

VIDEO SCRIPT

**TITLE: John Deere D-Series Articulated Dump Truck
Promotional Video**

PREPARED FOR: John Deere Construction & Forestry Co.

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DRAFT : 3 SHOOTING SCRIPT

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LENGTH:

ID NUMBER:

VISUAL	AUDIO
1. Wide shot of worksite (Cree Construction?)	<p>NARRATOR</p> <p>Construction equipment owners demand trucks that are built to handle tough jobs...</p>
2. Cree working footage shot	<p>and move more material for less money.</p>
3. Cree working footage shot	<p>When it comes to increasing productivity while keeping operating costs down...</p>
4. Close up of trucks coming up road	<p>John Deere articulated dump trucks lead the way.</p>
5. Wide shot of construction worksite	<p>D-Series trucks are the result of years of research and development and over 20,000 hours testing in the most demanding mining and construction sites in the world.</p>
6. ADT dumping shot	<p>These strong, reliable trucks deliver unparalleled performance ...</p>

VISUAL	AUDIO
7. Close up of operator	and provide the highest levels of safety and stability.
8. Service shot	Yet, they are simple to service and operate.
9. ADT being loaded	With the best power-to-weight ratio, better fuel efficiency, and faster cycle times...
10. ADT transporting full load	these trucks are built from the ground up to haul more tons per gallon than any machine on the market.
11. Close Up pan of actual ADT	Extensive use of high-strength steel and composite materials mean less weight and more engine power available to haul pay dirt.
12. ADT moving payload	Engine torque is increased up to 37 percent while reducing the over machine weight, giving best-in-class power-to-weight ratios.

VISUAL	AUDIO
13. ADT transporting full	This means faster cycle times—and maximum productivity and profitability.
14. Close up of tires moving on road	And because they weigh several thousand pounds less than other machines, D-Series trucks have the lowest ground pressure—loaded or unloaded—in the industry. This means lower maintenance costs for haul roads.
15. Action shot	D-Series ADTs have high powered, compact engines that have been proven in both on-road and off-road applications. These engines are turbocharged and inter-cooled and are electronically matched to the drive train for more fuel-efficient operation.

VISUAL	AUDIO
16. action shots	<p>The D-Series are extremely fuel efficient while meeting more stringent emission requirements. Expect far less fuel burn compared to the latest competitive machines. You will definitely spend your time hauling dirt, not filling the tank.</p>
17. Jimmy Boson	<p>BOSON</p> <p><i>"The 350D last all day when you fill it up in the morning. Fuel consumption is pretty nice on the 350D."</i></p>
18. Mud shot	<p>NARRATOR</p> <p>What really sets these trucks apart is their ability to keep the job moving, no matter what the weather or conditions. After all deadlines are deadlines.</p>

VISUAL	AUDIO
19. Don Murdock shot	<p>MURDOCK</p> <p><i>"The 350D has plenty of power. We put it through a lot of tests through our working area. We have gone through climbs, steep climbs, and through mud. ... It has made it through everything. Have not got it stuck."</i></p>
20. Close rear shot of ADT moving over tough terrain	<p>NARRATOR</p> <p>The key to productivity is keeping all wheels on the ground. Nobody does it better than the D-Series. With oscillating frame joint, high-travel suspension, superior ground clearance...</p>
21. Close up of tires	<p>and high flotation tires...</p>
22. Shot of ADT on steep grade	<p>no machine is more sure-footed in tough terrain, steep grades, and mud.</p>

VISUAL	AUDIO
23. action of front and rear frame movement over bump	The oscillating frame joint allows the front and rear chassis to move independently.
24. show rear axle oscillation	<p>And with the highest rear suspension travel in the industry, the rear axles can navigate the most uneven terrain without losing traction.</p> <p>While the suspension does all the work,</p>
25. Shot of operator in cab	the operator enjoys a smooth, comfortable ride thanks to the air suspension seat, nitrogen-over oil struts and vibration isolated cab.
26. Shot cab going over rough terrain	Plus, the seat is positioned behind the front axle for better stability, reducing the rolling and pitching often experienced in off-road conditions.

VISUAL	AUDIO
27. Jimmy Boson shot	<p>BOSON</p> <p><i>"The 350D is very, very comfortable to drive. It has got comfortable seat."</i></p>
28. Action shot	<p>NARRATOR</p> <p>D-Series trucks are the most stable and maneuverable trucks on the market.</p>
29. uneven action	<p>A low center of gravity helps keep the load stable on uneven terrain and side slopes while allowing operators to run at the most productive speeds.</p>
30. Shot of truck entering ditch	<p>And the short-sloped front end provides a higher approach angle, so the machine won't bottom out when driving into a ditch or over a berm.</p>
31. Shot of operator steering	<p>Articulated steering also contributes to outstanding maneuverability. New low-effort steering is much more responsive and automotive like.</p>

VISUAL	AUDIO
32. Medium shot of truck getting out of tough terrain	The powerful steering force allows operators to "duck walk" out of trouble spots.
33. Shot of truck stopping...	Braking "on the mark" is critical to ensuring operator safety and the highest levels of productivity.
34. downhill retarder sequence	D-Series trucks offer the strongest braking and retardation in the industry. When the operator lets upon the accelerator, this feature automatically downshifts the transmission while engaging the transmission retarder and exhaust brake. The operator will virtually never need to touch their service brakes thanks to automatic retarding.

VISUAL	AUDIO
35. Shot of ADT on steep grade	Automatic retardation and superior braking give the operator more confidence to maintain higher speeds on steep grades or poor ground conditions. It also extends service brake life.
36. Operator climbing into ADT	D-Series machines are extremely user friendly, so operators can be productive with minimum training.
37. Reginald Nepase shot	NEPASE <i>"Everything is automatic. It is easy to operate."</i>
38. Shot inside of cab of control layout, operator puts on seat belt and starts machine	NARRATOR Controls are effortless and responsive. The layout of the controls is clean, straightforward and intuitive.
39. Close up shot of instruments	Instruments are logically and conveniently placed, and they are easy to understand and use.

VISUAL	AUDIO
40. Close up of transmission being placed in drive	The planetary drive transmission is also simple to use. Larger trucks are equipped with the reliable Allison World-Series transmission.
41. Close up of ZF transmission shifter	While the smaller trucks use durable Zed F transmissions with six ideally spaced speeds.
42. Close up of Allison trans selector with gear changing	The transmission automatically adjusts gearshifts to suit the load and driving conditions, for the smoothest shifting possible.
43. action shot	Electronic controllers for engine, transmission and chassis constantly monitor machine operation to ensure safe operation and protect key components.
44. action shot of unit slowing down	When an operating parameter goes out of range, an electronic controller reduces power or limits shifts to prevent damage

VISUAL	AUDIO
45. Close Up warning indicator on dash	And it provides warning and fault codes to help the operator quickly troubleshoot.
46. Close Up monitor while going into Diagnostics mode	<p>This information is clearly displayed and available for viewing on the monitor display unit.</p> <p>Best of all these control systems are simple, unlike many competitors.</p>
47. Shot of sensor and tech working on it	The sensors and electronics are easy to understand and service, and are extremely reliable.
48. Front angle showing cab center mounted	The center-mounted cab also contributes to ease of operation, providing outstanding visibility.
49. Shot of operator looking at mirrors	The view to the rear is enhanced by a complete array of mirrors.
50. Close Up electric mirror switch and heater	Electric mirrors are also available.

VISUAL	AUDIO
51. Don Murdock shot	<p>MURDOCK</p> <p><i>"The visibility is great. I can see pretty much well in front of me. I can see all around. I know where the tires are."</i></p>
52. Close Up climate control system	<p>NARRATOR</p> <p>Standard amenities include a powerful climate control system</p>
53. AM/FM stereo	<p>AM/FM stereo radio</p>
54. operator putting something into lunch box	<p>and even a temperature controlled lunch box.</p>
55. ADT action shot	<p>Limiting downtime is the best way to keep operating costs down, and no trucks are more reliable or easier to maintain.</p>
56. Close-up of component: chassis, articulation/oscillation joints, axles, or suspension	<p>Structural components are made from high-strength steel and are more durable than those on competitive trucks.</p>

VISUAL	AUDIO
57. Shot of operator/technician servicing ADT	Plus, each truck is designed to provide easy access to systems and components.
58. operator/technician tilting cab sequence	Standard tilt cabs provide full access to all the power train and hydraulic components.
59. operator lubricating machine	Lube points are grouped into three convenient banks. Most service intervals have been doubled compared to previous models. This means far less downtime when service or repairs are needed.
60. Shot of dealer and customer	Plus, the strongest commitment to parts availability in the business ensures that parts are on the shelf at the dealership when you need them.
61. Map shot	In the unlikely event that a part is not in stock, Deere has 20 regional parts depots located around the world to assure that parts get to you fast.

VISUAL	AUDIO
62. ADT action shot	To get more for your buck, you need to get more out of your truck.
63. another action shot	So if you're looking to haul more for less—and move bigger numbers to your bottom line—a John Deere D-Series truck makes sense. Or should we say "dollars and cents."
64. Deere & Safety Logo with copyright 2003	MUSIC UP AND ENDS