

Script Prepared For:

Deere & Company
Lawn and Garden Products

Title:

Riders "Insight" video

Estimated Length:

14 minutes

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1	CG: The information contained on this videotape is for viewing by John Deere dealership personnel only.	
2	"Insight" opening graphic treatment	<i>S f/X and music for graphic</i>
3	montage: various shots of John Deere riders in operation	<i>Music up for opening</i> <u>DEALER (VO):</u> Riding mowers. They offer your customers style, comfort, and... if they come with the John Deere name on them... the prestige of owning the best lawn care equipment available.
4	DEALER on camera inside dealership. Riders in the background, with a customer looking them over.	<u>DEALER (on camera):</u> Today we're going to talk about the new lineup of riding mowers from John Deere... and show you many of the ways they beat the competition. But before we do, it's important to understand the rear-engine rider consumer.
5	Cut to CU of customer looking at a rider and freeze frame.	<u>DEALER (VO):</u> Let's take a look at who's likely to buy a rider, and why they prefer it over a lawn tractor.
6	graphic: Customer. Posterize in green shades to serve as background for CG	Although each customer is different, there are characteristics that distinguish "typical" riding mower customers from lawn tractor buyers.
7	• Non-urban Homeowner	They're usually non-urban homeowners, and have less than an

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	<ul style="list-style-type: none"> • Less than an acre 	acre to mow.
8	<ul style="list-style-type: none"> • Moving up from walk-behind, or replacing competitive model 	They may be moving up from a walk-behind mower, or replacing a competitive model.
9	<ul style="list-style-type: none"> • Female influence in decision 	Today's rider customers are both male and female, and there's usually a strong female influence in the buying decision. In fact, today more than in the past, women are the primary operators.
10	Dealer on camera	<u>DEALER (on camera)</u> : Now, why does that customer prefer a rider over a tractor? Well, it's a matter of product features and customer preference.
11	Riders in operation: point-of-view shots from operator's position	<u>DEALER (VO)</u> : Many like the easy steering... ...the maneuverability... ...and the up-front visibility.
12	Woman operator lifting mover	There are other features, too, like easy mower lift and a smaller storage space.
13	Elderly operator stepping onto rider and sitting down	Some of the older customers like the fact that it's easy to get on and off a John Deere rider, because of its step-through platform.
14	Dealer on camera between a rider and a tractor	<u>DEALER (on camera)</u> : Riders offer distinct features that a lot of your

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	Dealer walks out of frame	customers prefer. You can provide a valuable service by helping them decide between a John Deere rider or a John Deere lawn tractor.
		Now let's take a look at your John Deere riders.
15	OUTDOORS WS of the GX70 and GX75. JD Dealer walks into frame.	<u>DEALER (VO):</u> The John Deere GX70 and GX75 are entry level riders designed to compete in the most popular price range.
16	CU GX70	The GX70 features a nine-horsepower engine with a shift on-the-go five-speed gear transaxle.
17	CU GX75	The GX75 is the electric start version.
18	SRX75 and SRX95	The other models are the SRX75 nine horsepower and the SRX95 twelve-and-a-half horsepower. These are deluxe riders from John Deere, offering many of the top features, performance and convenience.
19	JD Dealer on camera. He gestures first to GX models and then to SRX.	<u>DEALER (OC):</u> With this model lineup, you can offer your customer two clear choices: entry level economy, or added value and performance.
20	He sees a customer looking at a GX in the background.	Let's see what they think.

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21	Dealer walks over to customer. This customer is in his late 20s, holds a white-collar type job, and is a careful shopper. Dealer introduces himself.	<u>DEALER (to customer):</u> Good morning. I'm Tom Miller. Can I answer any questions?
22	They shake hands.	<u>CUSTOMER:</u> "Oh, hi. Steve Munson. Just wanted to take a look at your riding mowers. I looked at Snapper and Toro, plus some of the others, just so I have an idea of what's available. I'm not sure I can afford a John Deere, but I thought I'd take a look.
23	CU of Dealer as he turns to camera	<u>DEALER (to camera):</u> In some ways, Steve here is a typical rider customer. He'd like to own a John Deere. Almost half the rider buyers surveyed say the same thing. But too many overestimate the price. They just assume John Deere is too expensive.
24	MS of dealer and customer. Dealer shows customer the price tag.	<u>DEALER:</u> Well, let's <u>start</u> with price. This is our new GX75. It has a 30-inch cutting width, and as you can see it's priced to compete head on with comparable Snapper and Toro models.
25	Customer is pleasantly surprised by the price of the GX75	<u>CUSTOMER:</u> That's better than I expected.
26	SRX 75 and SRX95	<u>DEALER:</u> If you're interested in additional value and performance, here's the top of the line from John Deere. These two SRX models have an accelerator pedal — sort of
27	CU of foot pedal. Dealer points to it	

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28	MS of SRX75	like the accelerator in your car. The SRX <u>75</u> features a 30-inch mower and a nine horsepower engine.
29	MS of SRX95	The SRX <u>95</u> gives you a wider <u>38</u> -inch mower width and a twelve-and-a-half horsepower engine.
30	CU of SRX seat. Dealer places his hand on it as he speaks.	Both SRX models feature this higher back seat for additional comfort and support.
31	CU of a wheel cover on the SRX95	An available custom kit includes wheel covers...
32	CU of mat on SRX95	rubber mats...
33	CU of engine cover on SRX95	and an attractive engine cover.
34		<u>GX CUSTOMER</u> : What's the price on the SRX95?
35	Dealer shows price tag to Customer. Customer nods his head as if to think: "Not so bad."	
36	Shot of John Deere SRX95 . Add ADO insert of Honda 3011 . Identify each by name	<u>DEALER (VO)</u> : With all its features, this top of the line John Deere is about the same price or even lower than Honda's <u>lowest</u> -priced Hydro rider. And the Honda has less horsepower and a smaller mower deck.
37	add over previous Honda shot: ADO window of Honda 3013 and identify by name	In fact, it's several hundred dollars <u>less</u> than Honda's <u>comparable</u> rider.

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38 Dealer and Customer

DEALER (OC): When you look at what you get for the money, John Deere is your best value.

What features are you looking for in a rider?

39 Customer takes out a small notebook

CUSTOMER: Well, when I checked out Snapper, Toro and Honda, I took a few notes. You know, things like durability, convenience, and performance.

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DEALER (to customer): Steve, I think you're going to like the way John Deere compares with the others. Let's take those one at a time, starting with durability.

41 CU of hands measuring steering components with a caliper

DEALER (VO): If we look at some of the key parts... like these steering components...

42 Graphic: One by one, build circles on top of each other and identify measurements:
Snapper (.375") vs. **Honda (.394")** vs. **Toro (.500")** vs. **John Deere (.625")**

you can see there's quite a difference. John Deere's known for using heavy-duty durable components.

43 CU of Dealer and Customer looking at the front axle of a propped up GX rider.

DEALER (OC): It's a similar story with the front axle. John Deere's is solid steel.

44 CU showing Toro front axle

Toro's is also solid steel. **(TBD)**

45 CU showing Snapper

But on the Snapper, the frame serves as the axle.

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46	Operator driving a Snapper as it runs through a small ditch and the steering wheel jerks abruptly.	Their push-pull steering system can cause quite a jerk if you run over a ditch or obstruction.
47	Freeze frame and add dotted lines to show angle of front wheels and steering column.	And with the pivot point under the seat, that may cause an uneasy feeling for the operator.
48	Identical scene showing John Deere rider traversing same ditch.	With John Deere's sector and pinion steering, you get smooth responsive steering,
49	Freeze frame of previous scene. Add dotted lines to show angle of front wheels and steering column.	<u>and</u> the axle oscillates independently of the frame.
50	CU: a removed GX transaxle. Dissolve to matching shot of the transaxle with the cover removed. Then dissolve back to transaxle with cover on.	Here's another difference. If we opened John Deere's transaxle, you'd see big beefy gears for good durability. They're permanently lubricated and sealed to keep out dirt and debris.
51	ADO window: CU of Snapper's open disk drive with dirt and grass on it	Snapper uses an open wheel and disc for <u>its</u> transmission.
52	Add a second ADO window: CU of Toro chain drive with dirt and grass on it	Toro uses an open chain drive. Both can collect debris while you're mowing.
53	Two windows: Snapper engine and Toro engine. Both are running. A glass of water or milk is placed on top of each engine. It vibrates and spills.	Let's look at engines. Snapper and Toro both use Briggs & Stratton engines. Even though they're balanced...
54	CU of 9 hp engine running. A glass of water or milk is placed	...they're still not as smooth as John

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	on top and does not spill.	Deere's K Series engines, with their reciprocating balance system.
55	MS of Dealer and Customer	With John Deere you get superior engine features,
56	CU of cylinder liner part (removed from engine as if it's a demo item) as Dealer holds it to show customer	like cast iron cylinder liners...
57	CU of air filter as dealer points to it	...a high-quality two-stage air filter...
58	CU of regulator on engine	...and a regulated electrical system to keep the battery from overcharging. Snapper, Toro and Honda have <u>unregulated</u> electrical systems.
59	CU of 9 h.p. engine	The nine horsepower engine includes overhead valves...
60	CU of 12.5 hp engine	...and full pressure lube is part of every 12-and-a-half horsepower engine.
61	ECU: Dealer holds box for oil filter and pulls it out of box to show customer	There's even an oil filter kit available for the 12-and-a-half horse engine.
62	MS: Dealer and Customer as they stand next to GX rider	<u>CUSTOMER</u> : I've <u>heard</u> John Deeres are built to last. But are they easy to operate? <u>DEALER</u> : Well if you'd like to take a test ride, I'll show you the controls. <u>CUSTOMER</u> : Okay.

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63 Customer sits on rider

DEALER: Steve, let me start by pointing out some of the safety features. You won't find these on every competitive rider.

64 CU: Dealer grips mower deck handle

DEALER (VO): There's a handle on the mower deck...

65 MS: as Dealer speaks, he puts mower in gear and turns starting switch

...the rider won't start if it's in gear or if the mower's engaged...

66 MS of Dealer and Customer as Customer is seated on GX75

DEALER (OC): ...and there's a safety switch under the seat. If the mower's engaged and you get off, the engine stops.

CUSTOMER: That makes me feel good, especially since my wife and son do a lot of the mowing.

67 Snapper: CU of foot pressing down on blade pedal.

DEALER (VO): Snapper also has a safety system, but you have to keep at least one foot down on the blade pedal to keep the mower engaged.

68 Customer sitting on GX75. He moves his feet around slightly.

But with John Deere, your feet have plenty of room to move around, and that makes it more comfortable.

69 MS: dealer and customer

DEALER: If you need to adjust the seat, we can easily do that without tools.

CUSTOMER: No, it's just right.

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70	Over-the-knee shot as customer sits on GX75. Dealer points to control locations as he describes them.	<u>DEALER</u> : Okay. Next you'll notice all the controls are easy to reach, <u>and</u> they're easy to operate.
71	CU: speed control on GX75	On the John Deere GX75 the speed control is right there at your hip. It's a single lever for shifting into forward or reverse, and to choose forward speed to match the mowing condition. It's another example of how safe and easy this rider is to operate.
72	MS: Customer and Dealer	<u>CUSTOMER</u> : That <u>is</u> nice.
73	Scene of Toro and Snapper running side-by-side. Operators shift, lean over and look back momentarily to check the shift quadrant.. Freeze frame and highlight their head movement with hand-drawn circles around their heads as they look down.	<u>DEALER</u> : Another convenient feature is that you can change forward speed on-the-go without stopping, <u>and</u> you can easily see what gear you're in.
74	Scene of operator on GX75 shifting without leaning over. Freeze frame as operator shifts. Add hand-drawn circle around operator's head to highlight that his eyes are on the mowing area in front.	It's a different story with the John Deere.
75	CU customer	<u>CUSTOMER</u> : But... what about Honda's Hydrostatic shifting?
76	MS Dealer and Customer	<u>DEALER (OC)</u> : Well, Honda makes a

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		nice rider. But remember, with the John Deere SRX75 and SRX95 you get the same effortless shifting, and you shorten your mowing time... all for less money.
77	CU: Customer	<u>CUSTOMER</u> : How can John Deere do that?
78	CU: Dealer	<u>DEALER</u> : It's really quite simple. It's their efficient variator drive system.
79	They walk over to the SRX75.	This foot pedal controls your ground speed, both forward and reverse.
80	Honda being used to trim a tight corner. Operator takes one hand off the steering wheel to shift.	<u>DEALER (VO)</u> : Honda's Hydrostatic is <u>hand</u> -controlled, so you still have to take one hand off the steering wheel to shift.
81	SRX75 being used to trim a tight corner. Operator keeps both hands on the steering wheel.	John Deere's foot control gives you more controlled, relaxed operation because you keep both hands on the wheel and your eyes on the mowing area.
82	Operator uses one hand to clear a tree branch as he changes speed with foot control.	Foot control means you don't have to keep one hand on the shift lever.
83	MS of SRX approaching incline.	And there's another important benefit of the foot control. When you come to an incline,
84	CU of foot on foot pedal as operator presses it to maintain his/her speed as rider goes up	simply press down to maintain your speed,

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	hill.	
85	return to MS of SRX traveling up incline.	just like you would in an automobile.
86	CU of forward/reverse shuttle as Dealer shows Customer how it works.	When you want to shift from forward to reverse, the shuttle shift makes it this easy. <i>(pause as Dealer demonstrates)</i>
87	MS of Customer and Dealer. Customer is looking at his small notebook.	CUSTOMER: When I drove the other riders, one of the things I tested was turning radius.
88	Overhead view of Snapper turning radius as it cuts. Super graphic to show circle and add callout: Snapper turning radius: 23"	<i>(pause as Snapper completes 360° turn)</i> CUSTOMER (VO): Snapper was about 23 inches...
89	Overhead view of Toro turning radius as it cuts. Super graphic to show circle and add callout: Toro turning radius: 29"	<i>(pause as Toro completes 360° turn)</i> Toro was 29 inches...
90	Overhead view of Honda turning radius as it cuts. Super graphic to show circle and add callout: Honda turning radius: 20"	<i>(pause as Honda completes 360° turn)</i> ...and Honda was 20 inches.
91	MS of Dealer and Customer	DEALER: Let's give the John Deere a try. I think you'll like it.
92	Customer gets on GX75, starts it and begins to drive away	<i>(S f/X of rider starting and running)</i>
93	Overhead view of GX75 turning radius as it cuts. Super graphic to show circle and add callout: John Deere turning	

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radius: 14"

94 Customer pulls up to dealer and turns engine off. CU as Dealer and Customer measure the turning radius of the path the customer has just cut.

CUSTOMER: Fourteen inches! Why is it so much better than the others?

DEALER: John Deere knows turning radius is important, because most customers have trees and landscaping to mow around.

95

CUSTOMER: You must have seen my yard.

96 Elevated view: Scene of a JD rider maneuvering around tree or other landscaping to show application of tight turning radius.

DEALER (VO): John Deere has the tightest turning radius in the industry. No one else even comes close.

97 Dealer and Customer bending down near JD rider as Dealer points out gauge wheels.

DEALER: Here's another John Deere feature that makes mowing easier — gauge wheels. They can mean the difference between scalping, and a finely groomed lawn.

100 Show operator using tools to adjust Toro's gauge wheels.

Toro's gauge wheels have only two settings, and you need tools to make any changes. Chances are you wouldn't bother.

99 Animated graphic: Snapper rider rolls over a bump which contacts the mower blades and scalps the lawn.

Snapper 28- and 30-inch decks don't provide gauge wheels.

98A Animated graphic: side view as JD rider gauge wheels roll over a bump in the lawn.

DEALER (VO): John Deere riders come with two six-position gauge wheels to lift the mower over

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		irregularities.
98B	Operator adjusting JD gauge wheels without tools	You can adjust the gauge wheels without tools.
102	bagger being put on rider	The same is true for John Deere's rear bagger. It goes on and off easily, without tools.
101	Rider in action with bagger	The six and-a-half bushel rear bagger fits all John Deere riders.
103	Dealer and Customer. Dealer is holding Intertec Lawn, Garden and Farm Trade-In Guide. He opens it to show Customer.	<u>DEALER (OC):</u> John Deere lawn and garden equipment has the highest trade-in value in the industry. And that's not just my opinion.
104	ADO zoom out from book: chart showing trade-in values for 1983 model lawn tractors and lawn and garden tractors. as percentage of original list price. Then page turn to show same chart for 1977 models.	<u>DEALER (VO):</u> Check the industry trade-in guide, and you'll see John Deere riders are worth more — even when it's time to trade in.
105		Of course there's more to buying a John Deere than just the product. These GX and SRX riders are backed three ways:
106	CU: service personnel servicing rider	by our expert service department...
107	parts department personnel getting part off a shelf	by our complete parts department...
108	Dealer and Customer	and by the John Deere Promise.
		<u>CUSTOMER:</u> The John Deere

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109 Dealer hands information about John Deere Promise to Customer

Promise?

DEALER: It's our exclusive 30-day money back guarantee. If you're not happy with your mower, just bring it back.

110 WS: Customer is looking at the 4 John Deere riders

CUSTOMER: It sure looks like John Deere is the way to go.

111 CU of Dealer

DEALER (turns to camera): Make sure your customers know the whole story. When they look at all the advantages, John Deere comes out on top.

112 Dissolve to graphic background. John Deere logo slides in + CG: © Deere & Company 1990

Music up and out

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