

Tough conditions?

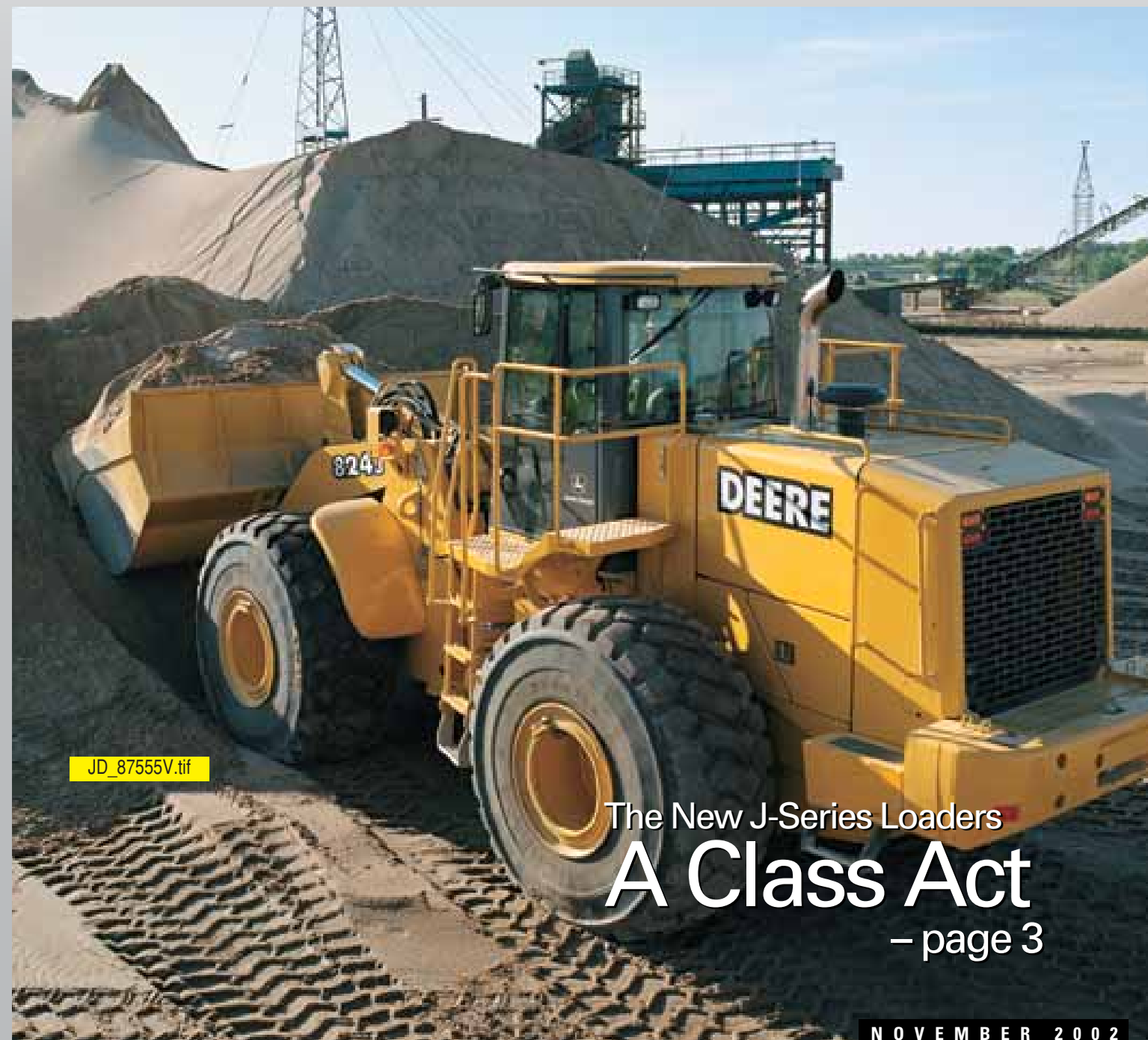
Ridiculous deadline?

Crummy weather?

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BRING IT ON!

New C-Series Excavators are spoiling for a fight. Armed with an aggressive package of enhancements, they're itching to prove themselves on your toughest jobsite. Featuring improved hydraulic performance and new fuel-efficient Tier-II engines, they deliver more dig force, drawbar pull, and lift capacity than ever before. And when the action gets hot and heavy, a newly designed, high-capacity cooling system and a luxurious, stress-free operator station give you the staying power to go the distance.



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The New J-Series Loaders

A Class Act

— page 3

NOVEMBER 2002



"I'm in the market for a new loader, but I'm not sure which financing option is right for me. I'd like to work with a company that's known for their equipment and their financing alternatives."

When you want real financial solutions.



When you're making financial decisions, it's important to have John Deere Credit on your side. That's because John Deere Credit helps you understand your finance options and helps you pick the right one for your business.

When it comes to acquiring equipment, you have financing options: pay cash, get an installment loan, or lease.

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When you're paying cash, are you certain you have the cash reserves to handle all the job costs? A major cash outlay could end up hurting you in the long run. When financing, you have to consider the interest rates, down payment, monthly payments, and repair and maintenance costs. And, if you're thinking of leasing, you should match the equipment use to the job.

John Deere Credit has financial solutions to meet your needs. We know your business and can help you decide what's right for you. For more information, call 1-800-468-8518, ext. 100 in the U.S. In Canada, call 1-800-520-0502.



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INSIDE TRACK

BY BOB BROCK

Getting bigger to serve you better.



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You may have heard that John Deere expanded its product line over the last few years — articulated dump trucks and larger-sized excavators, dozers, and loaders, for example. You might ask what our motives were. Did we do it to feed our egos?

Not at all! What we've done is a direct response to the needs of our customers and their changing applications.

We saw a trend that many of our customers' companies were merging to become more efficient. Naturally, these vibrant new enterprises looked for larger projects, many of which required larger equipment. As a result, we felt we needed to grow, too.

We've also witnessed changes in applications. For years, the crawler-scraper combination was the method of choice for mass earthmoving, but now you're just as likely to see an 80-metric-ton excavator matched to a fleet of articulated dump trucks. So, we added these machines to our product line to have the equipment you need for today's jobs and production pressures.

Bigger crawlers for road building and site preparation are also part of the Deere line — because you've asked for them. Look for our wheel loader line to grow, too, because you need them to produce more aggregate and move more material.

A quick glance at our backhoes and utility crawlers should tell you we haven't abandoned our roots, either. These machines are still the class of the field, and John Deere is just as committed to our owner-operator customers.

It's just proof that John Deere is planning for the future.

Sincerely,

Bob B. Brock

Bob B. Brock
Vice President, North American Sales and Marketing
Worldwide Construction & Forestry Division

Not all products sold at all locations.

INTRODUCING THE J-SERIES LOADERS



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Your Inspiration. Our Iron.

Our customers asked us for true production-class loaders. We gave them machines in a class by themselves.

The CEO of a major corporation once said that you don't build better products by telling your customers what they want. If you want to be smart, be smart in the shower. Then go into work and find out what your customers really want.

So how did John Deere go about designing our new series of true production-class loaders? By having our customers design them for us, of course.

Operators and owners know best when it comes to what features make them more productive. That's why two years ago John Deere formed a

Customer Advocate Group to design the new 724J, 744J, and 824J Loaders. Members included a mix of competitors and Deere owners, representing a range of applications including the aggregate, road-building, and waste industries.

The group was involved in the entire development process, from design to building the prototype to production. At each step they told us what they liked and what needed to be changed. And we listened.

"John Deere has done more to try and get feedback from owners and operators than

any other manufacturer," reports Dave Randles, president, Randles Sand and Gravel in Puyallup, Washington. "They had us evaluate prototypes and give our opinion as to how they stack up against the competition. They are really sincere about addressing comments and making things better."

More Ergonomic Cab and Hydraulics

The Advocacy Group also put considerable effort into improving the inside of the cab to ensure the operator is >>>

Counterweighting is deliberately placed and strategically distributed to provide optimum fore-and-aft stability and a lower center of gravity.

confident, more relaxed, and more productive.

The new cab provides more room to put personal belongings, and includes special compartments, coat hooks, and beverage holders. Other significant ergonomic changes reduce operator strain and repetitive stress injuries, including enhancing the seat adjustments and placement of the controls.

The right armrest has been completely redone. It can be

hydraulics. River City Stone recently purchased a Volvo loader, and Deere wanted to ensure the new hydraulics were as easy to use as Volvo's.

The group was able to compare the final design to Cat's and Volvo's. "They are every bit as good," says Wieser. "Deere's hydraulic controls require very little effort — just touch the levers with two fingertips. With the adjustable armrest and the way the seat is positioned,

better visibility. It's really impressive to look in the mirrors and see how much you can see behind you compared with the competition."

More Stable, More Able

A substantial amount of effort went into designing unmatched stability. Counterweighting is strategically distributed to provide optimum fore-and-aft stability, which means increased turn-tip load,

since Deere added the counterweights and widened the machine, it's much better."

Spin control, ride control, and smart-shift technology contribute to the smoothest ride of any loader on the market. Using spin control, the operator simply selects one of five sensitivity settings before entering material or underfoot conditions where traction is usually a problem. No more worrying about wheel spin.

Smart-shift continuously evaluates the loader's speed and load conditions and adjusts the clutch pack to deliver silky-smooth shifts with less delay. "I always thought my H-Series loader had as smooth as shift as you could find," says Fred Moffit. "The J-Series has the best shifting transmission I've ever seen, bar none."

Plus, each machine has been designed to deliver optimal performance for the specific

"Even guys like me who don't get into the cab much can drive right into the pile and load a full bucket without even trying."

The final time the Advocacy Group met, they were able to get a look at the prototype. Did Deere succeed in producing a true production-class loader?

"I was really impressed with what we ended up with," says Bud Ames. "They really listened to our comments and concerns. What they ended up with is a



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Windows are larger and cut lower, and the new grey cab virtually disappears from the operator's line of sight.



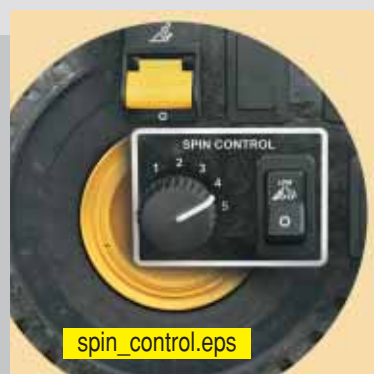
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Features standard two-lever fingertip controls. The right armrest was completely redone, based on customer input.



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With a wider stance, these machines possess unmatched lateral stability — and stand apart from competitors.



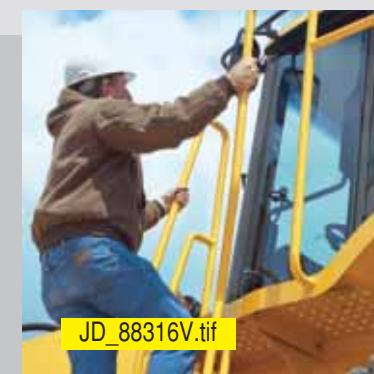
spin_control.eps

The spin-control system controls tire spin where traction is a problem, reducing tire wear, fuel costs, and operator fatigue, while boosting productivity.



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The heavier, thicker boom is optimally counterweighted to provide superior stability. The larger cylinder rod provides greater breakout force.



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The platforms, handrails, and steps are designed to provide uninterrupted three-point access, for maximum safety entering and exiting the cab.

adjusted fore and aft to fit any size operator. "This might sound unimportant, but it's really important to the operator because his arm is positioned there all day long," says Fred Moffit, loader operator, Collison Quarry in Milan, Illinois.

Hydraulic controls have been redesigned as well. Levers are shorter and positioned closer to the operator, providing fingertip control. Kick-down and function buttons have been repositioned to provide easier access.

Dennis Wieser, loader operator at River City Stone in Dubuque, Iowa, was brought into the group specifically to provide feedback on the new

they're very comfortable to operate. At the end of the day, you really notice a difference."

Visibility has also been greatly enhanced with larger windows cut lower to provide a better view front and back. During the initial stages, Advocate Group members tested different cab configurations using virtual reality.

"We looked at a number of mockups and told them, 'No, this isn't any good,' and 'Yes, now you've got it,'" recalls Bud Ames, owner, Twin State Sand and Gravel in West Lebanon, New Hampshire. "They changed the fenders and line behind the machine so you have much

greater breakout force, and faster cycle times. The stance has been widened by four inches, improving lateral stability.

"We spent a considerable amount of time working on the balance of the machine — what it would do at different tip-loads, etc.," says Denny Job, assistant superintendent and loader operator at River Stone Group in Taylor, Missouri.

"We found considerable differences between the 744J and our 744H," says Job. "There's no comparison — the 744J is far more stable. We use our loader in the sand, where it tends to sink down. When you turn in the tracks, it can be rough going, but

The ride-control option cushions the ride, reduces rocking during transit, and softens the impact of sudden stops, keeping material in the bucket. "The ride control is a lot smoother," says Job, "Plus you have more travel on the boom. When you're going over rough terrain, the boom moves more and the loader moves less. It's a major improvement."

"The ride is really nice," adds Bud Ames. "Hydraulic cushioning is much more effective than on the Cat or Volvo. You can fill up a bucket and buzz right along. We do a lot of load and carry, so I know our operators will really like it."

bucket size. "The machine is very well balanced from one end to the other," says Dave Randles. "It's a good combination of horsepower, breakout force, and bucket capacity. There isn't one area lacking where you can't lift or fill the bucket."

The group included several operators who really knew how to put the machines through their paces. The operators kept sending the engineers back to the drawing board until they got the bucket design exactly right, explained Bud Ames.

"We got the prototype with the new bucket on it, and it made a world of difference — a huge improvement," says Ames.

lot better than what I've seen from their competitors."

"On the whole, everything they did was an improvement," adds Denny Job. "They really made changes that provide the greatest benefit for the widest audience. The machine is easier to get in and out of, it's more operator friendly, it's more stable with the bucket in the air, the new bucket design makes it easier to load — I gave it an excellent rating on all areas where we were asked to provide feedback. Deere did a great job with this machine."

To find out more about the 724J, 744J, and 824J Loaders, stop in and see us today. ■