



WEST SIDE TRACTOR EXPANDS COMPACT EQUIPMENT FOOTPRINT IN INDIANA

November 11, 2015 – Naperville, IL – West Side Tractor Sales, the authorized John Deere construction and forestry dealer in Illinois and Indiana, announces the expansion of the John Deere compact equipment line in the Indiana market. John Deere’s Commercial Worksite Products (CWP) include skid steers, track loaders, compact excavators and compact loaders. With this expansion of territory responsibility, West Side Tractor will serve an additional 18 Indiana counties providing sales, service and parts support for the CWP product line.

“Our top priority is to provide customers with the highest quality of equipment and service. With the addition of the compact equipment in these Indiana markets, it is one more way we can better serve our customers and offer a consistent, top-notch West Side experience,” said Steve Benck, president of West Side Tractor.

Along with this expanded product focus, West Side Tractor is building up its personnel support structure which will be spearheaded by the new Indiana CWP Sales Manager Bill Price. Previously the store manager of the West Side Tractor Lafayette store, Price brings extensive product knowledge and sales expertise, as well as proven leadership skills. West Side Tractor has 12 full-time salespeople to support this product throughout the state with product specialists in South Bend, Lafayette, and Indianapolis.

“The John Deere Commercial Worksite Products provide the specialized machine and attachment combinations required to meet the growing needs of contractors, landscapers, and farmers,” said Bill Price. “We look forward to strengthening existing relationships and creating new relationships with customers across Indiana.”

About West Side Tractor Sales

Started in 1962, West Side Tractor Sales began with one heavy equipment dealership with three employees on the “west side” of Chicago. Fifty-three years later, the company now serves over 80 counties with 10 full-service locations spanning across Illinois, Indiana and Michigan. For more information, visit www.westsidetractorsales.com

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