



A Wiedenmann Terra Spike SL6 attached to a John Deere 2520.

IMAGE SOURCE: Eve Communications; John Deere

Increased collaboration between John Deere and Wiedenmann

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- John Deere and Wiedenmann have extended their strategic marketing agreement to cover the UK, Ireland, and Europe.
- The agreement allows John Deere dealerships to offer Wiedenmann's turf maintenance and regeneration equipment range.
- Established in 2021, the partnership aims to enhance technology sharing and joint development projects.

- **Wiedenmann will showcase the Terra Spike SL6 deep aerator, attached to a John Deere 2038R tractor with GPS, at the BTME event.**
- **John Deere representatives will be available at stand 222 at BTME in Harrogate from January 21 to 23.**

Under a strategic marketing agreement covering the UK, Ireland and Europe, **Wiedenmann** turf equipment is available for purchase through **John Deere** dealerships.

Global machinery manufacturer John Deere and turf maintenance specialist Wiedenmann will continue to share technology and work on development projects together under the agreement which was established in 2021.

The agreement has been extended to provide all John Deere dealers with access to the ever-growing Wiedenmann range of market-leading specialist machinery for turf maintenance and regeneration.

John Deere Division Sales Manager for Golf and Turf, Chris Meacock, said: "This partnership is beneficial to turf customers who want to access Wiedenmann's catalogue of products through John Deere's extensive dealer network.

"Wiedenmann products are routinely used with John Deere machinery so we see this as a natural fit. Our dealers are able to offer the same great service they provide for John Deere products with Wiedenmann machinery."

Wiedenmann UK Sales Manager, Michael James, said: "I welcome the opportunity to continue to grow our company's sales by supplying John Deere users with turf maintenance and regeneration solutions. I look forward to demonstrating the benefits of our innovative range to new and existing customers moving forward."

Wiedenmann will exhibit a Terra Spike SL6 deep aerator on the John Deere stand at this year's BTME event, taking place next week. The machine will be attached to a **2038R** tractor fitted with GPS. This high precision aerator package utilises John Deere Precision Turf Technology which increases productivity and sports turf quality.

The John Deere team will be available at stand 222 at BTME in Harrogate from 21-23 January to provide further information.

Source: Eve Communications; John Deere

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