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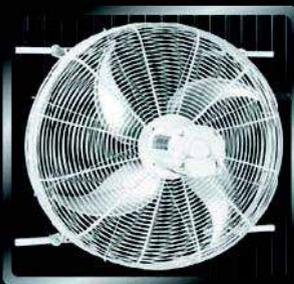
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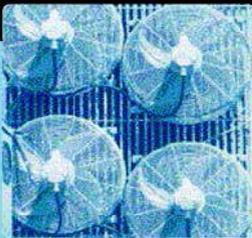
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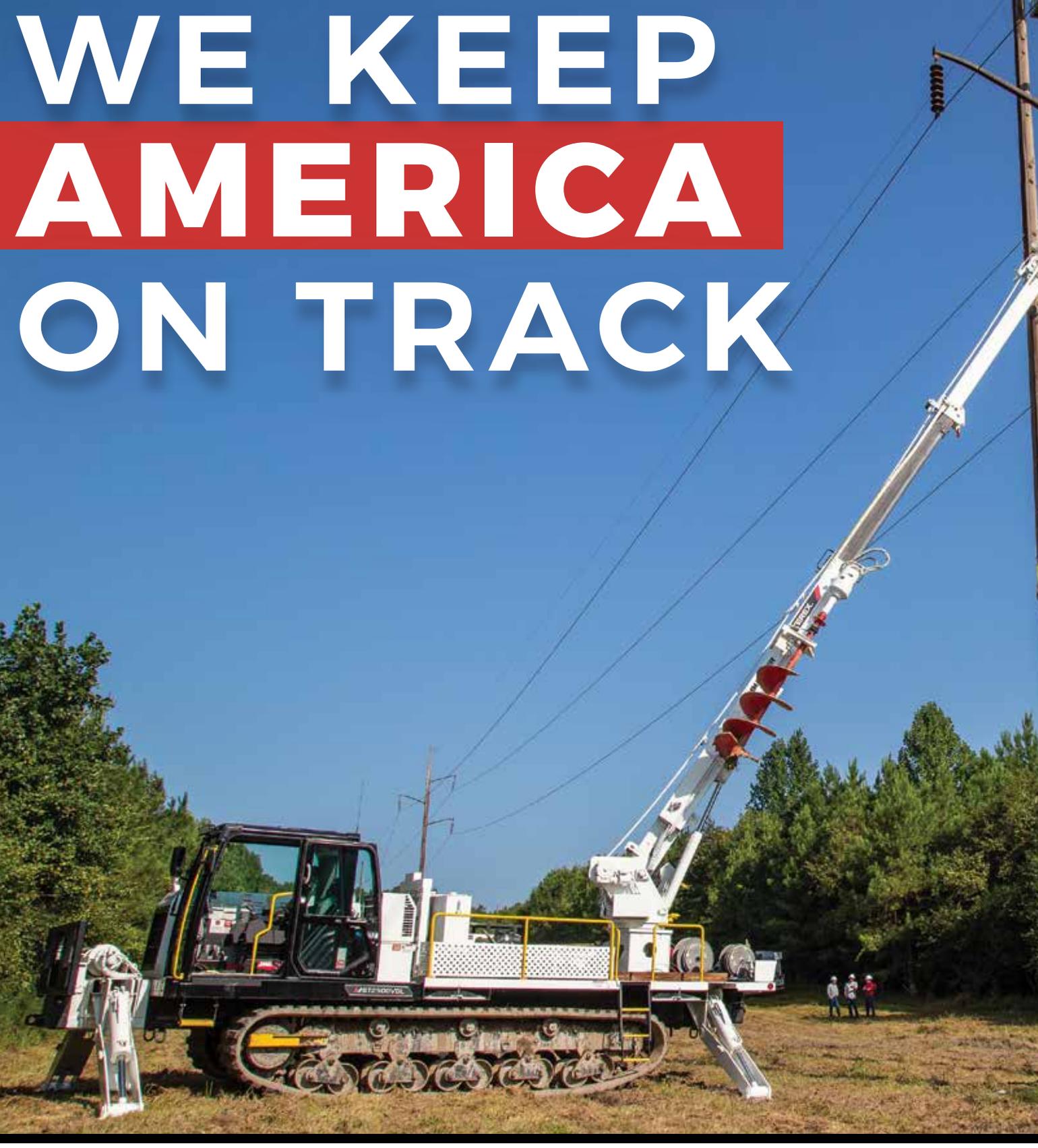


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# John Deere Unveils Improved Rubber Tracks for Its G-Series Compact Track Loaders



- John Deere updates its compact track loader rubber tracks solution, delivering increased performance and durability.
- Updates include a new arched roller path, enhanced steel cords and manufacturing improvements to the metal core adhesion process.
- A new rubber tracks warranty, both on new machines and service parts, further boosts customer confidence in the John Deere compact construction equipment solutions.

John Deere unveils improved rubber tracks for its lineup of compact track loaders, providing a more durable solution for customers. The new rubber tracks feature improvements to the construction and design, boosting performance and durability even when navigating challenging terrain and conditions.

“Machine uptime and durability are critical for owners and operators, and we are committed to providing our customers with proven solutions that are designed with their needs in mind,” said Austin Verbeck, after-market marketing manager, John Deere. “When updating the rubber tracks for the G-Series compact track loaders, we focused on key areas. From updated manufacturing processes to the reinforced steel cord, the result is a durable solution that is built to power through any job site.”

The new arched roller path helps to shed debris and improve roller path life. Additionally, updated steel cords reduce bending stress, while enhancements to the metal core adhesive process further improve durability. Designed with customer needs in mind, these updates ensure quality, performance and machine uptime.

In addition to the design updates, the rubber tracks warranty on new machines and service parts has been significantly improved. Starting December 2020, the new warranty, available for John Deere compact track

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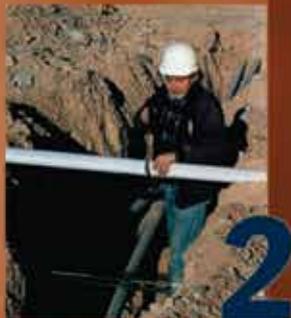
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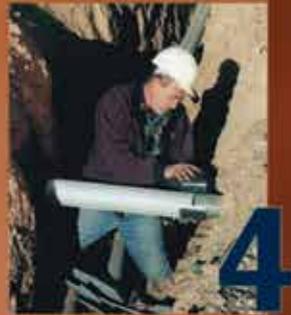
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loaders and compact excavators, will be applicable for 18 months or 1,500 hours, whichever comes first, and will be based on material defects and workmanship. With the improved parts warranty, John Deere reaffirms its commitment to providing durable and reliable equipment solutions for its customers.

To learn more about the updated compact track loader rubber tracks, as well as the full line of John Deere compact equipment, visit [www.deere.com](http://www.deere.com) or your local John Deere dealer.

#### *About John Deere*

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# John Deere Extends Industry-Leading SmartGrade™ Dozer Warranty



- The John Deere-exclusive extended coverage offer provides a three-year/5,000-hour powertrain and hydraulic warranty on all factory-built SmartGrade Dozers, as well as the SmartGrade technology components.
- Extended through June 30, 2021, the warranty offer is available for eligible K- and L-Series SmartGrade Dozers.
- Through this extended offer, John Deere is affirming its confidence in the dependability of its SmartGrade machines.

Standing behind the reliability and durability of its machines and integrated technology, John Deere now offers an industry-leading extended coverage package for its SmartGrade™ Dozers. Available on select models including the new 700L, 750L and 850L machines, the industry-exclusive package features an extended three-year/5,000-hour powertrain and hydraulic warranty on all factory-built SmartGrade Dozers, as well as the SmartGrade technology components.

“Since launching our SmartGrade Dozers, we have seen increased interest in grade control technology. Our customers are looking for ways to make equipment easier to operate and more productive, even with less experienced operators,” said Matt Goedert, solutions marketing manager, John Deere. “By extending our

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industry-leading warranty, we're not only standing behind our SmartGrade technology, but we are also instilling confidence in our customers that these machines are built to withstand challenging and demanding job sites."

The warranties deliver enhanced coverage on the machine powertrain and hydraulics, as well as the SmartGrade components, for three years or 5,000 hours, whichever occurs first. The offer is extended through June 30, 2021, and available on eligible machines including the 650K, 700K, 700L, 750K, 750L, 850K, 850L, and 950K models.

The SmartGrade machines combine the power and performance of the John Deere dozers with a proven, fully-integrated precision 3D grade control solution. The SmartGrade offering integrates masts and cables into the machine, reducing the risk of damage and theft, and is fully supported by John Deere dealers. Additionally, this technology removes the need to install blade-mounted GNSS sensors and components daily, reducing setup time and allowing operators to get more work done.

"Since first introducing our SmartGrade machines, we've seen more and more contractors adopting this technology. From skilled labor shortages, to the need for increased productivity, grade control technology provides a solution to the many challenges our customers face daily," said Sean Mairet, product marketing manager, John Deere.

For additional information about the John Deere SmartGrade Dozer lineup, as well as the extended warranty offer, visit [www.deere.com](http://www.deere.com) or contact your local dealer.



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# John Deere Rolls Out Performance Tiering Strategy Starting With Utility Loaders



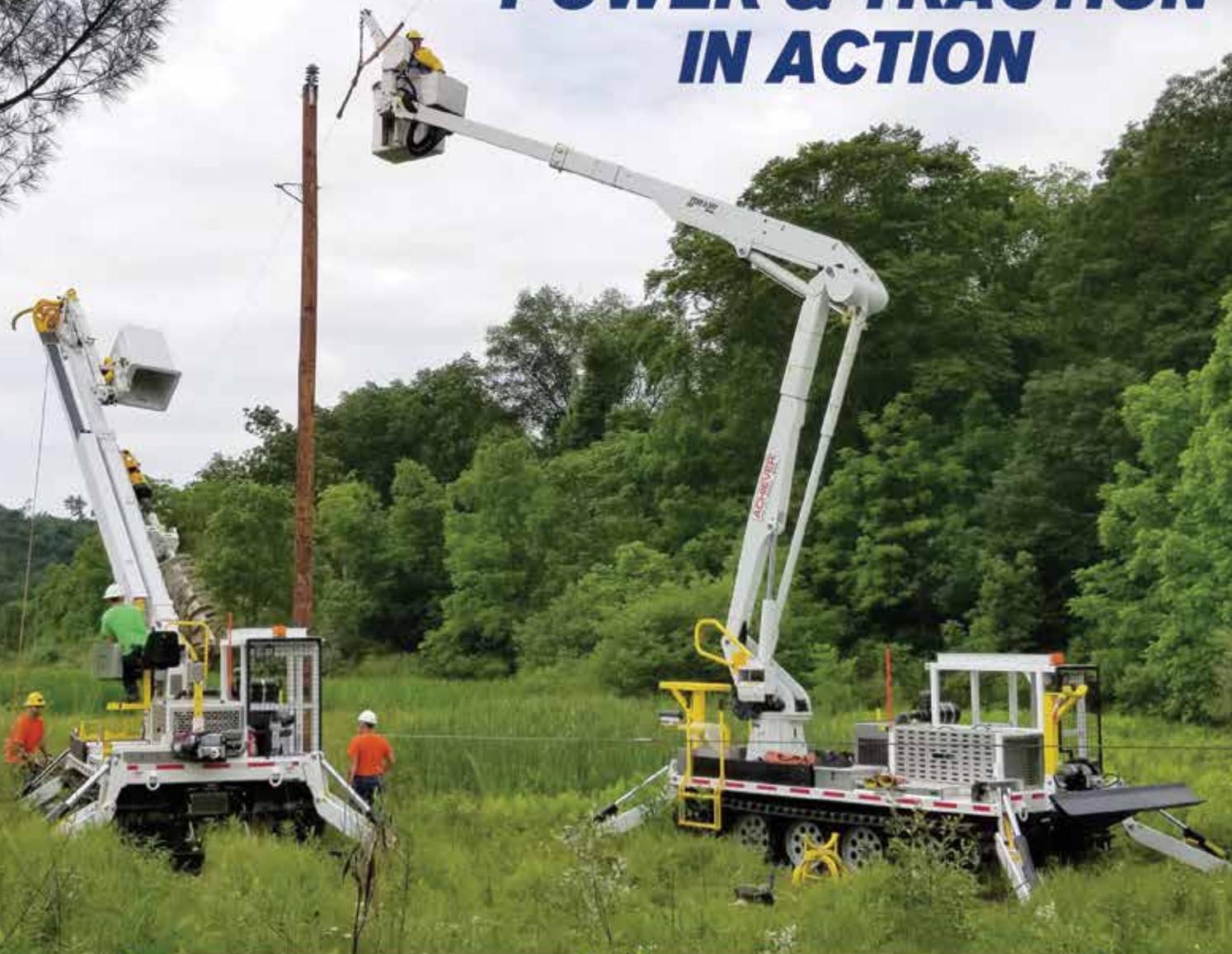
The strategy, including the G, P and X tiers, offers contractors three choices of solutions to meet their needs.

- Performance Tiers are differentiated by varying levels of performance, serviceability, innovation and comfort.
- The 644 X-tier and the 444-724 P-tier models are offered in the U.S. and Canada.
- The first John Deere G tier product, the 644 G-tier, a rugged, reliable and economical model, will be offered in Canada and other global markets.

Developed in response to evolving customer needs and expectations, John Deere launches its Performance Tiering Strategy, delivering a range of products at different levels of capability and user experience. Available first on the wheel loader lineup, the Performance Tiering Strategy supports customers by providing machine solutions built for various applications and jobs to enhance profitability and efficiency. Moving away from the traditional series letter designations, the Performance Tiering Strategy provides three tiers of machines — G tier, P tier and X tier.

“Every job site is unique, and customers want machine solutions that can be personalized to meet their diverse needs, including performance, price and comfort,” said Jason Daly, global director, production systems, technology and marketing, John Deere. “By offering three tiers, customers can move up or down the spectrum to find the right mix of features, performance and innovation for their business and application.”

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The Performance Tiers are defined as:

- Adding a premium edge, the X-tier models are built with the most innovative John Deere technology and features, delivering the highest levels of productivity, efficiency and customer experience.
- P-tier models can be counted on to produce at high levels, day in and day out. Advanced features deliver exceptional performance, efficiency, comfort and service life in demanding, high-production applications.
- The G-tier models are practically equipped and economical, providing proven capabilities with the reliability and ruggedness expected from John Deere. These machines are ideal for customers in need of a reliable machine to complete common light- to medium-duty tasks.

The 444-724 P-tier machines reflect the performance capabilities and features that most customers expect from John Deere, such as those found on the current L-Series wheel loaders, including a redesigned cab, standard parallel lift Z-Bar loader linkage, high-lift plus option, electrohydraulic controls and dual return-to-dig settings. A highly productive and efficient 5-metric-ton wheel loader, the 644 X-tier features E-Drive technology, comprises a diesel-electric drivetrain and exemplifies the type of innovative features that distinguish the X tier.

The 644 G-tier is the first model to be available in the lineup of G-tier Wheel Loaders. Leveraging proven components and technologies, the 644 G-tier is equipped with an all-new cab designed to boost operator comfort and productivity. Customers can customize the machine through a variety of base-level packages, including axles, tires, ride control, seats, radio and rear chassis work-light selections. With the 644 G-tier machine, John Deere delivers a solution ideal for light to medium construction jobs, such as stockpiling, short load-and-carry, truck and hopper loading, and material handling.

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The John Deere X and P machines are now available for purchase in the U.S. and Canada, and the 644 G machine is available in Canada and other global markets. Other product categories will follow our Performance Tiering Strategy over time. To learn more about the John Deere Performance Tiering Strategy, as well as the G, P and X-tier models, visit [www.JohnDeere.com/Findyourfit](http://www.JohnDeere.com/Findyourfit).

#### *About John Deere*

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# No More Busted Knuckles with the New Construction Long Tapes from Crescent Lufkin



Construction workers and contractors will tell you that dealing with pain is something that just “comes with the job.” That doesn’t mean it has to come with the tool.

Construction long tapes are notorious for being uncomfortable and often end up busting the user’s knuckles when rewinding. That’s why Crescent Lufkin revamped its design to create the new Steel Construction Long Tapes, protecting the hands that use them while getting the job done.

“A lot of pros we talked to just went in knowing that when they used a long tape, their knuckles might get beat up,” said Kevin Fitzpatrick, product manager for Crescent Lufkin. “We listened and we created a better design that keeps hands out of harm’s way without giving up on performance.”

The Steel Construction Long Tapes feature a rugged over-mold casing that surrounds the tape for greater protection and unmatched durability. Also, the built-in tether points allow for working at height without fear of dropping the tape.

An extra wide, dual-sided end hook increases surface area for a strong grip. Meanwhile, the dual-prong system folds up or down, allowing the user to utilize both sides of the blade. The crank is ergonomically designed with a built-in stop that allows the crank to travel above the user’s fingers during retraction. The 3:1 rewind ratio provides a fast, controlled mechanism, and the seated handle protects the crank assembly during storage.

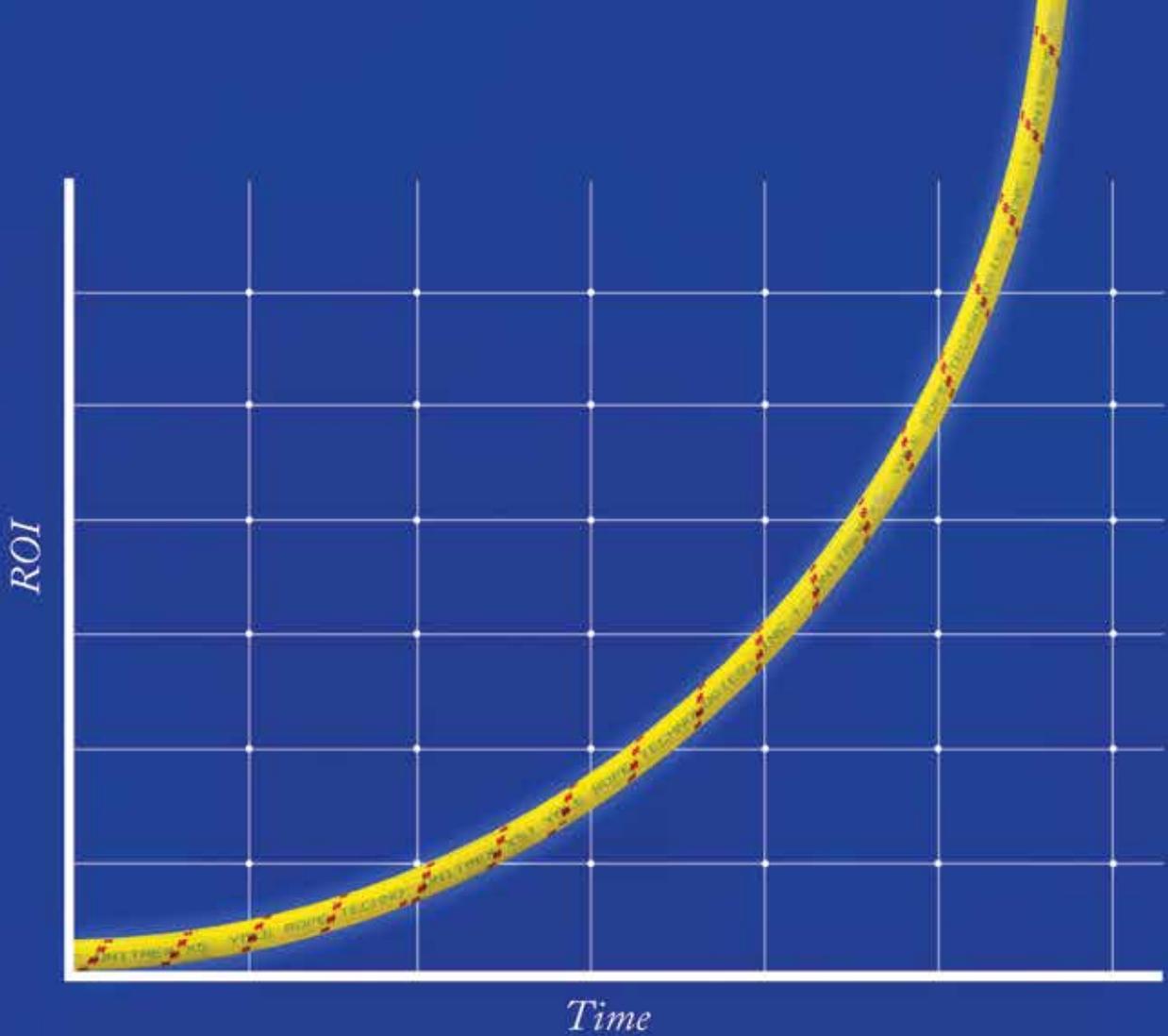
The Crescent Lufkin Steel Construction Long Tapes are available in 100-foot (ST100-07) and 50-foot (ST50-07) options, both with SAE and metric markings. For more information, visit [www.crescenttool.com](http://www.crescenttool.com).

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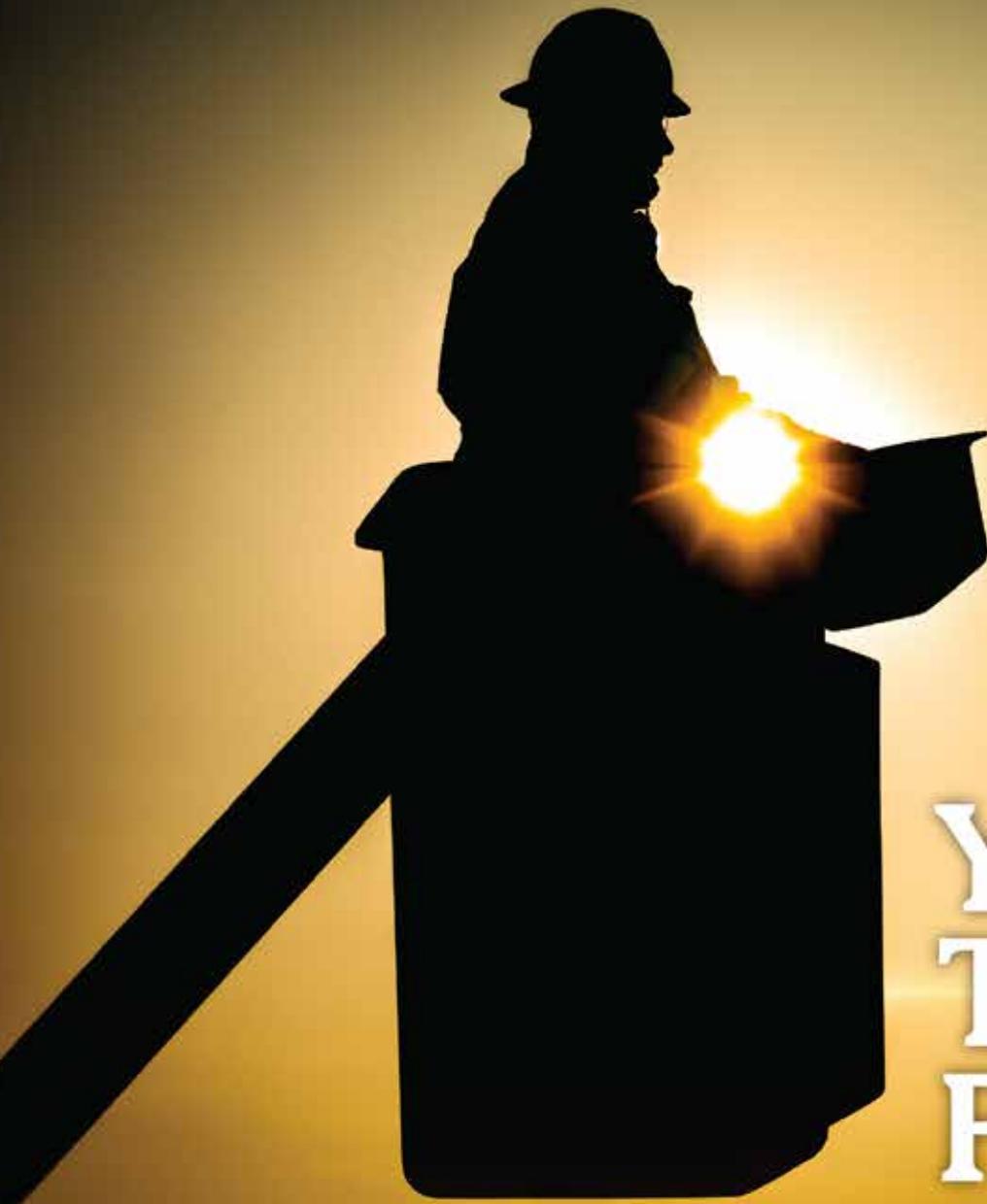
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