CONEXPO-CON/AGG® IN THE SILVER CITY

CONEXPO-CON/AGG, the largest equipment trade show in North America, is always a good opportunity to meet up with customers. It also gives us the chance to share how John Deere products, technology, and support empower you to achieve your goals on your terms.

At CONEXPO-CON/AGG 2020 in Las Vegas, our new Solutions Deck provided a dedicated space where dealers and customers could meet while showcasing our dealer network’s expertise and capabilities. Various stations were set up at which customers could learn about John Deere Connected Support™, Certified Rebuild Centers and Powertrain ReLife Plus, grade-management solutions, JDLink™ machine monitoring, and more.

Our construction machines are always a big draw. We displayed 37 pieces of equipment, including our wide range of original equipment manufacturer (OEM) precision grade-management solutions. The centerpiece of the show was our first-of-its-kind 333G SmartGrade™ Compact Track Loader (CTL) with purpose-built six-way dozer blade, which will join our lineup this fall. And we displayed our new 210G LC SmartGrade Excavator, also slated to be available later this year. With the addition of the SmartGrade CTL and excavator, we now offer grade-management solutions on more machine forms than any other manufacturer. To help customers adopt these solutions, we provide multiple paths from entry-level to fully integrated upgrades.

As always, we’re continually expanding and improving our equipment line to meet our customers’ needs. Also on display at the show were our new 724L Wheel Loader, 700L Crawler Dozer, 460E-II Articulated Dump Truck, and premium-circle option on G-Series Motor Graders. And to commemorate the 50th anniversary of John Deere skid steers, we exhibited a fully restored Model 24 Skid Steer.

We’re also continuing to deliver innovative solutions to help you improve productivity, uptime, and efficiency. At this year’s event, we offered previews of new technologies such as Obstacle Intelligence, SmartWeigh™, SmartAttach, a new earthmoving productivity system for scrapers, and more. Because ultimately, it’s about more than helping you move earth. It’s about helping you RUN YOUR WORLD.

David F. Thorne
Senior Vice President, Sales & Marketing
Worldwide Construction & Forestry
COVER STORY

REBUILT? OR REBORN

PAGE 4
Two large contractors better manage costs by getting a second life out of their machines.

LEAD THE CHARGE

PAGE 10
Our 444L, 644L, 644L Hybrid, and 724L Loaders can help you stay in front of your competition.

MAXIMIZE RESOURCES, MINIMIZE CHALLENGES

PAGE 12
Personalized service by John Deere dealers has been a welcome benefit to a pair of county highway departments in the Hoosier State.
JOHN DEERE POWERTRAIN RELIFE PLUS PROGRAM GIVES MACHINES NEW LIFE
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.”

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.

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.”

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.”
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.”

“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
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."

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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.

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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
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.

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

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.”
Your older iron has a lot of life left. Keep it running profitably with the John Deere ReLife Program finance offers — and keep your cash.

Schedule an inspection today.

1Offer valid on qualifying purchases made between 1 April 2020 to 31 October 2020. Subject to approved installation credit with John Deere Financial. For commercial use only. No Payments/No Interest for 120 days followed by 3.5% APR for 12 months (for parts and service over $100K). 2Offer valid on qualifying purchases made between 1 April 2020 to 31 October 2020. Subject to approved installation credit with John Deere Financial. For commercial use only. No Payments/No Interest for 120 days followed by 2.99% APR for 36 months (for parts and service over $100K). See your dealer for complete details and other financing options. Available at participating U.S. dealers. Prices may vary by dealer.
INTRODUCING THE LATEST ADDITION TO OUR L-SERIES WHEEL LOADER LINE —
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Run Your World.