



Utility Tractors, Lawn Equipment Can Be Compared At ‘Drive Green Challenge’



The 2013 Drive Green Challenge is officially underway. Kickoff event of PrairieLand Partners John Deere’s special opportunity “to drive the latest utility tractors, lawn and garden equipment, loaders and other machinery made by John Deere” was yesterday afternoon at the Emporia PrairieLand Partners location, and continues through today and Friday, according to Paul DuToit, Emporia PrairieLand manager.

PrairieLand Partners John Deere’s Drive Green Challenge has been advertised extensively on 580 WIBW and 30 affiliates of the Kansas Information Network with more than a million listeners, through a campaign coordinated by Morris Communications’ Team W Advertising division.

“The Drive Green Challenge gives attendees an opportunity to get behind the wheel in side-by-side comparison and talk with product experts and then choose the best,” advised Amanda Cooper, marketing and human resources manager of PrairieLand’s nine locations, all headquartered at Hutchinson.

“There’s never been a better time to test drive and take home the John Deere of your dreams,” DuToit insisted. Event attendees will also qualify for a \$500 discount on John Deere compact and utility tractors, and a chance to win a John Deere sub-compact utility tractor with loader and grooming mower.

“I’m confident those participants will enjoy the chance to test drive different models of equipment. The neatest thing about this event is that we put John Deere beside competitive models, so folks can see the difference for themselves,” Cooper said.

“Even people who have been doing comparison shopping online can come in and drive the machines, and see how John Deere stacks up with the rest,” Cooper added.

“The Drive Green Challenge gives customers a one-stop opportunity to size up different utility tractors, so they can find out exactly what horsepower tractor will best fit their property, and the jobs they want to accomplish,” DuToit emphasized.

Admission is free to all events, according to DuToit, who reminded people that the Emporia location is west of town on Highway 50, at 1744 Country Road F. It will be from 4 to 7 p.m., this evening, and the same time tomorrow, May 24.

The second PrairieLand Partners Drive Green Challenge event is set for the Wichita River Fest, May 31, 3 to 8 p.m., and June 1-2, 9 a.m., to 8 p.m., hosted by the Wichita PrairieLand location, 2218 South West Street.

A third Drive Green Challenge is at the Kansas State Fairgrounds, June 6, 1 to 6 p.m., hosted by the Hutchinson location, 1800 South Lorraine.

Other locations of PrairieLand Partners John Deere dealerships are at Andale, Anthony, Kingman, Marion, McPherson and Winfield.

Additional information can be found at www.johndeere.com/drivegreen.



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Padre says:
“The grass may be greener on the other side, but it still has to be mowed.”