

John Deere Value Proposition



“I will never put my name on a product that does not have in it the best that is in me.”

John Deere, Founder



The John Deere Promise.

The John Deere promise, or value proposition, represents the value of doing business with John Deere. It is the unique choice you make when you choose John Deere. It's what we stand for. When you run with quality John Deere equipment, you can expect:

Productivity. We work to enhance the speed and efficiency of the equipment and operator to do a job well, comfortably, and continuously over time.

Uptime. We focus on ensuring your machine is available when it is needed.

Low Daily Operating Costs. We design each piece of equipment to minimize the total cost of running it, including operation, maintenance, and repair costs.

But our promise goes beyond the quality of our equipment. It speaks to the overall experience of doing business with John Deere.

We made a promise to deliver productivity, uptime, and low daily operating costs. But on the jobsite, talk is cheap. So we must walk the walk. We listen and respond, better than anyone. Designing machines that exceed expectations. Building quality into every product. And attacking your problems with passion. Whatever the challenge, we will step up. We're on it.

For all of these reasons, simply choose John Deere, and you'll see why they say...
Nothing Runs Like A Deere™