

SPRING 2009



# WORKSITE JOURNAL

Introducing the CT315. XS track loader, XL productivity.





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## New smaller track loader is even less of a good thing

Sometimes less is more. To prove this old axiom, last year we introduced two new extremely compact skid steer loaders — the 313 and 315 — for customers who work around zero lot lines or in other confined areas.

This year we are adding another little dynamo to our lineup, the small but powerful CT315. Like its larger 300-Series track-loader siblings, it delivers big-time performance, with best-in-class stability, breakout force, visibility, and wide-open service access.

But like its rubber-tired cousins, the 313 and 315, the CT315 is extremely compact, which makes it perfect for work in confined areas. It's easy to trailer, too. And like all Deere skid steers and track loaders, it's exceptionally versatile. Hook one up with any of the many Worksite Pro™ attachments and watch productivity take off.

And like all new John Deere equipment, it boasts a number of productivity- and uptime-boosting innovations, like heavy-duty drive chains that never need adjustment; easy-to-fill large-capacity fuel tank; and a self-cleaning, never-grease Quick-Tatch™.

At Deere, we're driven to design and produce world-class products that meet your expectations for more productivity, high uptime, and low daily operating costs. I'm confident these enhancements to our product line will help you do more for less.

Sam Norwood  
Manager, Commercial Worksite Products



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### More to the story

#### XS Track Loader, XL Productivity

Learn how the small but mighty CT315 can help you squeeze more work out of tight spaces.

[View Video Clip](#)

#### Back In The Saddle

Learn how Deere helped a Dallas-area rental company get back in business.

[View Video Clip](#)

#### Good Grades In College Station

Deere is getting high marks for street work, as you'll learn in the video.

[View Video Clip](#)

#### Deuces Wild

See why one of North America's largest utility contractors considers 35D Compact Excavators its ace in the hole.

[View Video Clip](#)

#### Get Connected — Side-Discharge Buckets

Start spreading the news: These buckets are perfect for spreading light and aggregate material, as you'll learn in the video.

[View Video Clip](#)

### Tell Us Your Story

Do you use a John Deere skid steer loader, compact excavator, compact loader, or tractor loader backhoe to improve productivity? Tell us how and where you use it. We'd love to share your story with others. If we use your story in DigDeeper or one of our print publications, we'll send you a free gift.



High-torque turbocharged 2.4L diesel won't throw in the towel when the going gets tough. Meets Interim Tier 4 emission standards, too.

Introducing the CT315

# XS Track Loader, XL Productivity

Would a smaller track loader squeeze more productivity out of a jobsite? Choose a John Deere CT315, the new small compact track loader (CTL) that delivers big-time performance.

Lightweight and agile, yet surprisingly powerful, this highly capable compact is the perfect size for work in confined spaces. Unlike comparable-sized CTLs, the 315's heavy-duty planetary reduction final drive provides plenty of pushing power. It's also easy to trailer and easy on turf.

Like the larger Deere 300-Series CTLs, the CT315 delivers best-in-class stability, breakout force, and visibility. There's also a ton of features that make it easy to maintain. Check out the easy-to-fill large capacity fuel tank, the wide-open service access, and the self-cleaning Quik-Tatch™ unit with Never-Grease™ pins.

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**Boom design keeps the load close to the machine and the ground. Combined with its low center of gravity and generous ground clearance, the CT315 is productively agile.**

#### **Little loader, big world**

Don't let its small size fool you. The CT315 is ready, willing, and able to take on your world. Small? Sure. Its compact size allows it to slip easily through narrow openings and into tight spaces. So whether you're tiptoeing around zero lot lines or laboring in close quarters, you won't have any trouble fitting in more work.

But it's not the size of the loader in the fight. It's the size of the fight in the loader. Optimal 60/40-weight distribution gives it ample stability to handle heavy loads, while best-in-class pushing power and rated operating capacities deliver plenty of productive punch.

Visibility is best in class, so your operator will be more confident and productive — especially in close quarters. Clear sightlines to the bucket or attachment, above and below the lift arms, and the jobsite behind are all reasons why people are less stressed after a long day on the CT315.

#### **Supersized comfort**

Just because the CT315 can slip into tight spaces doesn't mean your operator should have to. Wide-open entryways, slip-resistant steps, and convenient grab bars make it easy to settle into the adjustable high-back sculpted seat. For even more comfort, add a cab with highly efficient heater and defroster.

Smooth, responsive steering controls deliver precise low-effort control that won't overreact to a bump in the road or a first-time operator's unfamiliar touch. Decreased lever efforts and ergonomically correct, adjustable armrests also help reduce fatigue.

And like all John Deere machines, safety features abound. Triple-interlock operator-presence system automatically applies the brakes when the seat belt is unlatched, the operator leaves the seat, or the engine is shut down. The in-cab activated boom lock lets the operator secure the loader arms in an upright position before leaving the seat.

## SPECS

### CT315

45 net hp; 49 gross hp

4,412-lb. tipping load

1,500-lb. SAE ROC @ 35% of tipping load

2,206-lb. SAE ROC @ 50% of tipping load

2,178-lb. bucket breakout force

2,700-lb. boom breakout force

8,000-lbf tractive effort

### Nothing lasts like this Deere

Many of the durability features found on larger Deere CTLs are employed on the CT315— including sealed electrical connectors, O-ring face-seal hydraulic fittings, large cooler, and extended service intervals. The long-life undercarriage design incorporates many of the same components. Plus, a standard automatic shutdown system prevents overheating or low fluids from ruining your machine — and your day.

Tight spaces aren't the only place this highly capable compact excels. It's tightfisted with your dollars, too. Everything about it has been designed to keep maintenance simple and daily operating costs low.

A swing-out rear door provides wide-open, ground-level access to cooling system components and daily service checkpoints. Refueling and other fluid additions are convenient and quick. Track tension adjusts quickly, and the easy-clean undercarriage is just that. And because no maintenance beats low maintenance, the engine's serpentine belt and hydraulic valve lifters never require adjustment.

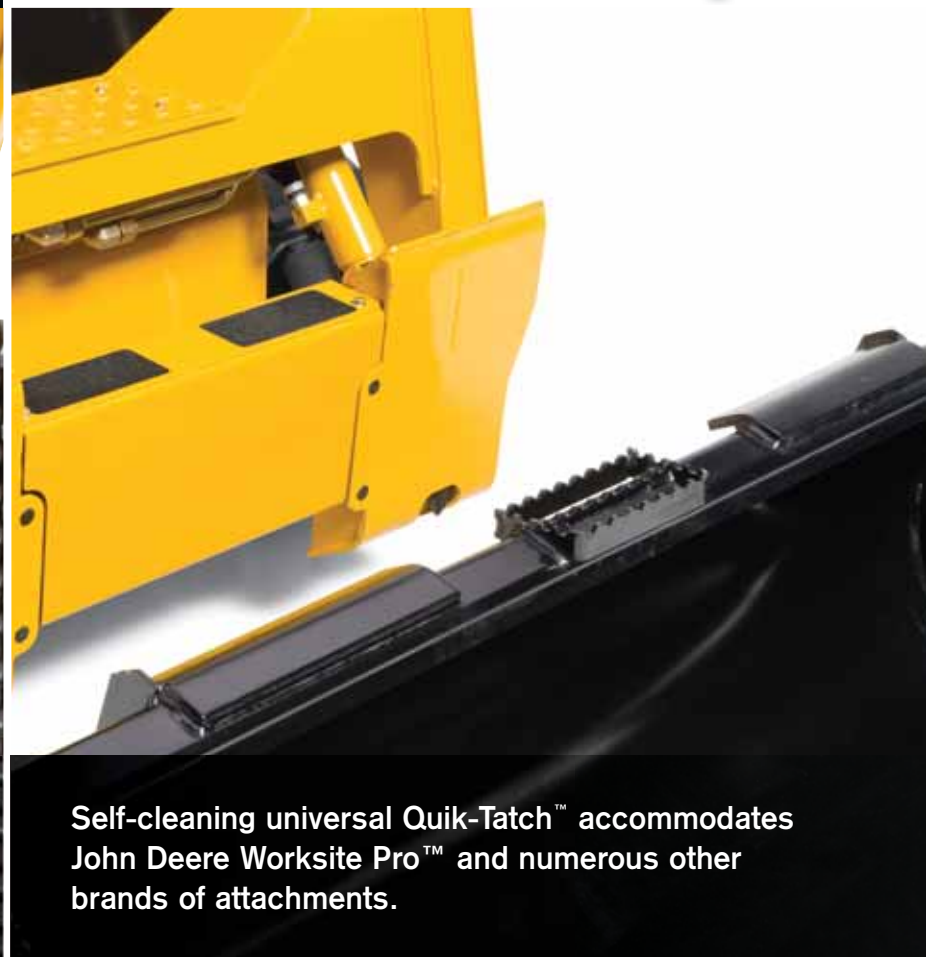
Call us today to put these versatile little track stars to work for you.

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Simply remove two nuts and tilt the ROPS for wide open access to major components in less than two minutes.



Self-cleaning universal Quik-Tatch<sup>™</sup> accommodates John Deere Worksite Pro<sup>™</sup> and numerous other brands of attachments.



**DEERE EQUIPMENT  
HELPS DALLAS RENTAL  
COMPANY GET**

# **BACK IN THE SADDLE**

After his family sold their Dallas-area equipment-rental business during the industry consolidation of the late '90s, Mike O'Neal, vice president, Rental One, couldn't wait to get back on the horse. "We really missed it a lot," he says. "We loved the people, the equipment, the industry — everything."

So five years ago, O'Neal decided to "cowboy up" and start Rental One with a number of former employees. Since opening its first store in Fort Worth, the North Texas company has grown to five locations, catering to everyone from homeowners and small contractors to large general contractors and industrial customers. Rental One offers a variety of John Deere compact equipment to meet every need, including compact excavators, skid steer loaders, and tractor loader backhoes.

Rental One's customers have a lot of confidence in John Deere equipment. "When we pull up with a machine with a Deere logo on it, customers know they are getting good equipment that is maintenance free, very dependable, and capable of getting a lot done in a short period of time," says O'Neal.

One of Rental One's core values is dependability, a value they believe is exemplified in Deere equipment. "Uptime is important to us because it is important to our customers," explains

O'Neal. "If the equipment is down, they're not making money. John Deere products are extremely reliable, and that helps us send an important message to our customers: You can count on us."

## **Branding iron**

Succeeding in the equipment-rental business ultimately comes down to providing customers with excellent service, O'Neal believes. "You can talk about the rental business from a financial perspective until the cows come home, but it's a service business when it really comes down to it. Customers need to know we can give them what they want, where and when they want it. Deere equipment helps us cater to those needs, which differentiates us from the rest of the pack."

Brand recognition is very important to Rental One. "If we offer inferior equipment, then we're fighting an uphill battle to gain customer acceptance. Our philosophy is to carry the top-tier brand for everything we rent, and we really feel Deere is the best brand out there, all the way around. It goes beyond the product. It's the service, the training, the pricing, the local support — it's the whole package that makes Deere superior to any other brand."

## Dealer doesn't hold 'em back in Texas

Parts and service support is very important to Rental One. Mike O'Neal says, "We've got a great relationship with our local dealer as well as Deere's corporate people — that's pretty unique to John Deere. They always cater to our needs by being creative and flexible, and we really appreciate that."

Rental One also appreciates Deere's excellent parts availability. "Parts are almost always in stock," says Todd Boatman, manager of Rental One's Denton store. "If we need something, we can usually get it the same day."

Deere machines are easy to maintain, too, which is mission critical to the Rental One operation. "The simpler a machine is to service, the quicker we can turn it around and get it back out the door," says Boatman. "Deere equipment is so easy to work on. Access is wide open and everything is really easy to get to, so we can service the machine quickly."

*Rental One is serviced by RDO Equipment, Irving, Texas.*

To view video, visit [DigDeeper](#).



**Happy trailers.** Another day, another satisfied Rental One customer rides off into the sunset with a Deere.



**Howdy partner.** Rental One partners with its customers to help them become more profitable. Productive, reliable Deere equipment helps make it happen.



**Strike while the iron is hot.** The Deere brand has lit a fire under Rental One's customers with more productivity and uptime, according to Mike O'Neal and Todd Boatman.

## DEERE GOES "ALL IN"

When it comes to new product development, Deere is "all in." Before it puts a line on the drawing board, Deere gathers extensive input through Customer Advocacy Groups (CAGs). At every stage — from initial design to virtual mockups to physical prototypes — CAG members tell Deere what they like and don't like and what needs to change.

Mike O'Neal participated in a CAG and reports, "Deere really got us involved in providing feedback and input, and that's a big deal. They are very willing to change their equipment to match the needs of their customers. I really appreciated being a part of that process."

**DEERE COMPACTS RECEIVE**

# **GOOD GRADES IN COLLEGE STATION**

As the name implies, College Station is a college town. Evidence of Texas A&M is everywhere you look — including the bumper sticker on Ricky Palasota's truck.



Ricky Palasota and his son, Ricky Jr., give Deere compact equipment high marks.

“My daughter goes to A&M,” Palasota says with pride as he pulls up to a new 120-unit rental development for (surprise!) college students. “Working at A&M is important to me because it’s such an important part of this community. And now that I’m paying tuition, well, now I really bleed Aggie Maroon.” Palasota’s company, Brazos Valley Services (BVS) — named after the region where College Station is located — does work for Texas A&M, as well as municipal and commercial work. BVS is installing water, sewer, streets, telephone and electrical conduit, and sidewalks for the development.

BVS provides a one-stop shop for street work — they even produce their own aggregates. To get ‘er done, the company runs five John Deere 50D Compact Excavators, two 322 Compact Track Loaders, and three 332 Compact Track Loaders.

Palasota gives the machines high marks for their exceptional versatility: “We try to put one on every project because it’s so easy to switch out the tool from one job to the next. We use a bucket for dirt work, fine grading, and cleanup; an auger to dig postholes; pallet forks to move brick pavers; a breaker to bust up concrete; and a hay fork to feed cattle. You name it, they can do it.”

Two years ago, Palasota replaced eight pieces of compact equipment from another manufacturer with Deere equipment. After only 400 hours, he had to replace the tracks on the competitor’s CTLs at a cost of over \$22,000. And he was experiencing serious structural problems on the compact excavators, with buckets, booms, and blades constantly

breaking. “The cost was just out of sight. We decided it was time to change to Deere, and we’ve been very happy ever since.”

### Street smarts

Palasota started his business in 1976 with a Ford tractor, an auger, and inexhaustible ambition. He put an ad in the local newspaper, started drilling postholes for 50 cents a hole, and was off and running. Today the company has grown to over 130 employees with 12 specialized crews who work on storm drainage, water, sanitary/sewer, asphalt, concrete, and dirt work.

For close-quarters work on streets, the Deere 50D Compact Excavator is the perfect fit. “The 50Ds are just the right size, dig plenty deep, and have ample power. We can switch from buckets to breakers really quickly, which we do all the time when we’re doing utility work.”

Their zero-tail-swing design allows the 50Ds to rotate fully without banging their tails into anything. “Zero-tail swing is really helpful. We put sewer and water in a lot of old subdivisions where the utility casements are about 10 feet wide. The 50Ds slip in there quite comfortably, and they’re trouble free. We’ve had hardly any problems with any of our Deere equipment. We own 10 machines, and we’ll buy more tomorrow if we need them.”

### Johnny (Deere) on the spot

BVS replaced its old compact equipment with John Deere because of its reputation for durability and reliability. But should a problem occur, the local dealer is right there to take care of them.

“Service and support are what really sold us on John Deere,” says Palasota. “Our dealer here in Bryan is outstanding. They always have plenty of parts on hand. The service people are well trained, and the service truck is always ready to roll. When we give them a call, they send someone out right away. They’ll even give us a loaner if we need one.

“You can’t ask for anything better than that.”

*Brazos Valley Services is serviced by Coufal-Prater, Bryan, Texas.*

To view video, visit [DigDeeper](https://www.digdeeper.com).



# DEUCES WILD

**PAIR OF 35Ds SPEED ELECTRIC WORK FOR TEAM FISHEL**



The 35D's maneuverability and low ground pressure are perfectly suited for electric repairs in yards with fenced-in areas and landscaping.

One of the largest utility contractors in North America considers mini-excavators to be its ace in the hole for underground electrical repairs. Rich Mauldin, Area Manager for Team Fishel in Louisville, Kentucky, knows getting in and out of residential areas quickly without making a big mess is a big challenge. That's what makes his two John Deere 35D Compact Excavators a pair to draw to.

Team Fishel crews dig pits up to six feet deep to fix an electrical problem. Digging that deep in an exclusive neighborhood could put a backhoe-equipped crew all in, but this situation is where 35D Compact Excavators get down and dirty.

"The 35D's maneuverability and low ground pressure are perfectly suited for electric repairs in yards with fenced-in areas and landscaping," says Mauldin. "The zero tail swing and the rubber pads make a big difference. It won't damage concrete or asphalt driveways, and its small footprint lets us use boards to get it into yards without tearing up the landscape."



Team Fishel is paid a lump sum for each repair, so the company wants to minimize the time spent per project. Again, the 29.9-horsepower 35D is a safe bet. "It has a lot of power for such a small machine. We run into really tough soil conditions that have been backfilled with cut rock. You need a good machine to go down five or six feet in that stuff."

We caught up with operator Vito Doria working his 35D on a radius pit for two-inch electrical conduit. The primary cable had blown out, which knocked out power to the neighborhood.

"I've run this 35D for about three years," says Doria. "They're great for digging sending and receiving pits (for horizontal directional drills). In tight conditions, I really like the zero-tail-swing feature. It's also easy to switch from backhoe controls to excavator controls, which is nice. I'm just more comfortable with track 'hoe controls.

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“You can dig off to the side; you can dig parallel to a wall with the independent swing boom. The boom will swing 180 degrees, from straight left to straight right. It’s a very maneuverable machine.”

### 35Ds top competitors

Team Fishel owns two 35Ds and rents more as needed. “We’ve had non-Deere excavators, but they didn’t have the same power,” says Mauldin. “They just wouldn’t perform. Two years ago, we let the operators help us make the decision. We put our 35Ds up against two other brands for about a week — and the operators said there was no comparison. The 35D ended up being the right tool, hands down.”

Team Fishel owns and leases John Deere equipment almost exclusively — and has for many years. In the Midwest region alone, the current fleet includes 23 John Deere backhoes of the 310 and 410 size.

“John Deere equipment has proven to be the machine of choice for us because of the performance, productivity, uptime, and support we get from John Deere,” says Mike Wathen, Team Fishel’s Midwest Region Fleet Manager. “We use corporate software to track uptime, and John Deere equipment is phenomenal. Last year we ran 99-percent uptime on our John Deere machines.”

Team Fishel software also tracks maintenance and repair time on each piece of rolling stock. When a

machine goes down, the shop logs it into a computer. “We start accounting for it right away. This 99-percent statistic is by the actual hour. That’s a solid number...an excellent number.”

Wathen and his staff work hard to minimize downtime. They lean heavily on the John Deere dealer network, and they’re seldom disappointed. “Our Deere equipment seldom goes down for more than 24 hours. Usually a machine is up and running in two or three hours.” (Owning a newer fleet helps, of course. For the past three or four years, Team Fishel has participated in John Deere’s three-year lease program.)

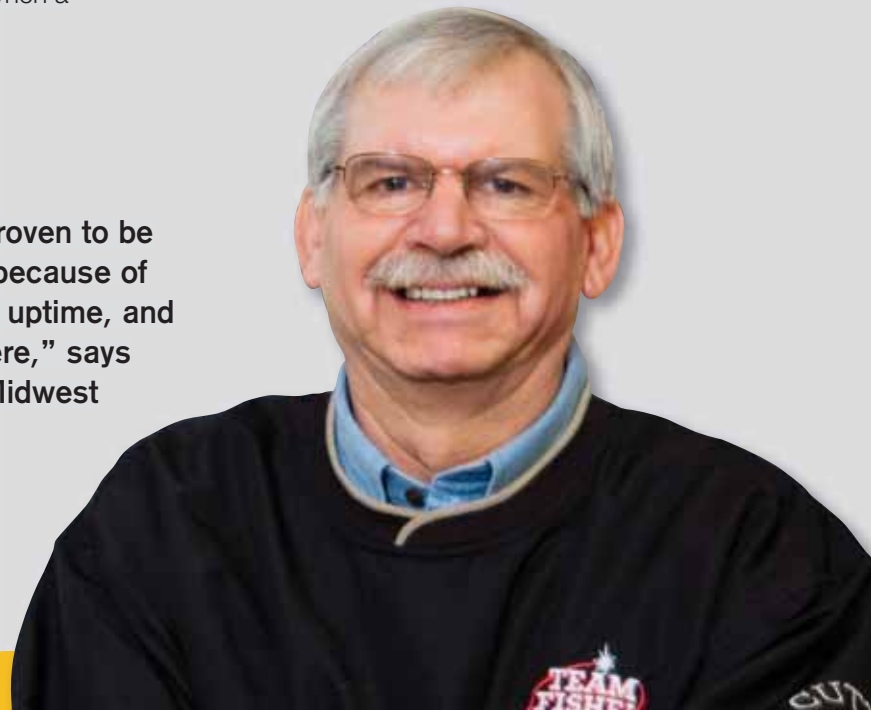
Back on the job, Vito Doria takes pride in his 35D. “It’s a great machine. It does me proud each day — it’s a privilege to run it.”

(Right back at you, Vito. Sounds like Team Fishel and their 35Ds are a lay-down hand in the underground utility business.)

**To view video, visit *DigDeeper*. And while you’re there, tell us your story!**

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**“John Deere equipment has proven to be the machine of choice for us because of the performance, productivity, uptime, and support we get from John Deere,” says Mike Wathen, Team Fishel’s Midwest Region Fleet Manager.**





# Get Connected » Side-Discharge Buckets

Looking for an instant rise in productivity? Add a Worksite Pro™ attachment. In this issue, we discuss **Side-Discharge Buckets**.

Worksite Pro Side-Discharge Buckets are perfect for distributing material in close quarters. Spread sand, sawdust, or straw in livestock stalls; backfill gravel into trenches; or precisely place landscape mulch. You can discharge material from either side of the bucket and manually adjust the gates to control flow.

Four models come in two styles. The SD72 and SD84 (Dust) models are for lighter material, such as mulch, sawdust, and straw. An agitator reduces bridging of lighter material for a smooth, consistent flow. A separate motor powers the agitator.

The SA60 and SA72 (Aggregate) models are for aggregate materials, such as lime, sand, or gravel. A deflector keeps material weight off the belt to help prevent stalling and provide continuous flow.

Polyester-cord-reinforced seamless rubber belt provides long-term durability. Replaceable bolt-on cutting edges are available.

Like all Worksite Pro attachments, side-discharge buckets are compatible with John Deere skid steers and compact track loaders, and also with most competitive models.

PRODUCTIVITY | UPTIME | LOW DAILY OPERATING COSTS



# PRODUCTIVITY "Narrow-Minded"

The new compact 17D has a one-track mind for maneuvering in conservative spaces. Its hydraulically retractable tracks and folding backfill blade help get you in and out of tight quarters with a minimum width of just 39 inches. Then, when you're ready to work, the tracks expand to over 50 inches for stability. See us today to find out how a narrow-minded 17D Compact Excavator can expand your possibilities.

