

Harvest Promise keeps the harvest running

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John Deere and its dealer network are well known for excellent parts and service support. Now available from participating dealers, the new Harvest Promise programme demonstrates the strength of that commitment to combine customers during the harvest season.

A combination of dedicated John Deere parts logistics and world class dealer support means customers can benefit from a back-up combine, free of charge, if essential parts are not delivered within 24 hours during the small grain harvesting season.

Unlike other brands, this level of commitment and support is provided to customers with all combine models built since 2010. Providing the machine has undergone an Expert Check inspection, preferably during the winter, and all subsequent repairs have been made with genuine parts, the combine qualifies for the programme.

John Deere has invested in dedicated parts logistics for the programme, and participating dealers have suitable back-up machines in place to ensure sufficient combine capacity is available if required.

“Our initial experience in 2016 across Poland and France encouraged us to extend the programme to Germany and the UK in 2017,” says John Deere’s European parts product manager David Driedger. “Feedback from both dealers and customers has been very positive.”

The 24hr parts promise is based on John Deere’s long history of experience with a highly advanced logistics network and an enhanced focus on the entire combine harvesting business.

Continuous investment at the company’s European Parts Distribution Centre in Bruchsal, Germany and in local dealership facilities means all John Deere customers benefit from extended dealership opening hours in season plus weekend service support.

Source: John Deere Limited; ASM Public Relations