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Slate 1

A TRACTOR THAT DRIVES ITSELF…
SEE THE NEWEST GENERATION OF
PRECISION GUIDANCE TECHNOLOGY IN ACTION

GPS Controlled System Significantly Improves The Productivity Of Farming By Reducing Driver Fatigue, Fuel Consumption, And The Time Needed To Efficiently Raise a Crop

Video Press Kit
TRT: 7:54
Plus Additional B-Roll & Soundbites

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Story Description: The GreenStar™ AutoTrac™ Assisted-Steering System from John Deere (Deere & Company —NYSE:DE) helps operators gain more efficiency in the field by reducing passes, saving fuel, and reducing operator fatigue. The system uses GPS to steer the vehicle down the field in straight, curved, or circular passes.

John Deere's completely automated system, iTEC Pro™ (intelligent Total Equipment Control) can be used on 8030 Series Wheel Tractors with integrated AutoTrac. The system not only guides the tractor precisely through the field, but also automates implement controls, ground speed, and end turns at headland and interior boundaries.

This innovative module for the GreenStar 2 System, iTEC Pro, allows implement functions to be performed consistently on the headlands every time. This helps reduce input costs such as fertilizer, seed, and fuel by reducing headland skips and overlaps. The system also provides additional accuracy by automatically guiding the tractor during headland turns and making sure the machine is positioned correctly for the next pass through the field.

For more information visit www.JohnDeere.com/Ag.

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Lowell Garrett
Farmer

Slate 6

Aaron Senneff
Team Leader of Systems Engineering
John Deere Ag Management Solutions

Slate 7

Jeff Huitt
Farmer

Slate 8

Kayla Reynolds
Product Marketing Manager
John Deere Ag Management Solutions

Slate 9

Suggested Lead: Global Positioning Systems, or GPS, have been popular for years in cars, mobile phones and PDA's… But now GPS is literally steering tractors on farms all over America. Sonia Martin has the story on the newest generation of farm tools.

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Video Press Release

Video	Audio
	(1) Announcer: Farmer Lowell Garrett is getting a lot more work done on the farm these days. Lowell is one of a growing number of farmers using GPS precision guidance technology to work the fields.
Lowell Garrett Farmer	**(2) Lowell Garrett:** *It just simplifies everything. They just, they take over, I mean it's like cruise on a car.*
	(3) Announcer: Auto Trac technology uses a GPS receiver to literally steer tractors, by sending messages to the tractor's steering system. The Auto Trac technology tells the tractor where it needs to travel in the field. Then, with great accuracy, it automatically steers the tractor to the right place.
Aaron Sunneff Team Leader of Systems Engineering John Deere Ag Management Solutions	**(4) Aaron Senneff:** *It's allowing farmers, first of all, to be able to run later in the day, be able to run more precisely, be able to run in conditions that they wouldn't have been able to run it in the past, and overall just improve their operations efficiency.*
	(5) Announcer: It's also helping farmers save money while helping the environment. The precision guidance system reduces operator fatigue as well as passes in the field. This saves on fuel and fertilizer because the GPS

	helps these tractors go in a straight line down the row, and turn automatically. So there's no overlap – and no waste.
	(6) Lowell Garrett: *It allows us to make a little more money in the end, you know? We save a little bit on our seed corn and the chemical costs has reduced that all. I mean it's, it's lowered all those costs by not wasting them.*
Jeff Huitt Farmer	**(7) Jeff Huitt:** *That has greatly reduced the amount of fuel we've used because of the reduced tillage. And also we're able to be a little more environmentally friendly because we're not tilling that ground.*
	(8) Announcer: Along with saving farmers money, it also makes their work a little less strenuous.
Kayla Reynolds Product Marketing Manager John Deere Ag Management Solutions	**(9) Kayla Reynolds:** *They say I would have bought this product just for the fact of how much better I feel or how much better my operators feel at the end of the day.*
Jeff Huitt Farmer	**(10) Jeff Huitt:** *It's a comforting feeling, it's a relaxing feeling, and it does reduce that part, that part of the stress.*
	(11) Announcer: On behalf of John Deere, I'm Sonia Martin.

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Suggested Tag: For more information, visit www.JohnDeere.com/Ag.

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Additional Soundbites

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Lowell Garrett
Farmer

It's making a huge difference. It's, it's paying for itself and then some. We're, definitely saving on fuel. Our cultivator man, he doesn't have any overlap anymore, so he's saving on fuel.

I'd say the seed savings are probably two to three percent that we're saving on seed. You know even in fields that are pretty much square; you're saving that much just on the ends.

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Jeff Huitt
Farmer

What iTEC Pro with Auto Trac does for us is it, it takes now all of the human steering out of the equation.

This technology reduces stress and there's no doubt about it. You're not trying to make your rows perfectly straight to impress the neighbors because you're already doing that now.

You'd be surprised after ten hours that you, you feel like you can go in another six and it's not a problem. So you're putting in fourteen, sixteen-hour days.

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Aaron Senneff
Team Leader of Systems Engineering
John Deere Ag Management Solutions

It's not unlike the systems that you might find on a car. The next level that gets taken in precision ag is rather than just providing a display for the operator to drive the car to, in precision ag, the GPS systems will actually steer the tractor and put it exactly where it needs to go in the field.

The GPS receiver will just send a message or several messages to the steering system that's installed in a tractor, a combine, or a sprayer. That steering system

knows from the operator settings where it needs to travel in the field and will use the GPS positions to steer the wheels to put the tractor on that position.

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Kayla Reynolds
Product Marketing Manager
John Deere Ag Management Solutions

What it means for farmers is that for one, you're able to increase your efficiencies. There's a number of different products or different types of things that precision agricultural brings to people. The first is, there's technology around guidance products, the ability to use global positioning to drive that vehicle on a desired path and increase your efficiencies because you're going in the exact spot that you want that tractor to drive or that combine to drive every single time.

The environment obviously is important to farmers. Farmers are always trying to be very conscious of the environment. We want to put, we don't want to put too much chemicals down on the ground. We don't want to put too many seed, too much seed. So I think really the, the benefits to the environment is being able to precisely put down just what you need on that spot in the field.

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Additional B-Roll

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