



## FOR IMMEDIATE RELEASE

### AA EQUIPMENT ONCE AGAIN ACHIEVES GOLD STAR-CERTIFICATION

For 5 consecutive years AA Equipment has attained Gold Star Certification from John Deere by successfully completing the company's Gold Star Performance Standards Program. The Gold Star Program honors dealers for their unwavering commitment to excellent customer service, outstanding facilities, continuing education and innovative solutions. Dealers are evaluated every year against more than 40 measurements and check points.

AA Equipment was evaluated and surpassed John Deere standards in the five Gold Star categories: Sales/Marketing, Customer Support, Operational Management, Retail Environment and Employee Development.

Customers in a Gold Star dealership should expect to find innovative new product packages, a well-organized showroom with a knowledgeable sales staff, highly trained expert service technicians and shelves stocked with the necessary parts and equipment. In addition, Gold Star dealers offer Ready To Mow, a mobile service operation that takes care of maintenance needs at home or business locations, or collects equipment for delivery to the dealership.