

**JOHN DEERE AG DEALER of TOMORROW
UNITED STATES & CANADA
Performance Goals**

CUSTOMER SATISFACTION

| | |
|---------------------|-------|
| Customer Allegiance | 80% + |
|---------------------|-------|

FINANCIAL STRENGTH

| | |
|--------------------------------|-------|
| Used Equipment Turnover | 4X |
| John Deere Parts Turnover: | 3X |
| Customer Labor % of Net Sales | 7% |
| Total Absorption | 100% |
| Pretax Return on Sales | 4% + |
| Net Operating Return on Assets | 12% + |

"Building Dealer Strength"