



LAWN & GARDEN SALES BULLETIN

John Deere Company, Moline, Illinois

Bulletin No. 13
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TO: ALL CONSUMER PRODUCT DEALERS

CUSTOM-COLOR 110, 112 AND 140 TRACTORS

Green is John Deere's favorite color, has been for years. In fact, John Deere probably buys and applies more green paint than any other manufacturer in the world. And it has paid off. Not only in the rural areas where John Deere sells farm equipment, but also in the metropolitan areas.

There are many good reasons why green is John Deere's favorite color. But how about your prospective customers? Chances are their favorite color could be orange, red, yellow or blue.

John Deere is aware of the color-conscious consumer market and is doing something about it. Your customers may now select a color of their choice from the 5 options shown on the attached colorful sales manual page. This is an industry first...an innovation to keep John Deere first...and a sharp break with tradition.

COLOR CHOICE

The 110, 112 and 140 Custom-Color Tractors now offer a choice in four different colors; Sunset Orange, Patio Red, April Yellow and Spruce Blue. The basic tractor is painted Dogwood White, only the Seat cushion and hood are painted the custom colors. In addition, all Custom-Color Tractors will feature a rich looking black leatherized textured seat back. The protective plastic cover has also taken on a new look. The message "Rest A Spell...Now and Later" is imprinted on the cover. We will continue to offer the traditional green and yellow tractors in all models. The 60 Tractor is available in green and yellow only.

FOOT TREADS

A new anti-skid foot tread will be regular on all Custom-Color Tractors. A granular material is impregnated in the foot tread and bound to a foil backing with a pressure-sensitive adhesive. The anti-skid granular material will add a margin of safety for the operator and prevent scuffing and scratching of the fender deck.

A foot tread kit is also available for all other 110, 112 and 140 Tractors for field installation only. Order from Parts Dept as:

- AM 32371 Foot Tread Kit (110, 112 Tractors, Serial No. 100,001 and above)
- AM 32376 Foot Tread Kit (140 Tractors, Serial No. 10,001 and above)

HOOD AND SEAT KITS

Due to the selective choice of colors available, it may not always be possible to stock tractors in the color preference of your customers. For this reason, a Hood and Seat Kit is available. Each Kit contains one hood and one seat in either Sunset Orange, Patio Red, April Yellow or Spruce Blue. Any 110, 112 or

140 Dogwood White Tractor in stock may now be customized to match your customers' color preference.

AVAILABILITY

Custom-Color Tractors and Hood and Seat Kits are available commencing with February shipments. For simplification of all concerned, 110, 112 and 140 Tractors shipped in February will be Sunset Orange. A choice of colors, including green and yellow, will be available commencing with March shipments.

ORDERING INSTRUCTIONS

Ordering instructions for tractors and Hood and Seat Kits are included on the back page of the attached sales manual page.

PRICES

Prices will be published in a complete new price section scheduled for release about 3 February.

WHITE ATTACHMENTS

It should now be evident that the white attachments previously announced, are compatible with the new Custom-Color Tractors, as well as with the Standard Green and Yellow Tractors.

CONCLUSION

The trend to "choice of color" is becoming an increasingly important product feature, especially to the color-conscious consumer purchasers. The momentum of this trend is evidenced by the increasing quantity of consumer products being sold that are available in a "choice of colors".

Custom-Color Tractor options now available...in addition to the traditional John Deere Green and Yellow Tractors...place John Deere in time with the trend...and another industry first...exclusively John Deere.

R. F. Honzik - Division Sales Manager
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