

John Deere Recognized with Dealer's Choice Award from NAEDA

2 May 2015 by John Deere

The North American Equipment Dealers Association (NAEDA) recently announced that John Deere received the 2015 Dealer's Choice Award for Full-line Manufacturers. This award is presented annually to manufacturers who receive exemplary ratings in 12 operational categories from the NAEDA's Dealer-Manufacturer Relations Survey.

"This is great news and we're extremely proud to be ranked so highly by NAEDA dealers," says Bob Timmons, Director, Sales, John Deere Ag and Turf Division. "John Deere dealers do an exceptional job in providing quality products and services to customers and are a major factor in our overall success today."

The NAEDA Dealer-Manufacturer Relations Survey is an important service the association provides its members and the industry. Over 6,000 manufacturer ratings were received, which was a significant increase in dealer input from previous years. The survey provides valuable information for continuous improvement between dealers and the manufacturers they represent.

For more details about the NAEDA 2015 Manufacturer Awards, visit the web site at www.naeda.com.

Source: John Deere GmbH & Co. KG; ASM Public Relations Ltd