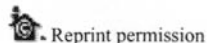


Monday, April 12, 2004

SEARCH DISPLAY



Deere Puts Consumers In The Demo Tractor Seat

Moline, Ill.—Lawncare company John Deere is launching a grass roots (pun intended) effort in 41 markets for its 100 Series tractors. The "John Deere Experience," through June 6, offers something usually associated with cars: a test drive. The program, including displays at malls and some minor league baseball stadiums, along with local radio and print support, is designed to drive consumers to Home Depot and John Deere dealerships where they can try driving through an obstacle course with simulated lawn hazards. Imre Communications, Baltimore, Md., and Ignition, Atlanta, are handling.

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