



100 Series Lawn Tractor



John Deere's strategy to grow its lawn and garden tractor business included partnering with Brooks Stevens, Inc. to develop a new line of John Deere branded mid-priced products for the mass-retail market. Our direction was simple: provide a quality product that John Deere

customers expect and offer the best features and the best value in the market.

Together we carefully observed the riding lawn equipment market in an effort to find opportunities to innovate, improve and differentiate. We developed insightful yet competitively priced lawn and garden tractors that are built and run "Like a Deere". In addition to great looks, the new 100 series tractors offer superior performance, utility and innovative product features that are not found on competing products. Features such as large focus-reflective headlights, exclusive Cargo Mount System for tool free accessories, cruise control, cup holders and storage netting.

The new 100 series tractors, which received a Consumer Reports Best Buy rating, are attracting new customers to John Deere dealerships and mass retailers alike, substantially growing John Deere's consumer business. In its first year, the new tractor design sold over 325,000 units, added over 100,000 new John Deere owners and claims the lion's share of John Deere's 10% market share growth. ■



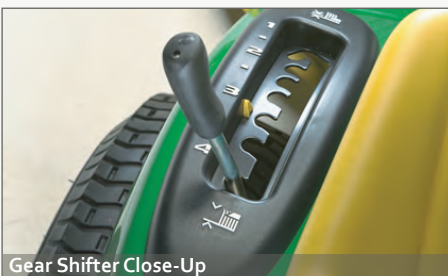
Concept Sketches



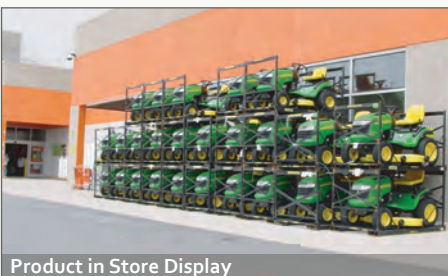
Human Factors Mock-Up



Wheel Close-Up



Gear Shifter Close-Up



Product in Store Display



Molded Prototype Parts