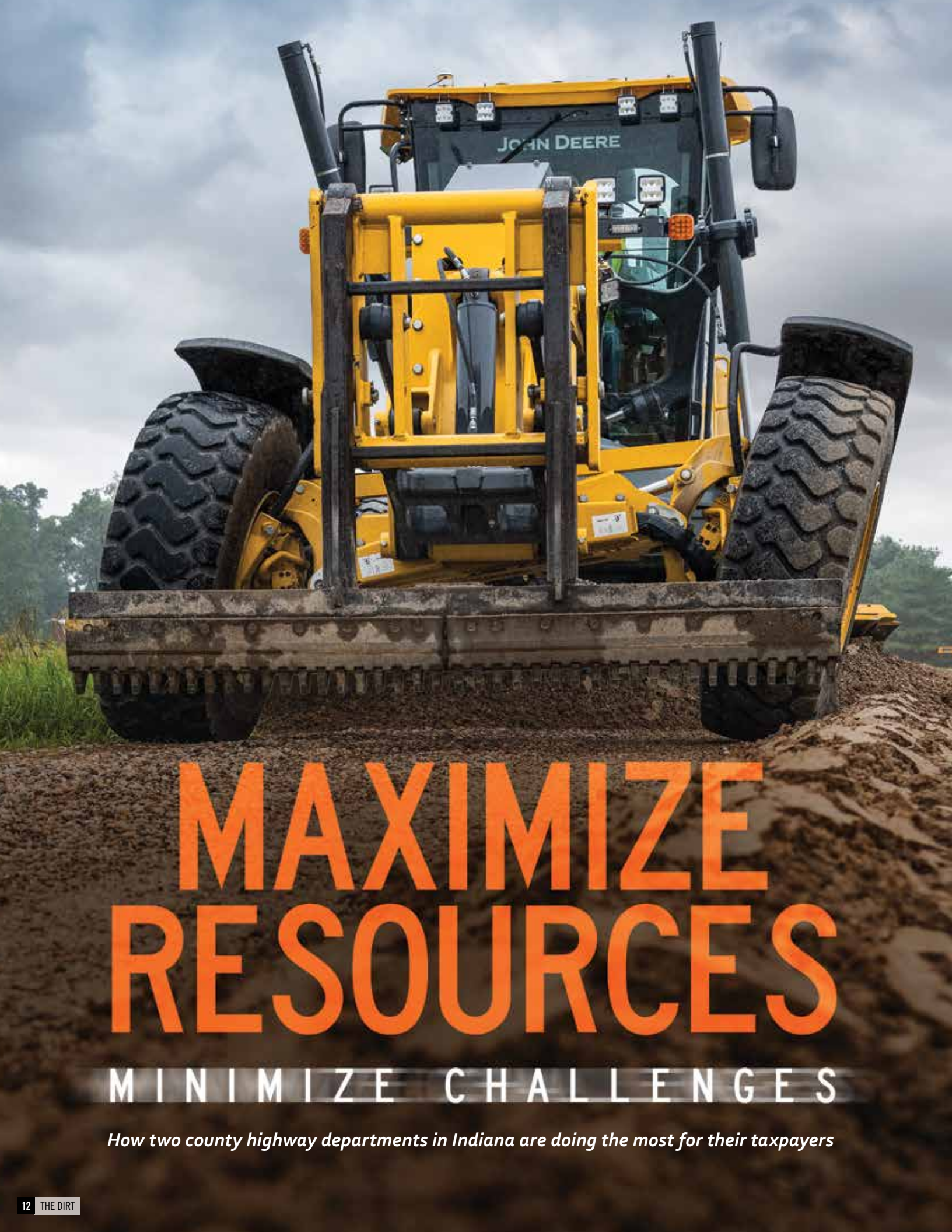
Cross-tube and boom geometry of the Z-Bar linkage has been streamlined to provide a better view to the front attachment.

ASPIRE TO GO HIGHER

Three additional inches of hinge-pin height on the 724L over the 724K provides more clearance for dumping into high feeders, hoppers, trucks, and wagons.

POWERFUL HYBRID OF EFFICIENCY AND PRODUCTIVITY

In addition to burning less fuel while meeting EPA Final Tier 4/ EU Stage V emissions, the 644L Hybrid Loader also delivers quick, smooth, and responsive hydraulics; fast ramp-climbing ability; and strong pushing power.



MAXIMIZE RESOURCES

MINIMIZE CHALLENGES

How two county highway departments in Indiana are doing the most for their taxpayers



750
MILES OF ROAD

190
BRIDGES

60K
RESIDENTS



Keeping the public happy is the name of the game, and as many people know, that's no small task. Faced with failing equipment and an ever-growing list of fires to put out, Nick Parr of the Boone County, Indiana, Highway Department knew there had to be a more important consideration than lowest cost. Partnering with West Side Tractor Sales, he found it.

ANOTHER DAY, ANOTHER DILEMMA

As operations manager, any day for Parr is likely to include the best-laid plans and a hundred reasons they go sideways. "Every season comes with its routine tasks, and depending on weather, we have a limited time we can check off all those boxes," begins Parr. "At the same time, we're getting calls from citizens about whatever issues might pop up. With 750 miles of road, 190 bridges, and 60,000 residents, it adds up quick."

On top of a never-ending to-do list, Parr's biggest challenge has been having the right tool for the job. "As a government entity, all purchases must be procured in accordance with local, state, and federal purchasing laws, and we are required to select the lowest-cost provider that meets the basic requirements outlined in the specified documents."

CUSTOM-FIT FINANCING


When a salesman from West Side started making promises Parr had heard in the past, he was understandably skeptical. "With our past contract, the machine was supposed to perform, maintenance was supposed to be routine, parts were supposed to be available, costs were supposed to be controlled — and that flat out wasn't the case. With John Deere and West Side, it's been like night and day — they actually deliver on everything they said they would do."

Starting with a hard look at the Department's numbers, West Side was able to tailor a custom financing and maintenance plan that both won the contract and achieves the Department's goals. "Service is simple. The techs are flexible with our schedule and show up to do all the work. Some of our grader operators keep the machines at their homes, and West Side will travel to them for any maintenance. They just make everything easy."

— continued

"WITH JOHN DEERE AND WEST SIDE, IT'S BEEN LIKE NIGHT AND DAY — THEY ACTUALLY DELIVER ON EVERYTHING THEY SAID THEY WOULD DO."

— Nick Parr, Operations Manager, Boone County, Indiana, Highway Department



“PAST SUPPLIERS WOULD ALWAYS TRY TO FIND WAYS OUT OF COVERING THINGS, BUT NOW WE HAVE NO PROBLEM — WHEN WE MAKE A CALL, DEERE IS THERE.”

— Rusty Lerch, Assistant Supervisor, Tippecanoe County, Indiana, Highway Department (pictured right, with Maintenance Garage Supervisor Brian Sterner)

INNOVATE, IMPLEMENT, REPEAT

Parr and Boone County aren't the only ones benefiting from this personalized approach. Brian Sterner and Rusty Lerch of the Tippecanoe County, Indiana, Highway Department are equally satisfied with West Side and John Deere. “They even sponsored a two-day operator training course for us and surrounding counties,” states Sterner, Tippecanoe County Maintenance Garage Supervisor. “It was geared toward the people running the machines every day,

and I know even our experienced operators picked up some new tricks to make them better at their jobs. You really don't see that extended type of support from anyone else.”

As for Lerch, Assistant Supervisor of the entire Tippecanoe County department with 35 years of experience, it's the affordability and dependability that make the relationship unique. “What's nice about our financing program with Deere is it also includes a maintenance agreement, which

to me is really affordable. Past suppliers would always try to find ways out of covering things, but now we have no problem — when we make a call, Deere is there.” And just what does that mean to taxpayers? “At the end of the day, it means everyone is happy. That's the biggest thing.”

The Boone County and Tippecanoe County Highway Departments are serviced by West Side Tractor Sales, Lafayette, Indiana.

 Check out the video at: [JohnDeere.com/TheDirt](https://www.johndeere.com/TheDirt)

THE CHARIOT OF CHOICE

Helping cover a collective 1,600+ miles of roadway for the Boone County and the Tippecanoe County Highway Departments in Indiana are the John Deere 772GP Motor Graders. “These workhorses run year-round maintaining roads and pummeling snow. The six-wheel drive is awesome in the winter,” says Nick Parr, Operations Manager for Boone County. “When there's a lot of snow, you're bound to get a truck hung up. Now instead of calling a wrecker, the graders can pull them out, no problem.”



Financing fit for you: **RDO does that.**



0%¹
FOR 36, 48,
OR 60 MOS.

NO PAYMENTS FOR
90 DAYS¹

SKIP UP TO **3**
PAYMENTS/ YEAR¹

UP TO
\$2,000 OFF²
CASH PURCHASES

Call 844-424-0450 or visit RDOequipment.com/flexiblefinancing to find the best option for you.

TEXAS

Fort Worth
Hewitt
Irving
Laredo
McKinney
New Braunfels
Pflugerville



(1) Offer valid on qualifying purchases made through June 30, 2020. Offer includes new John Deere skid steers, compact track loaders, compact excavators, and compact wheel loaders. Subject to approved installment credit. Down payment may be required. Taxes, freight, setup and delivery charges could increase monthly payment. Some restrictions apply; other special rates and terms may be available, so see RDO Equipment Co. for details and other financing options. Available at participating U.S. dealers. Prices and models may vary by dealer. Offers available on new equipment and in the U.S. only. Prices and savings in U.S. dollars. (2) Offer ends June 30, 2020. Prices and model availability may vary by dealer. Some restrictions apply; other special rates and terms may be available, so see RDO Equipment Co. for details and other financing options. Available at participating dealers.

A promise in writing: RDO does that.



RDO Equipment Co. does more to increase your equipment's productivity and maximize your uptime. How? With the RDO Promise™ —Uptime Guaranteed™.

It's an exclusive promise that goes beyond the standard John Deere warranty to offer you more. Equipment walk-around at delivery, free loaner equipment, and a free after-sale inspection are just a few things you get with the RDO Promise™ when you buy your John Deere construction machines from RDO Equipment Co.

*Available on units sold within RDO Equipment Co.'s Area of Responsibility (AOR) and within the continental United States. Contact your local RDO Equipment Co. store for complete details. Hitachi mining applications are excluded.

Call 844-424-0450 for more information.

TEXAS

Fort Worth
Hewitt
Irving
Laredo
McKinney
New Braunfels
Pflugerville



JOHN DEERE



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