

WESTERN EQUIPMENT | A TOP JOHN DEERE DEALER

THE WESTERNER

EXPLORE

Western Equipment Careers
and learn how you can become
a John Deere Ag Tech



JOHN DEERE



WESTERN
EQUIPMENT

Photo by: Jim Roberts, Amarillo, Texas

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Photo by: Lacey McClendon Photography, Pampa, Texas

Our story

With humble beginnings as a small, family-owned business

in 1916, Western Equipment has now grown into a multi-location equipment dealership. with 21 locations in Oklahoma, Texas, and New Mexico, and a service area spanning much of the southwest. Western Equipment has a rich history in the business of agricultural, residential, and commercial equipment, specializing in all types of equipment parts, sales, and service.

In October 2019, Green Country Equipment merged with Western Equipment to form the current 21-location company. Both Western Equipment and Green Country are well respected names in the industry with reputations of doing business the *right way*, and both have been recognized as top John Deere dealers in North America. The merger was a natural fit bringing together the Texas panhandle. Our mission is to provide solutions to our customers and achieve unmatched beneficial relationships with our customers, employees, and suppliers.

WHERE WE CAME FROM

In 1916, C.J. Defehr saw a unique opportunity and opened a John Deere dealership to service the needs of local farmers in and around Corn, Okla. Not long after, in 1923, neighboring businessman, Otto Lorenz, added the John Deere line to his hardware, grocery, and automobile dealership in Hitchcock, Okla.

Both families' businesses experienced growth and success and shared the same value system when running their businesses despite a healthy rivalry. The similarities between the competing dealers led to an interesting conversation between grandsons, Bob Lorenz and Jeff Defehr, almost 100 years later. In just five short

weeks, the two family businesses joined forces, turning their mutual respect for one another into a unique partnership. Alas, Western Equipment, LLC was created with a combined experience of nearly 200 years in the industry to lean on.

The small beginnings have evolved into one of John Deere's top-tier dealerships. Growing up from the strong roots of the past, WE is now looking to the future and a new vision—one of further growth and innovation. With mergers and the addition of new business partners, Colby Flaming and Seth and Sam Gustin, WE are well on our way to a brighter future.

WHERE WE ARE GOING

Our vision for the future holds exciting and endless possibilities. Western Equipment will continue to grow alongside the ever-increasing innovation in the agricultural industry. With more sophisticated and reliable equipment being developed each year, our goal is to continue to provide more value and support to our customers. Our focus is to educate our customers and help them to actualize new technology, further increasing their productivity and improving their livelihoods. This will be done through service, before and after the sale takes place with each customer.

The parts and service departments at WE are built on years of experience and deep understanding of the needs of each customer. The addition of new locations, remodeled facilities, more technicians, service trucks, and parts inventory is a testament to our commitment to provide unsurpassed service to our communities.

Western Equipment has come a long way over the past 100 years. The key is listening to and understanding our customers' needs. It's what we've done since day one, and it's what we'll always do.

A BRAND FORGED ON A CENTURY OF GROWTH



Photo by: Lacey McClendon Photography, Pampa, Texas

Did you *know?*

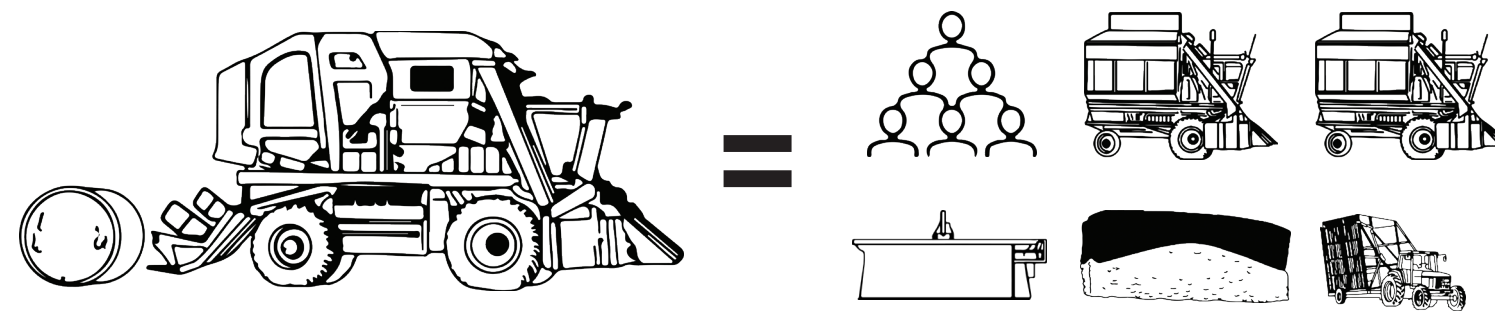
In the past five years, **15 of our dealerships** have undergone **extensive remodels** bringing all new shops, showrooms, lots and warehouses to our staff and communities. In addition, our locations in Plainview and Perryton, Texas have been **rebuilt from the ground up**.

John Deere CEO, John May and his team, visited Western Equipment in recognition of being a **Top John Deere Dealer** in the US.

Western Equipment **merged** with Green Country Equipment in 2019 to create the **current 21-location dealership** spread over Oklahoma, Texas, & New Mexico.

C.J. Defehr sold the **first John Deere tractor in the state of Oklahoma**. He and Otto Lorenz would later become the **founding fathers** of a dealership that would one day become Western Equipment.

“Our mission is to provide solutions to our customers and achieve unmatched performance through a mutually beneficial relationship with our customers, employees, and suppliers.”



One CS690 round bale cotton picker replaces, 5 people, two basket cotton strippers, two tractors, one module builder, one boll buggie, and module tarps.

TECH *matters*



4G JDLINK

John Deere machines can stream regular updates wirelessly to customers reporting yields, fuel usage, equipment utilization, and overall operating efficiency.



Expert Alert

John Deere Predictive technology that signals potential issues BEFORE they occur preventing unexpected breakdowns.



Service Advisor Remote

Technicians can perform diagnostics remotely on customers new equipment to discover any issues before ever reaching the field.

Working for Western Equipment means small town values, higher than average wages with a lower cost of living, smaller school systems, and tight-knit, rural communities. Come experience the best the ag industry has to offer for you and your family.

Picture yourself as part of our team making a difference at one of the leading John Deere dealers in the nation.



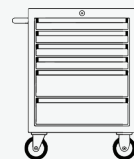
WHY WORK FOR WESTERN EQUIPMENT?

SERVICE



Experience life at a leading John Deere dealer with state-of-the-art shops, tools, field trucks, and more.

AG TECH



Discover how our 2-year program can set you up to make more than most 4-year universities and vocational programs.

SALES



Build relationships and meet customer needs while selling an iconic agricultural brand.

PARTS



Join the team and discover why WE are considered the top John Deere parts seller in the US.

TRANSPORTATION



Drive high-quality Peterbilt's and enjoy excellent work-life balance as part of the WE transportation team.

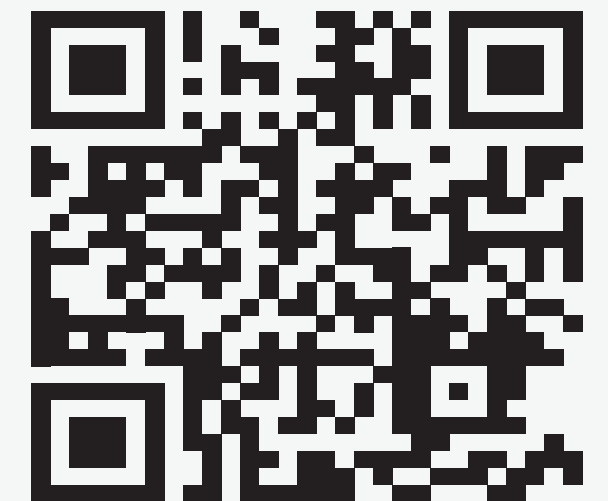
ADMIN



From corporate to dealership positions, WE admins support the stores that keep everything going.

APPLY TODAY

www.west-equip.com



BECOME A WESTERN EQUIPMENT TECHNICIAN

A career path where jobs are available, even guaranteed

John Deere Ag Tech Program

The John Deere Agricultural Technician Program through Western Equipment is designed to give students the strong technical base needed to excel in the high-tech, fast-paced field of agricultural mechanization. In this program, students gain valuable insight and real-world experience through both classroom and hands-on education and cultivate a valuable skillset throughout their mentor- and internship experience.

Students are paired with a sponsoring WE dealership during the program where they are mentored by veteran technicians. They also have the opportunity to work as paid interns the summer before their first semester.

High School Open Invitational

All high school juniors and seniors are invited to participate in our annual agricultural technician contest on the third Saturday in January. At this event, students are able to show off their skills in mechanization and compete for prizes and scholarships.

During the contest, students may be evaluated for potential future job opportunities within Western Equipment and will hear from and interact with current industry professionals. Students of all backgrounds with an interest in mechanics are encouraged to apply.



Apply Online

Invest in yourself today. Apply for our Ag Tech Program or Invitational **online** at west-equip.com/careers and west-equip.com/competition.



Who can participate?

No prior agricultural experience needed to participate in our Ag Tech Program or Invitational. **All are encouraged to register and apply.**



Invitational Rewards

Contestants have the opportunity to compete for **\$60K in scholarships** and **\$25K in prizes** during the invitational

“Two years out of the Ag Tech Program, I’m making more than most of my high school buddies who went to four-year colleges, and I don’t have the debt that they have.”

Logan | WE Ag Tech



Colleges

Garden City Community College
Navarro College

Courses

Diesel Engines
Powertrains
HVAC
Electrical & Hydraulic Systems
Computer Diagnostics
Propriety John Deere Systems
Shop Procedures & Safety
Training on John Deere Equipment

Requirements

High School Diploma or GED
Sponsored by Western Equipment
Ability to cover program costs/fees
Acceptance into college of choice

Rewards

Associate degree
Program payback upon completion
Guaranteed job after graduation
Brand-new stocked toolbox
Computer & uniform provided
Mentorship & internship experience
Top-quality working conditions
Excellent pay & benefits
Ability to work with an iconic brand

Mentorship & Internship

Work at sponsoring WE dealership
Earn an hourly pay
Gain vital real-life job experience
Work under veteran technicians

WHAT PEOPLE ARE SAYING



“ I love working in the ag industry and for Western Equipment because we are able to help customers that turn around and help us back. Our customers not only feed us, but feed the world. They mean everything to us. ”

Chris Cantu | Parts Sales

Dedicated to the job

People don't realize the hard work it takes to keep these machines running. I want to say thank you to all Western technicians for keeping us going.



Fanny Carrillo

Best parts service I've ever had

I had been hunting down a part and getting nowhere. The WE staff did the research needed to locate it and even called me back to update on the progress. I could not be happier.



Will Tickel

Effortless process

Customer service was outstanding. I purchased a new tractor package, and the process was quick and easy. Highly recommend and will do business with them again.



@mcdoom2010

Quick, polite, and helpful

Extremely polite and professional staff. Very helpful and made delivery to the dealership a seamless process. I was in and out in a timely manner.



Matthew Thomas Jr.

They have you covered

Sold me the best tractor I've ever owned in my life. Best staff and buying process I've ever experienced at any John Deere or other supplier. Whether you need parts or just a nice grill, they have you covered. Highly Recommend!



Reece Abila

Staff goes above and beyond

The people at Western Equipment always go above and beyond their normal duties to help in any way possible. They're fair and competitive with trade-in's and can make any deal work.



Greg Pickett



WE INVEST IN COMMUNITY



Western Equipment believes in giving back

Western Equipment is committed to each community we do business in. We are proud sponsors of and contributors to many charitable organizations and events in the Midwest. Our focus is to support the agricultural community and its organizations, such as 4-H, FFA, county fairs, conservation districts, etc.

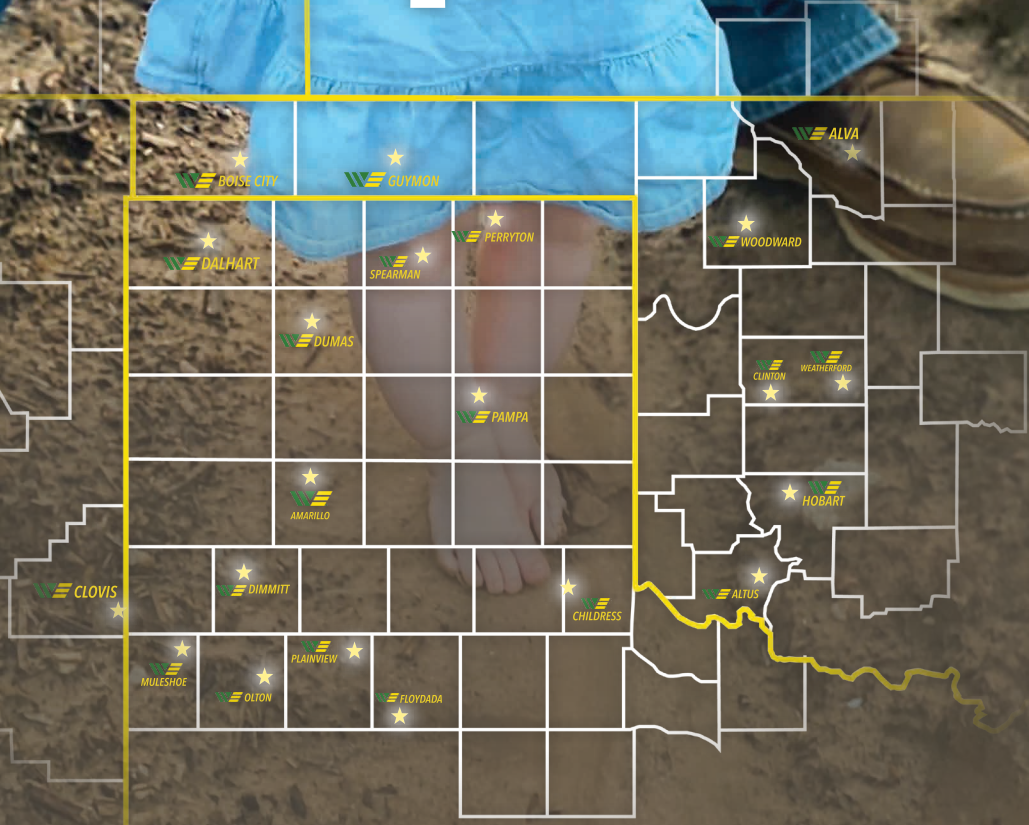


JOHN DEERE



WESTERN
EQUIPMENT

A family you can depend on



Join the team | Visit west-equip.com/careers to apply today.

Photo by: Karin McKinley, Frederick, Okla.