



NEWS RELEASE

Information from the North American Equipment Dealers Association • www.naeda.com
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“To build the best business environment for equipment dealers”

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NAEDA Announces 2015 Manufacturer Awards

Companies Recognized for Exceptional Service to their Dealer Networks

St. Louis, Mo. – The North American Equipment Dealers Association (NAEDA) has announced the recipients of its Dealer’s Choice Award and Gold Level service awards for 2015. The awards are presented annually to manufacturers who receive exemplary ratings in twelve operational categories addressed in NAEDA’s Dealer-Manufacturer Relations Survey.

Recipients of the **2015 Dealer’s Choice Award** are **John Deere** - Full-Line Manufacturer; **LS Tractor** - Tractor Manufacturer; **Vermeer** - Shortline Manufacturer; and **Grasshopper** - Outdoor Power Equipment Manufacturer.

“The Dealer’s Choice Award recognizes manufacturers that are doing an exceptional job of providing top-quality products, parts, service, and support to the industry,” says Blaine Bingham, NAEDA Chair. “These companies are to be complemented on their efforts to excel and assist dealers in key areas of our business operations.”

Companies recognized for **Gold Level** service are: Outdoor Power Equipment Manufacturers - **ECHO, Exmark, Ferris, Scag, Shindawiwa, Stihl and Toro.** Tractor Manufacturers - **Branson Tractor, Kubota Tractor, Kioti Tractor.** Shortline Manufacturers - **Great Plains, Kuhn, Landoll, Landpride, MacDon, and Woods.**

Dixie Chopper is the recipient of the 2015 Most Improved award for attaining the greatest percentage of improvement in overall ratings from 2014.

“The NAEDA Dealer-Manufacturer Relations Survey is one of the most important services the association provides its members and the industry,” notes Gail Halderman, Chair of NAEDA’s Member Services Committee. “This year’s survey experienced a significant increase in dealer input as we received more than 6,000 manufacturer ratings. We are extremely pleased with the level of participation and proud of the benefit this survey provides.”

NAEDA congratulates the 2015 award recipients and thanks all manufacturers for supporting the dealer-manufacturer relationship.

About NAEDA:

Founded in 1900, the North American Equipment Dealers Association (NAEDA) is a non-profit trade organization representing 4,500 retail dealers extensively engaged in the sale and service of agricultural, construction, industrial, forestry, outdoor power, lawn and garden, and/or turf equipment. NAEDA provides essential value to its members by enhancing the dealer-manufacturer relationship and advocating for a positive legislative and regulatory environment. NAEDA is headquartered in St. Louis, MO and is affiliated with 14 regional associations located throughout the United States and Canada. For additional information, visit www.naeda.com.

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