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Moving An Industry

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INSIDE TRACK

BY BOB BROCK

Power to the people



I should say, "Power to the customers," because that's exactly what we're putting into your hands with the Deere Performance Handbook

and CD. Information that used to be accessible only online to dealers — machine specifications, specific machine performance data, production estimating information, owning and operating cost estimating formulas — is now available to help you in your day-to-day business. The CD has new interactive calculating tools for production data and owning and operating costs that are getting rave reviews.

Need to know what your larger excavator, articulated dump truck, wheel loader, or dozer could be producing in a shift? The Performance Handbook has the answer. Need to find out what kinds of attachments are available for your excavator? We've got that covered, because the handbook and CD contain the John Deere Attachment and Custom Engineering Guide.

It's easy, too. Running the CD requires popular business software. You need Windows, a Web browser like Netscape or Internet Explorer, Acrobat Reader 4.0 or a later version, and Excel 97 or later.

Once you see the many features of the new 400-page handbook and CD, you'll see why we call it the "Bible of Productivity." For a suggested list price of only \$30 U.S., there's a wealth of information. Ask your dealer for the handbook and CD by name or specify DKD1704.

Sincerely,

Ba B. Brock

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



"Friendly Confines" That Won't Cramp Your Style

These RTS units, Deere's first, are built to save you time and money. Because they're configured without the traditional protruding counterweight and engineered to move within a tight radius, the 135C and 225C LC save you from having to move or protect objects around the jobsite and spending extra time doing other nuisance handwork. There's also less risk of damage to the work environment, such as nearby trees, buildings, fixtures, and barricades.

General Specifications

135C	225C LC
88 hp	147 hp
(65 kW)	(108 kW)
30,440 lb.	53,440 lb.
(13 808 kg)	(24 240 kg)
28 ft. 9 in.	32 ft. 10 in.
(8.76 m)	(10.01 m)
19 ft. 9 in.	22 ft. 3 in.
(6.02 m)	(6.79 m)
	88 hp (65 kW) 30,440 lb. (13 808 kg) 28 ft. 9 in. (8.76 m) 19 ft. 9 in.

Like a dent-free, scrape-free machine? Because of their tight swing radius, you'll have less of a problem with a dented or scraped counterweight. And, you'll be more productive because you can work closer — and more confidently — right next to buildings and obstructions. The 135C and 225C LC also enable you to work on a street and close only one lane of traffic. Rest easy knowing that you're doing your part in the fight against "road rage."

Real Power and Rugged Reliability

Deere's 135C and 225C LC RTS Excavators are powered by smooth and efficient diesels that provide 88 and 147 horsepower, respectively. They also meet the EPA's Tier II emissions regulations. The PowerwizeTM II engine/hydraulic management system marries the power of the engine to the grace of the hydraulics, balancing hydraulic pressure and flow to give you the precise amount of pull and just the right touch when and where you need it. In the meantime, it saves fuel and makes multi-function operation easy. More control doesn't mean less power — you'll find these excavators have more than enough breakout force and lift capacity to master almost any task.

At Deere, we've built reliability into every component. Our rugged undercarriage and reinforced boom are industry standards that stand up to the toughest conditions. Tungstencarbide thermal coating on the all-important bucket-to-arm joint increases durability. Three bulkhead plates are welded inside the boom and arm to resist torsional stress.

Your Own World

Deere's RTS Excavators feature a new cab that you'll be happy to spend your shifts in — it's a personal world of stress-free comfort. You'll be sitting on a cloth-covered, fully adjustable seat with a new, adjustable lumbar support like you'd find in a luxury car or SUV. All of your controls are within easy reach, and thanks to hydraulic improvements, lever effort has been reduced up to 10 percent. Visibility is excellent, with a giant, smoke-tinted glass sunroof hatch that helps you keep an eye on overhead objects. On nice days, it doubles as an oversized vent.

Speaking of temperature, the cab in the 135C and 225C LC features an automatic, high-capacity "blend-air" climate-control system. We've also added a host of other little conveniences, including a 12-volt cell-phone jack, an oversized cup holder, and a beverage cooler.

Super Serviceability

Deere also has made life outside the cab easy for you. All of the daily service points, including the oil dipstick, oil filter, and fuel filter, are within easy reach. Key components are located behind large, easyto-open service doors. And there's more: We've extended some service intervals so you can spend more of your time inside the cab working than outside servicing the unit. The engine oil-change interval is every 500 hours, while the first hydraulic oil-change interval is at 4.000 hours. In addition. grease intervals on the arm and boom have been extended to 500 hours due to new, powdered metal, oil-impregnated bushings.

You're Covered

The 135C and 235C LC RTS Excavators come with Deere's StructurALL™ warranty. That's more than just a fancy name. It's three years or 10,000 hours of "no-fear" coverage on major structures like the arm, boom, and frame. And because of the nationwide resources of John Deere and our top-notch dealer network, you can look forward to outstanding parts availability and service when you do need parts.

Contact us today about a demo on the 135C or the 225C LC. See what reduced-tail-swing and John Deere's engineering expertise can do for your business.

Oil-impregnated bushings in the arm and boom extend grease intervals to 500 hours and enhance durability. Sealed and lubricated track chain eliminates greasing.



TOUGH ENOUGH

Cree Construction and John Deere team up to take on the elements

imps need not apply. The Eastmain project in James Bay continues the largest construction project ever in the Province of Quebec — and one of the largest in Canada. And it just might be one of the toughest projects on the planet.

The James Bay territory covers 350,000 square kilometers in the southern region of Northern Quebec, which happens to be the least densely populated area in Canada. Inhabited by both Cree and non-native people, the area averages just 0.04 people per square kilometer compared with 322 per square kilometer in Japan.

This area is sparsely populated for a reason. The terrain is brutally unforgiving, with nearly impenetrable woods surrounded by thickets, shrubs, and swamps.

And don't forget to bring plenty of warm clothing. Temperatures can drop to extremes of -45°F.

Gold In Them Thar' Power Lines

For years, the James Bay area has been known for its vast mineral deposits, but today the economic potential for the efficient generation of electric power is more than worth its weight in gold. Revenues and royalties from the project are expected to generate billions of dollars for the Cree Nations over the next 50 years.

The Eastmain project represents the second phase of the James Bay Hydro-Electric Initiative. Completed in 1990, the La Grande project involved the damming of the rivers in James Bay. Twelve hydroelectric dams and eight generating stations were constructed, including the largest underground power station in the world. Today, the La Grande complex generates over half the energy produced in Quebec, while also providing energy to Ontario and New England.

Approved in March 2002, the Eastmain project involves construction of a main dam across the Eastmain river, along with a power station, spillways, 30 dikes, and a substation. With three turbine/generator units and an installed capacity of 480 MW, the generating station will provide power to New York, Vermont, New Hampshire, Maine, and Massachusetts.

"...this environ-

ment is as good

a proving ground

for Deere equip-

ment as exists in

the world..."

As part of the treaty signed with the government of Ouebec, the Cree Nations have the right of first refusal for a large portion of the work awarded on their territory. The first phase of the Eastmain project (EM-1), which involves building a 60-mile-long (97 km) access road and a camp capable of lodging the 2,400 workers needed to construct the dam, was awarded to the Cree Construction and Development Company. >>>



"These machines simply move more material for less money. They won't let up no matter what kind of material or conditions we're dealing with." Normand Poulin. iob-site superintendent. Cree Construction



"The D-Series ADT has plenty of power. We've put it through every conceivable test in our work area—up steep climbs, mud, you name it—and it made it through without getting stuck." Don Murdock. operator, Cree Construction



"John Deere trucks are big fast, and strong. That's the perfect combination on a job this demanding," Robert Bruyett, job-site superintendent, Cree Construction





Tight Deadlines Demand Top Performance

Phase one of EM-1 must be completed by early spring. The access road and camp must be in place before the construction of the dams and power stations can begin. Keeping the project on schedule is crucial. Any delay means millions of dollars in lost revenue per day for Hydro-Quebec.

Performance played a major part in Cree Construction's decision to choose Deere equipment for the project. "Selecting the right equipment is vital to ensuring we meet the deadline for the project," reports Poulin. "In the past, we've owned everything from Cat to Volvo, but we've been extremely satisfied with the performance of the Deere machines."

The company has been impressed by the power and durability of the ADTs. Extensive use of lightweight, highstrength materials gives them the highest power-to-weight ratios — and best hauling efficiency — in their class. Plus the oscillating frame joint, articulated steering, and highflotation tires provide unbeatable performance in difficult terrain on jobs such as this.

"Having more power means we're able to handle bigger payloads with faster cycle times," says Poulin. "These machines simply move more material for less money. Plus, we need to keep the job moving, and they won't let up no matter what kind of material or conditions we're dealing with."

All D-Series ADTs are powered by turbocharged, intercooled six-cylinder engines. "The machine has plenty of power," says Don Murdock, who runs a 350D. "We've put it through every conceivable test in our work area — up steep climbs, mud, you name it — and it made it through without getting stuck."



Murdock also likes the creature comforts like the oversized air-suspension seat and heavyduty heater and AC unit. He also likes the visibility afforded by the center-mounted cab and comprehensive mirror package. "You can adjust the seat pretty much any way you need to," he says. "Visibility is great — I can see clearly in front of me and all around."

The performance of the company's C-Series Excavators has also been turning a few heads. Its 800C LC Excavator produces outstanding cycle times, averaging just 45 seconds to load a 35-ton truck. Two 600C LC Excavators equipped with 4.6-yard buckets are also used in road construction and mass excavation.

"For this kind of job, you need a big machine like the 800C," notes Johnnie Swallow, who has operated excavators for Cree Construction for over 20 years. "We use a 5.6-yard bucket, so it takes about four buckets to load one of the trucks. It's pretty quick. I've operated every different kind of excavator, and the 800C has a lot of power. The controls are very smooth and easy to operate."

Ease of operation is also important to Cree Construction. The experience level of the operators varied, but for the most part was minimal. Deere machines are the most operator friendly in the business, so new operators can get up to speed quickly and start moving material right away. John Deere

also provides the company's operators with ongoing training programs.

"These machines are very sophisticated, yet they're very user-friendly," says Poulin.
"The machines are capable of performing a multitude of tasks — and this is where training really comes into play. It really helps operators maximize the benefits of these machines. I've spoken to a lot of Cree employees, and they're very pleased with them."

Taking Service and Support On the Road

Keeping downtime to a minimum on machines running 20 hours a day, 6,000 hours a year in such an unforgiving environment is top priority.

Ontrac Quebec supports
Cree Construction's entire fleet
of heavy equipment. It set up
a parts-and-service depot onsite, and has committed four
full-time service technicians
and a parts person solely to
this project. In addition, Ontrac
Quebec keeps an ample supply
of parts on hand and has
dedicated a fully equipped
lubrication truck and service
vehicles to the project.

"Given the massive scale and short duration of this project, we need the right equipment and a high level of technical support," says Poulin. "We're very pleased with what John Deere and our dealer have done to help us move this contract forward."

Construction's operators are Cree. The Eastmain project represents the first project of this size where the majority of operators are native people.

Editor's note: The 60-mile (97 km) access road was completed on December 17. 2002. The workforce has swelled to 125. And nine more Deere trucks — this time the larger 400Ds — have been ordered. The weather is one thing that hasn't changed, unfortunately. It's still bonechillingly cold



Recently O'Brien and Marty Wilkinson, the company's operations manager for four-wheel-drive loaders, traveled to Washington, D.C., to meet with legislators and discuss John Deere's work on the U.S. Marine Corps' Tractor, Rubber-tired, Articulated Steering, Multipurpose Loaders (TRAM) project. Their goal was to explain its importance and reinforce why John Deere remains the government's best choice to produce the loaders.

"You probably will never see that much involvement by union representatives at our competitor's factories on something that is as important as this," states O'Brien. "That's not unusual here. Every employee at Davenport is involved in the day-to-day operations of the business. Our people regularly meet with managers, share business results, and set goals and objectives together in a number of committees.'

Unlike some companies, John Deere regularly briefs its wage and salary employees on market trends, production projections, and information that might be considered too sensitive to put into the hands of other workforces.

"Continuous Improvement (CI) is another advantage we have over the competition," explains Mark Shanks, UAW shop chairman at Davenport. "Our CI Grow Team, made up of rank and file and management representatives, sets goals in four categories: quality, safety, efficiency, and delivery. Basically it's another tool that helps us put out the best products by asking the people on the shop floor for their input. They know better than anyone how to best do their job."

"Both the Dubuque and Davenport factories are on the same structure and wavelength," notes Otto Stegmaier, manager, industrial relations, at Davenport. "Typically a company dictates policy, and the union has to deal with it through grievances and other means - that can tie up everyone's time. Usually, the union is the left hand and has its goals, and the company is the right hand and has another set of objectives. The result can be a lot of tension, chaos, and mistrust. That's not the way it is here."

"The cooperation at John Deere factories has always been head and shoulders above the other places I've visited in the past 30 years or so," explains Jim Hecker. As the international representative of the UAW, he's in charge of administering all labor agreements and benefit plans for John Deere factories producing construction and agricultural machinery. Hecker knows from firsthand >>>



Mike O'Brien, UAW Local 281 president



Mark Shanks, UAW shop chairman, Davenport

UAW employees impress 824J Gold Key customer



of a John Deere loader.



Gold Key customer Mike Mullett starts his brand new 824J Loader before driving it off the line.



Gold Key customer, Mike Mullett, gets a close-up look at the insides

John Deere loaders," he says. "It was amazing to me all of them listened to what I had to say and were interested." At the end of the line, Mullett

received a commemorative plague and a gold key he used to start his 824J for the first time. "That was a real blast!," he says with enthusiasm.

Mike Mullett, president of R&M Resources, got a taste

of John Deere hospitality recently

when he participated in a Gold Key

presentation of his 824J Loader at

His Oklahoma City, Oklahoma,

"But I didn't have any idea of

states after his first visit to the manu-

facturing facility. "I was impressed

assembly line were very cordial, and

they were very energetic about what

they were doing. When someone has

45 minutes to get their job done and

they take five minutes of that time to

Mullett says he was able to travel

down the line from the time the frame

met the engine to final testing, asking

questions and learning about the

capabilities of his new machine.

"Everyone was willing to listen to

what I had to say about my other

explain something to you, it really

that the people working on the

what goes into making them," he

construction company has used

John Deere equipment for more

the Davenport (Iowa) Works.

than 15 years.

means a lot."

experience what it takes to manufacture industry-leading machinery these days. He began his career as a shop-

> floor wage employee in the John Deere organization in 1965.

He offers a no-nonsense evaluation of why the Davenport and Dubuque Works run so smoothly: "Together with the teamwork of the company, we have put together several programs that are based on the Continuous Improvement culture. It's one thing to put these programs together — it's another to get the rank and file to embrace them. The Davenport and Dubuque Works have been on the leading edge and have fully utilized these pro-

Thanks to an industry-leading process, most Deere machines can be built to order and delivered faster than any other heavy eauipment manufacturer's. grams for many years now.

"What we're seeing today," continues the International UAW representative, "is the result of having these programs in place. That in the end means better quality in the work produced. One thing our membership at the Deere factories understands is quality. Everyone is deeply involved with it. They strive to obtain it every day. And we talk about it constantly so no one ever loses sight of it. In the Continuous Improvement process, our wages, our benefits, our success revolves around quality."

Because of this dedication to quality, Tom Bennett, a salesman at the John Deere dealership in Phoenix, got more than he bargained for when he took one of his customers on a fly-in to the Davenport Works. "In an effort to beat Cat and Case out of a four-wheel-drive-loader sale,

we invited Dave Ballard, the equipment manager at Klondyke Construction here in Phoenix, back to the factory to take a closer look at our machine," he says. "Klondyke then had a big fleet of 80 to 100 machines — but only two pieces of Deere equipment.

"While Dave was looking at the loader assembly line, he had a few minutes on his hands before he was scheduled to go to the next stop on the tour," continues Bennett.

"He walked over to the area on the motor grader line nearby where the yoke and circle were being assembled just to take a look. The assembler was so enthusiastic about his job, he struck up a 15-minute conversation, showing Dave exactly what he was doing and why he was doing it.

"That's all it took," continues Bennett. "Because of the assembler's enthusiasm and pride in his work, Klondyke now has promised us that the next motor

grader they purchase will be a John Deere. Dave had no intention of even buying a motor grader when he entered the factory. On top of that, the friendliness and enthusiasm of the people on the loader line helped us sell Klondyke the loader.

"Dave has been to Peoria and said he had never experienced the camaraderie on the assembly line or concern for the customer he did at Davenport. It gave him confidence in our machines — a feeling that all the little things would be done right — all the nuts

and bolts would be tightened — and that the small things that make for a quality machine would be taken care of on a John Deere."

At times, assemblers and welders are put on non-traditional job assignments that intentionally put them eye-toeye with customers, such as new machine introductions and open house programs.

On the other hand, Dennis Schnoor, a 20-year assembler at Davenport, is on a unique non-traditional

"One thing our

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understands

is Quality.

Everyone is deeply

involved with it.

They strive to obtain

it every day."

assignment. He's traded in his shop tools for a computer to become the facility's wage development counselor and assembly trainer.

"For the past four years. I've helped employees upgrade their skills, or helped them train so they are qualified to bid into an assembly job," he says. "We are rolling out a new program right now that I'm working on that gives our people a chance to get a

degree at a local college or university. I help put a portfolio together for them so they get college credit for their prior experience and training."

Through constant training, the skill level throughout John Deere factories is very high. "Before they are hired we screen every new employee twice — for attitude, teamwork, attention to safety, attention to quality, initiative, and problem-solving ability," continues Stegmaier. "Working on the shop floor is not what it used to be 20 years ago."

Copycats

Look-alike dozers don't run like a Deere

Plus superior cooling and from afar, a closer comparison more rugged component design ensures longer life and lower operating costs than the Cat.

"Deere's hydrostatic drivetrain is much nicer than Cat's," explains Winters. "If you let go of the lever on the Cat, it slips back into neutral on you. The fixed control of the Deere is easier to operate and the dozer is more maneuverable in tight areas."

The speed range is infinitely variable up to five miles per hour, providing total control

around critical structures. This gives the operator the flexibility to find the right ground speed for the job.

The operator simply sets the maximum travel speed and the drivetrain does the rest. As loads change, the power management system automatically powers the transmission up or down, maintaining peak engine rpm and tractive effort without stalling. And whether they're on level ground or a two-to-one slope, H-Series >>>

The dozer that started

it all, continues to lead

Winters Excavating, in Marion, Illinois, explains why: "H-Series machines are the finest dozers on the market. They are really well engineered and are simply

dozers I've ever seen." What stands out most about these machines? "Operator comfort, visibility, serviceability, smooth ride — everything basically," he observes. "Grading is topnotch. And they're the most productive machines for their size."

NEW H-SERIES DOZERS

resemblance to Deere's

new G-Series dozers have many

equipment owners and opera-

But appearances can be

reveals that there's less to the

Cat than meets the eve. Cat's

new dozers simply can't com-

pare with the H-Series dozers

operation and control, superior

grading ability, and low operat-

ing costs. Many owners who

Norman Winters, owner,

when it comes to ease of

recently tried a G-Series

the real McCov.

machine are sticking with

the most operator-friendly

deceiving. While the two

machines may look similar

H-Series machines, Cat's

earing an uncanny

tors seeing double.

Deere Originates, Not **Imitates**

Other manufacturers have only recently started offering hydrostatic drivetrains in their dozers — something John Deere has been doing for over 25 years.

No other drivetrain even comes close to the H-Series in terms of ease of operation and proven performance. Steering, deceleration, and F-N-R shift rate can be fine-tuned to operator preference. Control is smoother and more precise than the Cat's, for better maneuvering and grading ability.



Joystick gives unmatched low-effort control.

dozers steer the same and maintain their preset speed.

"I tried the Cat's hydrostat and didn't think much of it," says Marv Dykema, owner, Dykema Excavating in Grand Rapids, Michigan. "One of the best things about Deere is the ability to adjust the response the way you like. And because the machine is fully powered all the time, you have total control working on slopes."

Grading Ability a Cut Above the Rest

Any dozer can push dirt. But what separates the innovators from the imitators is the



H-Series visibility is unsurpassed behind, below, and beyond the blade.



State-of-the-art cab is roomy, quiet, and comfortable.

ability to do superior grade and fine finish work — another area where the H-Series dozers really outshine the Cat.

Blade ratio and center of gravity are optimized to provide exceptional stability and balance. "Superior grade work depends on good balance," says Dykema. "And these are exceptionally well-balanced machines."

"When it comes to grade work, I like the Deere better," adds Eldon King, Jr., D&H Excavating, Arcade, New York. "Everything is smoother controls, steering, the hydraulics — and that makes a big difference in finish work."

Cab-forward design positions the operator right on top of the action for outstanding

visibility. On the Cat, the operator's vision is obstructed by door latches, ROPS posts, and air cleaners.

"I had trouble seeing the blade in the Cat," explains Walter Earthman, project superintendent, Archer Western Contractors, Irving, Texas. "But in the Deere, I can see all around the blade right from my seat."

No Experience Necessary

Earthman is also impressed by how easy the H-Series dozers are to operate. "You don't have to be a professional dozer operator to operate this machine," reports Earthman. "All the controls are on one lever and are simply laid out so they are easier to remember. You've got more control over speed and you're very comfortable. It's a better machine than the Cat — it's just easier to run."

A single, ergonomically correct joystick provides intuitive control over direction and ground speed. Using the left hand, the operator simply pushes the detented lever in the direction he wants to go. A thumb-actuated switch allows the operator to change speeds incrementally without removing his hand from the lever.

The drivetrain is fully modulated, which helps to eliminate jerky or abrupt movements for smoother starts and direction changes. Plus reverse travel speeds can be preset at 80, 115, or 130 percent of forward.

"You can control everything with one hand so you don't have to switch your hands back and forth," says King. "Instead of setting your speed control with a lever, you just push a button. When you're grading to the inch, you simply push a button to speed up your reverse so you can back off more quickly — really a nice feature."

A decelerator provides additional low-effort control over ground speed. Fully depressing the decelerator brings the machine to a complete stop on any terrain — even steep slopes — giving the operator more confidence around trenches, footings, and critical structures. "You can put your blade a half-inch from the building without fear of hitting it," says Winters. "The Cat tends to jerk and hesitate when you put your foot on the decelerator — it isn't smooth like the Deere."

Comfort Zone

If easy operation goes a long way toward keeping good operators around, keeping them comfortable goes even further. "Operator comfort is essential because we want to keep fatigue down," says Dykema. "Our operators have remarked that they actually feel part of the Deere dozer. The cab is that good."

The modular cab is isolation-mounted for quietness and fully pressurized to keep dust out. The deluxe-suspension armchair can be adjusted seven ways to fit any sized operator. Armrests and footrests are also fully adjustable.

Besides being comfortable and easier to operate, the H-Series dozers are simpler to service. Hinged sideshields provide wide-open, ground-level access to service points. And like all Deere dozers, the H-Series dozers are backed by an extensive dealer network and a full line-up of services and support programs to help you control costs and maximize profits.

Accept no imitations. To own an original 450H, 550H, 650H, or 700H Dozer, see us today.





With 30-percent more tinted glass, the G-Series' spacious walk-through cabs offer virtually unobstructed all-around visibility.

More comfort and convenience, too. Entryways are wider, legroom more generous, lever and pedal efforts are even easier. So is daily servicing. Their reshaped hoods tilt forward for quick, wide-open, same-side access to daily checkpoints. Backed by an extensive dealer network and exclusive StructurAll™ warranty, the G-Series backhoes will open your eyes. See us for a demo.

Floor-to-ceiling tinted glass doors and expansive windshield provide a panoramic view.



