New Generation line boosted innovation and industry leadership

In September, John Deere employees, retirees, and enthusiasts will gather in Waterloo, Iowa, to mark the fiftieth birthday of a milestone in John Deere tractor production.

The John Deere Fall Fest will celebrate the anniversary of the introduction of the “New Generation of Power,” Deere’s first four- and six-cylinder tractors, with a tractor and implement show, tractor ride, auction, swap meet and more.

The first New Generation tractors were introduced on Aug. 30, 1960, at “Deere Day in Dallas,” an elaborate event built around the unveiling of the new line. The dealers in attendance knew they were in Dallas, Texas, for a product introduction, but no one was aware that they would be the first to see a new line that would usher in John Deere’s leadership position as a tractor maker.

Like the rest of the New Generation tractors, the 3010 attracted a lot of attention when it was introduced in 1960.

The New Generation tractors were significantly different from the two-cylinder machines that John Deere had produced since entering the tractor business in 1918. In fact, 95% of the parts in each tractor were brand new — designed just for this line.

“The industry was moving toward higher horsepower tractors capable of pulling larger equipment that enabled customers to be more productive and profitable,” said Brian Holst, Manager, Heritage Marketing Group at John Deere. “This movement pushed the company to think outside of the box.” The result was a line of tractors that lead to increased market share for Deere & Company, and innovations that laid the foundation for features still seen in tractors today.

From us to you...

Tractor shows here and there

On top of the tractor shows I went to this summer, I attended a small county fair in central Iowa for the first time this year. I was impressed with all of the tractors on display – even the ones that weren’t green and yellow. I appreciate the amount of work that goes in to every restoration, regardless of the brand of the tractor.

And fairs weren’t the only places I saw vintage tractors this summer. Recently I spent time in Milwaukee, Wisconsin, at the Harley Davidson Museum. There’s more information about our trip to Milwaukee on the next page.

While the tractor shows are winding down, I’m anxiously looking forward to one more chance to see vintage tractor displays and spend time with other John Deere fans yet this year. The John Deere Fall Fest will be held in early September in Waterloo, Iowa, to celebrate the 50th anniversary of John Deere’s New Generation of Power.

To mark this turning point in John Deere tractor design, the folks at Waterloo are planning three days of festivities including a few events you won’t find anywhere else. A number of John Deere retirees will be on hand to talk about all aspects of the engineering and marketing of the New Generation tractors. They will cover everything from tractor design to the changes that had to be made in the factory to prepare for production.

A banquet during the event will focus on Deere Day in Dallas, the huge product introduction where the New Generation of Power was unveiled to dealers. Through speeches and video footage, attendee can enjoy first-hand accounts at the event.

I plan to walk away from the John Deere Fall Fest with enough tractor memories and New Generation information to satisfy the tractor enthusiast in me until next spring.

Keep your hand on the throttle and your plow in the ground.

Brian

Brian Holst is the manager of Heritage Marketing and Branded Properties at John Deere. He also has years of experience working with vintage tractors.

John Deere plans new museum in Iowa

Next year John Deere enthusiasts will have one more reason to visit Waterloo, Iowa.

The new John Deere Waterloo Tractor and Engine History Museum will open late in 2011 and feature artifacts and interactive exhibits that celebrate the rich history of the tractor business at John Deere.

Waterloo is already a popular place for John Deere enthusiasts to visit. The city has been home to major John Deere facilities since the company purchased the Waterloo Gasoline Engine Company in 1918. Currently, Waterloo is the site of several Deere facilities, including John Deere Waterloo Works, a large tractor manufacturing plant that visitors can tour.

The John Deere Tractor and Engine Museum will be located on the original site of the Waterloo Tractor Works, and will join other John Deere attractions around the world, including the John Deere Historic Site in Grand Detour, Illinois, where John Deere started his business in 1837. John Deere enthusiasts can also visit the John Deere Pavilion and John Deere Store in Moline, Illinois, the John Deere Forum in Mannheim, Germany, and visitor centers at a number of John Deere factories.
In 1959 John Deere had 23 percent of the wheel tractor market in the United States. By 1963, two years after the New Generation was launched, the company was selling 34 percent of the tractors purchased in the country. “Once the company’s market share increased it allowed Deere to make developments in articulated tractors and cab enclosures with air conditioning and other luxuries,” said Holst.

Work on the new line began in 1953 when a group of engineers were moved from their offices at John Deere’s tractor factory in Waterloo to a leased building nearby. They remained there while they completely redesigned the line. The new location helped them avoid distractions and made it easier to keep their project confidential.

After years of quiet development the new line was ready for production. The first four models, the 1010, 2010, 3010, and 4010, were introduced at Deere Day in Dallas and began shipping to customers in 1961. These models were eventually replaced by others in the New Generation series, which was produced until John Deere introduced the Generation II tractors in 1973.

The New Generation tractors had engines with higher RPM and offered more power to work larger farms faster. They also featured a new “more responsive and efficient” hydraulic system, said Holst.

In addition to the mechanical improvements, the new tractors were easier to use and more comfortable with conveniently located controls, better visibility and improved seat suspension. Locating filters on the sides of the tractors, instead of underneath, made the machines easier to service.

The New Generation tractors also had a new look. “The updated exterior design and the sleek styling of the hood and side covers may have been the most obvious changes,” said Holst.

For more information about the Fall Fest visit www.JohnDeere.com/fallfest

Events attract midwest Deere enthusiasts

John Deere recently played a big role in two special events.

On Aug. 7 and 8 about 1,000 guests attended the fourth Hammer In at the John Deere Historic Site in Grand Detour, Illinois. The event focused on how the blacksmith contributed to other trades by forging a variety of tools and featured demonstrations from blacksmiths and many other crafters.

On Aug. 10 and 12 John Deere joined Harley Davidson for car night and bike night events at the Harley Davidson Museum in Milwaukee, Wisconsin. About 10 tractors from Iowa and Wisconsin were on display alongside classic cars and Harley Davidson motorcycles of all ages.

This is the second time that Deere and Harley Davidson have teamed for these events.
Kids Craft Days planned for Pavilion
The John Deere Pavilion in Moline, Illinois, will hold themed Kids Craft Days from 10 a.m. to 4 p.m. on:
- September 18: apple craft
- October 16: pumpkin craft

Historic Site to host Arts Festival
John Deere Historic Site, Grand Detour, Illinois, will host the 62nd Annual Grand Detour Arts Festival on Sept. 12 from 9 a.m. to 4 p.m. There will be arts and crafts such as paintings, sculptures and jewelry, along with food and music. Information: (815) 652-4551 or www.JohnDeereAttractions.com

John Deere Fall Fest marks company milestone
Celebrate the 50th anniversary of the tractors labeled the “New Generation of Power.” The event will be held in Waterloo, Iowa, where these tractors were designed and manufactured. The Fall Fest will run from September 9 through 11 and will include an auction, a tractor ride, tractor show, a banquet, and New Generation-themed discussions. For details see www.JohnDeere.com/fallfest or email JDWLOOVisitorServices@JohnDeere.com.

John Deere Historic Site to close for the year
The John Deere Historic Site in Grand Detour, Illinois, will close for 2010 on Oct. 31. The site, with a working replica of John Deere’s blacksmith shop and the house he built for his family, will reopen May 1, 2011. For more information visit www.JohnDeereAttractions.com or call 815-652-4551.

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