



## **JOHN DEERE UTILITY VEHICLE WINS 2008 FINOVATION AWARD**

### **John Deere Gator™ XUV 850D Takes Top Prize In Farm Industry News ATV/UV Category**

CARY, North Carolina (January 4, 2008)— *Farm Industry News* announced today that the John Deere Gator XUV 850D is the winner of the ATV/Utility Vehicle category of the 2008 Finovation Awards.

John Deere earned the award after the XUV 850D tested the highest in the *Farm Industry News* "Utility Vehicle Rodeo," which is a two-day product testing where farmers scored utility vehicles, from nine different companies, while completing tasks resembling farm jobs.

Finovation Awards are given to the most innovative products in 20 different categories, ranging from combines to crop chemicals, published within *Farm Industry News* over the past year and based on reader responses and voting by the Team *FIN* farmers.

The winners will be officially announced at the Finovation Awards banquet held at the National Farm Machinery Show in Louisville, KY on Thursday, February 14, 2008. Print recognition will appear in the January 2008 issue of *Farm Industry News* magazine.

Previously, John Deere won a Finovation Award in 2007 for excellence in the 150- to 250-hp tractor category with the 7030 Series.