

THE DIRTY

WINTER 2021



GOOD AS GOLD PG. 4



One million strong

Durability and performance have been signature values of the John Deere product line for as long as there's been a John Deere product line. Recently, the 944K Hybrid Wheel Loader reached an impressive milestone reflecting those very values: one million operating hours in the field.

Since its launch in 2015, the 944K has provided customers with proof that our hybrid-electric machines can meet their needs and exceed their expectations. By keeping in mind what our customers find important — profitability and low operating costs along with the previously mentioned durability and performance — we've been able to build confidence in the 944K's ability to handle the toughest of conditions.

These last five years have seen a lot of positive feedback from the customers who have incorporated the 944K into their fleets. We've heard about machine advantages ranging from fuel savings to its ability to replace a size-class-larger competitive wheel loader in quarries, steel operations, and other large loadout applications. With its 536-horsepower EPA Final Tier 4/ EU Stage IV John Deere PowerTech™ engine delivering outstanding torque and responsiveness while maintaining solid boom and bucket speed, we're not surprised.

We're always looking for new ways to deliver innovations to our field-proven designs and to make equipment better in every single way. And not just better, but bigger, too. Like their 944K counterpart, the other models in our line of production-class equipment have turned the John Deere brand into a dominating force for completing big jobs. We know that boots on the ground isn't the whole picture when it comes to getting work done, so we've also focused on boosting the coverage of our warranties and ever-expanding dealer support network as we increase the power and intelligence available on our equipment.

So, here's to one million hours in the field for the 944K. The *first* one million hours, that is.

A handwritten signature in black ink that reads "David F. Thorne". The signature is fluid and cursive.

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

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The third 944K Wheel Loader added to this material company's fleet also came with the first virtual John Deere Gold Key experience.

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Unique jobs, GPS technology, and John Deere equipment help keep this Des Moines, Iowa-area excavating contractor moving earth like none other.

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Simplified systems, new drive modes, and easygoing productivity make the 410E-II and 460E-II Articulated Dump Trucks some of our newest can't-miss equipment.

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Ralph and Emma Heathershaw added the sound of wedding bells to the buzz around the John Deere CONEXPO/CON-AGG® 2020 booth.





GOOO

John Deere takes the first off-site Gold Key Experience very seriously — and very literally — as Winter Brothers Material Company President Ryan Winter shows off the gold key included in the ceremony.

D AS GOLD

JOHN DEERE BRINGS FACTORY-FLOOR HONORS TO THE HOME OF THIS HARDWORKING, INNOVATIVE THIRD-GENERATION COMPANY

Winter Brothers Material Company operates along a wide meander of the Meramec River near St. Louis, Missouri, but it's under the water where the crew really gets to ply its trade. This third-generation, family-owned company has been dredging up premium sand and

gravel from the depths of the free-flowing waterway and shipping its products all over the Midwest for over 70 years.

There's a much simpler way to say it, according to Ryan Winter, company president.

"When someone asks me what I do, I tell them I count rocks," he says with a laugh. "Really, I love just being able to produce and provide. We get the materials to the places that need them, and we get jobs to hardworking folks out on our site. They're the ones who make this company what it is."

— continued

Winter Brothers Material Company was incorporated in 1946 after Winter's grandfather and great-uncle returned from World War II. After they met their wives, the next thing they wanted to do was start a company.

"It was either fried chicken or sand-and-gravel mining. My grandmother always said the smell of diesel fuel is not quite as bad as chicken grease, so they bought some mining equipment and got to it," says Winter.

ROCK STEADY

Millions of years ago, the state of Missouri was at the bottom of the inland sea. The shift to our current geological layout created a surplus of sedimentary rock to be mined, and the Mississippi River cuts through this limestone. The Meramec sand and gravel that Winter Brothers mines is unique to and highly sought after in the area, as it flows as an alluvial deposit out of the Ozarks and contains none of the lignite that is common to the Mighty Mississippi.

While its premium materials get used for landscaping, roofing on large corporate buildings, under-water drainage systems, and more, Winter Brothers' primary customer base is ready-mix concrete within the metropolitan area. As a bulk-aggregate supplier in a single location, all the company's equipment, including its new — and third — 944K Wheel Loader, can live on-site.

"John Deere seems incredibly innovative," says Plant Manager Jerry Gunter, noting that fuel efficiency is a real number he can



**THE 944K WITH ITS
10-YARD BUCKET
DEFINITELY WARRANTED
A LOOK FROM US. ”**

— Ryan Winter, President, Winter Brothers Material Company

look at every day and know exactly how much the company is saving.

"The 944K is a true four-wheel-drive machine, so operators can get a full bucket every time, with virtually no wheel spin. It takes fewer passes to load each truck, and at the end of the day, that adds up," Gunter says. "With the 944K, you just do your job."

EXPERT ENGINEERING

The service Winter Brothers' customers have come to expect requires a bit of a different process

than your typical sand-and-gravel mine. Machines like the 944K Wheel Loader have been crucial in helping its load-and-carry operation exceed expectations in terms of speed and consistency.

"About five years ago I knew it was time to upgrade our fleet of wheel loaders. We run a lot of nine-yard buckets, so the 944K with its 10-yard bucket definitely warranted a look from us," says Winter.

With a background in mechanical engineering, the veteran supplier is no stranger to what it takes to

get the job done under the hood as well.

"John Deere foresaw the market's need for a machine like the 944K and had all the engineering in line to roll it out before anyone else," says Winter. "I'm excited to learn what the folks at Deere are working on for their next generation of machines. There's a lot of technology still out there to be developed, and I know they're developing it."

— continued



OFF-SITE SURPRISE

A more personal John Deere innovation Winter Brothers experienced was the manufacturer's first remote Gold Key experience. Typically, customers are treated to a private, behind-the-scenes tour of the factory where their equipment is built. Due to COVID-19, Winter Brothers assumed early on that any sort of Gold Key experience for its newest 944K was not going to be possible.

The company was delighted to find out otherwise.

"John Deere had a creative idea of making a remote Gold Key experience upon delivery of our new machine," says Winter. "I knew from my other trips to the factory the type of culture surrounding the machine, and

JOHN DEERE REALLY WENT OUT OF THEIR WAY TO MAKE US FEEL IMPORTANT.

— Jerry Gunter,
Plant Manager,
Winter Brothers
Material Company

I knew Deere took the challenge of creating both the machine and the experience seriously."

A special package featuring a flash drive with videos and specific information, a replica Gold Key, and much more greeted the crew, with Winter and Gunter bringing all smiles in front of their brand-new machine, already on-site.

"Touring the factory felt special and so did this. John Deere really went out of their way to make us feel important," says Gunter.

WINTER HELP

From the celebration of new equipment to the support of the daily grind, Winter Brothers enjoys that same relationship with its dealer. Both Winter and Gunter



give credit where it's due — to the expertise and responsiveness of Erb Equipment.

"Erb just makes it a point of taking care of their customers," says Gunter. "We didn't have any John Deere equipment before, so just getting to know the people and their service has been excellent."

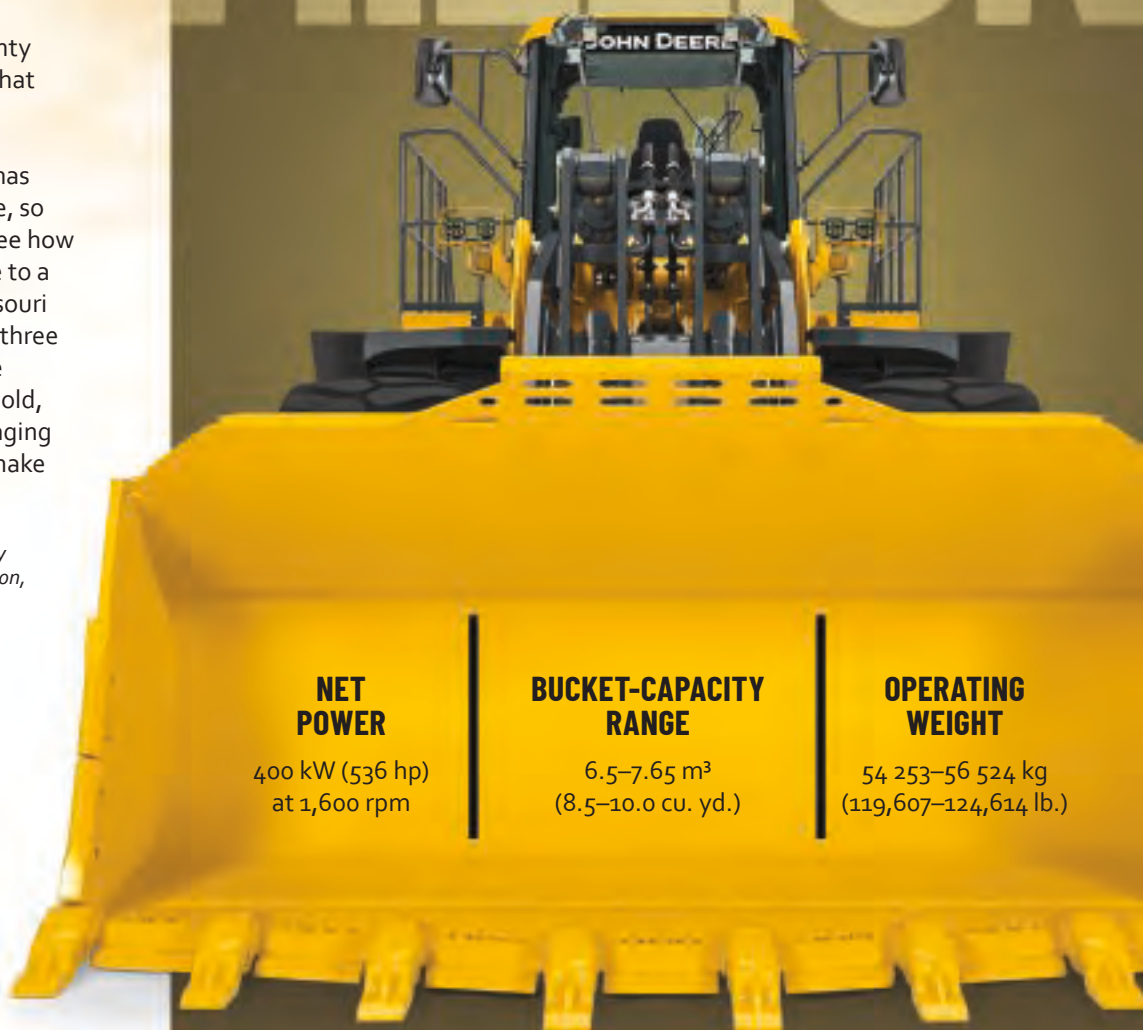
And, of course, there's plenty of praise for the machine that brought them all together.

"The wheel loader market has been around for a long time, so it's difficult sometimes to see how you can improve a machine to a point that some guy in Missouri is going to run out and buy three of them," says Winter. "The industry of moving rocks is old, but John Deere is still managing to push the envelope and make it better."

Winter Brothers Material Company is serviced by Erb Equipment, Fenton, Missouri.

One in a

MILLION



NET POWER

400 kW (536 hp)
at 1,600 rpm

BUCKET-CAPACITY RANGE

6.5–7.65 m³
(8.5–10.0 cu. yd.)

OPERATING WEIGHT

54 253–56 524 kg
(119,607–124,614 lb.)



Check out the video at:
JohnDeere.com/TheDirt

The 944K Wheel Loader recently surpassed 1,000,000 combined hours in the field, no small feat for the machine's first five years! Winter Brothers Material Company of St. Louis, Missouri, contributed over 10,000 hours to that one-million-hour milestone, a figure that will only increase with the addition of its third 944K.



A S T E P A H E A D



**FAMILY-OWNED BUSINESS
LEVERAGES TECHNOLOGY TO
TACKLE NICHE PROJECTS**



As a third-generation company, Elder Corporation of Des Moines, Iowa, has been around long enough to see changes from more than technology. By becoming experts in demolition, earthwork, underground utilities, concrete and asphalt recycling, soil stabilization, and tree clearing, among its many specialties, the Elder crew has grown more inclined to seek anything out of the ordinary as the company has grown.

A SOLID FOUNDATION

A successful project needs a solid foundation. And what's essential to that foundation? Dirt moved in the fastest, smartest, and most efficient way possible. For Elder Corporation, the quality of what gets built should always be matched by the quality of what it's built on.

"I spec, order, and monitor maintenance for all the equipment. Performance is what we're looking for, and John Deere doesn't let us down," says Brian Moran, Vice President of Mobile Fleet Assets and Maintenance for Elder Corporation. "We like the push and loading power of the wheel loaders and the power and lifting capacity of the excavators. And when it comes to two-track scraper tractors, you have to go with Deere. They build some good, reliable equipment."

A job reconfiguring a loading-dock area about a decade ago allowed Elder Corporation to have a better understanding of what John Deere machines are capable of. Since then, it's incorporated almost 50 pieces of Deere equipment into its fleet.

Along with that machinery comes access to John Deere dealership service. "Murphy Tractor is our dealership, and our relationship has been growing over the years," Moran says. "It's becoming better and better every day."

The integration of Deere equipment and dealerships doesn't just help Elder Corporation on the job — it helps the excavating contractor secure more jobs.

"Recently, we were awarded a 600,000-square-foot warehouse project the general contractor was able to negotiate direct, because they know Elder Corporation is heavily invested in Deere equipment," says Steve Moyna, Vice President of Business Development. "We buy more Deere equipment and we get more jobs because of it. Everyone benefits."

— continued

TYPICAL JOBS ARE REALLY NOT WHAT WE LOOK FOR.

— Steve Moyna, Vice President of Business Development, Elder Corporation



DOUBLE OR NOTHING

Moyna says Elder Corporation is a company so good, he had to work there twice.

"I worked for the second generation of Elder Corporation in the early '90s and found myself back once again for the current third generation in 2010," he says. "They're a family-owned organization that thinks really highly of their people and makes it a point to put technology at the forefront of what they do. It's a people-forward, ideas-forward environment."

That technology — along with a growing fleet of John Deere equipment — has kept Elder Corporation competitive as it continues finding new areas of excavation to conquer. With over 60 years of experience, the company knows that expanding its

ever-growing list of specialties is the only way to survive.

TOPOGRAPHIC TECH

GPS technology has been a game changer for the entire industry, but especially for Elder Corporation. Shawn Swygman, the company's GPS Manager, notes just how much time and money are saved by using GPS-enabled drones and equipment on its jobsites.

"Back in the day, you'd have to send a guy out to a field, and he may spend five hours on a big site doing the topography and taking shots, maybe bringing in 10,000 data points at max," says Swygman. "Now you can take the drone out, fly it for 15 minutes, and bring in over 10,000,000 data points."

It all comes down to better data and the benefits that result from it. By having all of that information from the start, Elder Corporation is able to land on-site and get moving immediately, which is especially convenient on larger sites with massive amounts of dirt to move. With the help of forward-thinking experts like Swygman, things are only going to get better.

"I'm here to do more than analyze the engineer's data," he says. "I'm always researching, taking what I find to the powers that be to see what's a good fit. How can we make it better? How can we make it faster?"

That mindset allows Elder Corporation to keep expanding and finding new ways to move dirt and get work in places where it needs moving. The company is always looking to try



John Deere Customer Advocate Groups help give every customer a voice. Elder Corporation of Des Moines, Iowa, proudly participates. Vice President of Business Development Steve Moyna says, "One of the things we appreciate about Deere is their ability to converse with us to better understand not only what we like, but also what we don't like, and remediate those issues moving forward."



C U S T O M E R A D V O C A C Y



the latest innovations. "Technology such as John Deere telematics make sure that we're able to just plan and then go," says Moran. "Instead of everything being reactive, it can be proactive."

NOT LIKE MOST JOBS

"Typical jobs are really not what we look for," says Moyna. "We excel with projects that are unique, and that's one of the reasons so many

customers come back to us. We try to fill that challenging niche, whether it's a job with a potentially hazardous environmental condition, an expensive soil issue on the property, extreme topography, or other issues that need to be corrected."

Seeking out those unique challenges has provided Elder Corporation a broader customer base and the opportunity to excel in its niche.

"We've got a job list as long as your arm — that's what happens when you provide solutions others can't bring to the table," quips Moyna. "And that's exactly what we look for in our equipment providers like John Deere."

Elder Corporation is serviced by Murphy Tractor & Equipment Co., Des Moines, Iowa.

 Check out the video at:
JohnDeere.com/TheDirt

**I'M HERE TO DO MORE THAN ANALYZE THE ENGINEER'S DATA.
I'M ALWAYS RESEARCHING, TAKING WHAT I FIND TO THE
POWERS THAT BE TO SEE WHAT'S A GOOD FIT.**

**HOW CAN WE
MAKE IT BETTER?
HOW CAN WE
MAKE IT FASTER?**

—Shawn Swygman, GPS Manager, Elder Corporation





INTRODUCING THE **410E-II** AND **460E-II** ADTS

EASY

E-II SERIES ADTS DELIVER BIG PRODUCTIVITY WITH LESS EFFORT

How did we improve on our powerful, productive, and popular E-Series Articulated Dump Trucks (ADTs)? Three new drive modes make the 410E-II and 460E-II easier to use, while options like an automatic temperature control (ATC) system and a premium heated/ventilated seat provide all-day comfort. We've also made them more reliable and easier to maintain, with more robust sensors and simplified hydraulic and electrical routing. These ADTs are hardworking, easygoing, and simply better.

TRAVEL LIGHT

E-II models weigh in at around 1,100-pounds less than the E-Series, which boosts fuel economy without sacrificing performance. Combining lower weight with improved hydraulic efficiency, these models consume up to seven-percent less fuel than E-Series machines.

SET AND FORGET

Optional ATC system allows operators to simply select a desired temperature to get comfortable. Rotary switches eliminate the need for a second sealed-switch module, making room for more storage.

QUALITY SEAT TIME

Standard high-back air-suspension seat adjusts multiple ways for daylong comfort and support. Optional premium

heated/ventilated seat with heavy-duty air-suspension and adjustable seat pan provides even more comfort.

DRIVER'S EDGE

Three drive modes ease customization by both inexperienced and veteran operators: **Normal mode** for everyday operation; **Eco mode** that, when conditions allow, conserves fuel by managing engine-power delivery as well as optimizing transmission



**10% FEWER HOSE
CONNECTIONS**
COMPARED TO E-SERIES



**ECO MODE REDUCES
FUEL CONSUMPTION
BY UP TO 12%**
COMPARED TO NORMAL MODE

DOES IT



response for those conditions; and **Traction mode**, which optimizes differential lock for maximum tractive effort in soft and slippery ground conditions.

SIGNIFICANTLY SIMPLER SYSTEMS

Routing of the electrical and hydraulic systems has been greatly simplified to improve reliability. Reduction of hose length and number of connections

— 10-percent fewer than E-Series models — considerably minimizes system complexity.

PUT DAILY GREASING ON AUTOPILOT

Factory-installed auto-lube option boosts uptime and reliability. It is electrically powered and integrated with machine diagnostics to help verify daily maintenance is being performed.

KEEP THE TRUCK OUT OF THE MUCK

New wheel-speed sensors improve auto-differential lock response to help keep materials moving in slippery muck. They provide a more accurate reading than ground-speed radar to confirm the traction-boosting auto-differential lock engages when needed. Diff lock can also be engaged on the fly while slipping.



LABOR

&

love

THESE NEWLYWEDS WENT FROM EXCAVATION TO EXCLAMATION, SAYING **"I DO"** AT CONEXPO 2020

A fancy wedding cake. Family and friends sharing in the joy. A John Deere excavator.

One of these things is not like the others, but it's what made Ralph and Emma Heathershaw's wedding so unique when they decided to tie the knot at CONEXPO-CON/AGG® 2020.

"They set a couple of excavators with the buckets kind of in a heart shape," Emma says. "We walked a red carpet and they even played the 'Wedding March' when we walked between the excavators. It was funny!"

"I want to make sure that everybody knows this was her idea," says Ralph. "People see us getting married at a construction convention and probably think 'Look at that guy, dragging his bride-to-be up on a piece of equipment on their special day.' But most of the audience at CONEXPO is men, so I felt on the spot in front of all the construction guys!"

Both Ralph and Emma have had traditional weddings in the past. The CONEXPO experience in Las Vegas provided a chance for the two to do something unique for their own special day together, something that reflected the uniqueness of their relationship.

"Well, Ralph loves excavators, and I love Ralph," Emma says. "He doesn't like the mushy stuff, so I said it would be fun to do it. And it was a great event. Best wedding ever."

DIGGING LIFE TOGETHER

The happy couple met almost by chance when one of Emma's employers, a vacation-rental company, needed the driveway to its office rebuilt. Emma was looking for a contractor, and Ralph was the one who showed up. At that time, he had a little excavator he used for small jobs both on and away from his farm.

— continued



66 I will say that I'm very happy
that I married this woman, and

I love her very much.
— Ralph Heathershaw

A NEW LEVEL OF DEALER SUPPORT

Originally, Ralph and Emma had planned on simply checking out the equipment at the convention and doing a simple, fun ceremony somewhere in Las Vegas. When Ralph and Emma were at the dealership checking out their new 60G Compact Excavator a few months before CONEXPO, a simple conversation changed everything.

"Emma made a joke about getting married on an excavator, and before I knew it, Matt Wolf, our salesman, ran it up the ladder, all the way to Deere Corporate," says Ralph. "Matt even ended up being the witness in the ceremony."

The dealer support extends to more traditional avenues as well, with Ralph noting that legendary service is one of the main reasons he went with John Deere.

"Anything you need, they're right on it," Ralph says of their dealer, Papé Machinery. "I've gone in there with a repair question and left with printed-out instructions on what turned into a simple 10-minute fix for me. You couldn't ask for better than that."

WHAT HAPPENS IN VEGAS

Just the idea of having a singular, one-of-a-kind wedding experience in Las Vegas is enough to make the couple smile. There's no shortage of people with the classic yellow and green John Deere machines at their weddings, but the focus on construction equipment specifically turns this into a CONEXPO first.

"It's not just a first for John Deere construction — it's a Las Vegas first," says Ralph. "Everybody has done every over-the-top thing there is when it comes to weddings, so it feels good just to have gotten to an idea before anyone else."

"People were wandering around and then they'd be stunned at a wedding happening out of nowhere," says Emma. "You could see the shocked look on their faces."

When Ralph was asked for marriage advice, he proved that his smarts go beyond choosing John Deere when he gave the best answer someone can give.

"I'm not sure I have any," he says. "But I will say that I'm very happy that I married this woman, and I love her very much."

"Ralph and Emma Heathershaw are serviced by Papé Machinery in the Pacific Northwest."

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

Since then, he's switched to two John Deere excavators, and he's quick to point out that the work around the farm doesn't get done alone anymore.

"Emma is very helpful when I need an extra hand," Ralph says. "She's good at tracking the excavators from spot to spot for me."

"I've owned a restaurant for almost seven years where I cook, clean, meet customers, do the books — everything," says Emma. "On my days off, I help Ralph on the farm. That's my vacation time."

With over 250 acres on their farm, the Heathershaws' excavators get used for driving fence posts, rebuilding riverbanks, landscaping, and running all over the place.

"We met and became friends, and now we keep up the property together," says Ralph. "It really went down the road from that first meeting, all the way down the road to the John Deere booth at CONEXPO!"

CONEXPO-CON/AGG®

At the 2020 installment of CONEXPO, the world's biggest construction trade-show event, John Deere offered previews of new technologies such as **Obstacle Intelligence**, **SmartWeigh**™, **SmartAttach**, a new earthmoving productivity system for scrapers, and more.

WE'RE HERE TO HELP YOU KEEP RUNNING.

PowerPlan™

In these uncertain times, one thing is certain — John Deere Financial is here for you. Save your cash for payroll and other critical business expenses. Put John Deere and non-John Deere parts, service, and preventative maintenance on PowerPlan™. You can keep your equipment and crews working now and we'll waive the payments and interest for 180 days.¹



PARTS AND SERVICE



PREVENTATIVE MAINTENANCE

We'll get through this together. Contact your dealer or go to JohnDeereFinancial.com/PowerPlan to apply.

¹Offer valid on qualifying purchases made between 01 November 2020 to 28 February 2021. Subject to approved credit on PowerPlan, a revolving credit service of John Deere Financial, f.s.b. For commercial use only. After the promotional period, interest charges will begin to accrue at Prime plus 14.9% APR. 0% APR for 180 days offers require a minimum \$3,000 purchase with at least \$1,000 of the purchase being parts. Repairs must be made to John Deere equipment using John Deere OEM parts. Prior purchases are not eligible. Available at participating dealers. Prices may vary by dealer.

PowerPlan is a service of John Deere Financial, f.s.b.
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**JOHN DEERE
FINANCIAL**

JohnDeereFinancial.com



RUN
[YOUR]
WORLD

CLIMBING INTO YOUR 4X4 TRUCK AT THE END OF YOUR SHIFT IS SUDDENLY A LETDOWN.

MAKE EASY WORK OUT OF CHALLENGING CONDITIONS WITH THE ALL-NEW 460E-II AND 410E-II. With new features that help eliminate guesswork and optimize comfort, operators can focus on getting more done. Like three new drive modes and simplified transmission-retarder controls that can be matched to jobsite conditions or your operator's driving style. Plus, improved fuel burn* for the 460E-II means less refueling. Meanwhile, the updated hose routings and new sensors are designed to help improve uptime, and the quiet, pressurized cab with new primary display, optional premium heated/ventilated seat, and auto temperature control makes easy work out of long shifts. Free your mind. Run Your World.



JOHN DEERE

*Fuel-consumption improvements based on comparison of 460E to 460E-II.

JohnDeere.com/ADTs