

**New Customized Tractor:
John Deere Unveils Specially Customized 4020 Tractor**

Source: John Deere news release

Thursday at the 2010 Commodity Classic trade show held in Anaheim, Calif., legendary automotive designer Chip Foose unveiled his latest creation: a customized 1970 John Deere 4020 Tractor. The uniquely designed machine, which the Foose team has been working on since last November, will tour much of the country as part of the Drive Green Tractor Experience Tour immediately following the trade show.



The John Deere 4020 was one of the first six-cylinder tractors available to farmers in the 1960s and helped revolutionize farming in the 1960s and 70s, allowing operators to cover more acres and be more productive. There were more than 170,000 of these classic John Deere tractors called the New Generation of Power manufactured in Waterloo, Iowa, between 1963 and 1972.

Steve Geick, tactical marketing manager for John Deere, says the John Deere 4020 is one of the most widely used and recognized tractor models ever produced, which made it the perfect tractor for this project. We wanted a well-known and creative auto designer to work on a John Deere classic and then share this customized tractor with people across the country, Geick explains. We couldnt be more proud to have Chip and his team take our most popular tractor and create something unique and exciting with it.

Chip Foose adds, Ive looked at tractors for years and always thought theyre narrow, they look almost like a dry lakes car or even some of the old Indy cars, so thats the direction I took; I wanted some of that racing feel to the tractor. And with the turf tires in the back and the three-ribbed tires in the front, it carries that theme all the way through from the tires to the sheet metal work to the paint job ... but its still a John Deere.

The John Deere 4020 that Foose customized came from a farm in Ohio, where it was still being used. The tractors engine, transmission, clutch, fuel system and other major components underwent some mechanical updating, in addition to the complete cosmetic redesign that is seen on the custom tractor today.

From March through June, the Chip Foose customized John Deere 4020 will be exhibited at more than 60 Drive Green Tractor Experience events held by John Deere dealers across much of the country. The tractor will be given away to one winner as part of the John Deere Big Buck Promotion, which ends June 30, 2010. Rules for the promotion as well as a complete schedule of Drive Green events can be found at www.JohnDeere.com.