John Deere tractors meet a century of life

On March 14th, 100 years were commemorated since Deere & Company began its journey in the tractor market. The greatest commercial success of the agricultural machinery industry began with Waterloo Boy, in the Midwest of the United States. Today, John Deere is the world's leading manufacturer of agricultural tractors, and the company produces "smart" tractors in 12 factories around the world.

> With the purpose of its centenary, this brand has launched the *John Deere campaign in your life*, which can be found on its corporate website and where interested parties can share their story through photographs. The most voted will win a trip to the John Deere factory in Mannheim

The $ 2.25 million purchase of the Waterloo Gasoline Engine Company of Iowa in 1918 was the beginning of the incorporation of John Deere into the tractor market. This investment was at the time the subject of debate and controversy, as many critics doubted the future of tractors and continued to rely on traditional animal traction. Nobody expected that the operations of manufacture of tractors became the pillars of the growth of the company.

The Waterloo Boy Model N 12 HP tractor, produced from 1917 to 1924, was the first tractor manufactured and marketed by John Deere. The first tractor to wear the John Deere brand, and the colors green and yellow, was the Model D, produced between 1923 and 1953, and thus began the success story of the company's tractors. The best-selling John Deere tractor was the Model B, with 300,000 units sold between 1935 and 1953, while the 4020 became the best-selling individual model, with a total of 175,000 units produced from 1963 to 1971. In 1963 John Deere became For the first time in the world leader in the tractor market.

In 1956 John Deere acquired the tractor factory Heinrich Lanz, AG, located in Mannheim, Germany. With this investment the company started its manufacturing activities in Europe. Lanz also had a long track record in the tractor market, featuring the popular Lanz Bulldog model in 1921.

Throughout the following years John Deere continued to strengthen its position in the tractor market. It was the first company to incorporate power steering to its tractors in 1954, another important milestone was the introduction in 1966 of the rollover protection system ROPS as a safety feature, marking the way to the rest of the manufacturers. Initially available as an option in 1973, the Sound-Gard cab was the first environment for the air-conditioned operator and protected from dust, while the PowerShift hydraulic shift transmission, launched in 1964, provided John Deere tractors with a more comfortable gear shift. efficient that increased your productivity.

> Nowadays, tractors are not used exclusively for dragging implements - instead, agricultural tractors, machines and implements can increase their efficiency by working interconnected

The wireless data transfer allows the farmer to collect data from sowing to harvesting and automatically send it to his office. The field documentation includes all the data of the production chain and increases transparency for consumers. Farmers and contractors can use the data to make agronomic decisions about, for example, fertilizer applications and phytosanitary products.

The 100 years of success and innovation of John Deere, from the Waterloo Boy of 12 HP to the modern "smart" tractors, has been celebrated in all the tractor factories of the company distributed all over the world. Employees, their families and various personalities have been invited to learn the secrets of the production of John Deere tractors, and the Mannheim factory has organized a parade of tractors around the town.

The John Deere Forum in Mannheim offers an exhibition of the antique and classic tractors that have had the most influence in the history of the company, including an original Waterloo Boy, and the store located in the Forum offers various branded products, such as a special edition of the scale model of the tractor 9RX, caps, shirts and jars.

> The tractors ordered during this year will also include a Centenary badge, and also the dealers will have several special offers with very advantageous prices

Source: John Deere

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