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NAPERVILLE, IL - March 30, 2017 – West Side Tractor Sales, the John Deere construction and forestry dealer for Illinois and Indiana, announces a new positioning division within the dealership. With the continuing implementation of technology products into the construction industry, it was time to delegate a full-time focus on the machine control business. The positioning division is the latest addition to West Side Tractor’s technology team, which also includes experts in telematics, remote diagnostics and complete fleet monitoring services.

“For 55 years, we have built our business on the importance of customer relationships and understanding their businesses,” said Steve Benck, president and owner of West Side Tractor. “We work diligently to provide productivity enhancing solutions to our customers. Now is the time to be the partner and resource for our customers as they continue to evolve and invest in technology products to enhance their business productivity and profitability.”

Months back, West Side Tractor brought Mike McMahon on-board to lead the positioning division. As the full-time designated grade control specialist, Mike focuses on both sales and product support. He is a constant resource for customers, and also spearheads training and support throughout West Side’s robust service team. Mike has sales and product support knowledge with several different machine control brands, but also extensive in-field experience. Prior to joining the dealer world, he was the Machine Control Supervisor for all GPS systems for a large contractor on the East Coast.

“We’ve already experienced significant growth within the positioning division in just six months,” said Lauren Coffaro, WorkSight Manager at West Side Tractor. “The goal is that by the end of 2017, we’ll have a team of grade control specialists throughout West Side’s entire territory. We have no doubt that Mike is the one to drive this vision.”

SmartGrade™ Crawler Dozers Now Available

John Deere’s SmartGrade™ integrated machine control crawler dozers have now arrived in West Side Tractor’s backyard. SmartGrade models include the 700K, 750K and 850K dozers. Taking job site accuracy and quality of work to new heights, the Topcon 3D-MC2 Grade Control System is fully incorporated into the machine cabin, structures and software — delivering precise grading performance while eliminating vulnerable external masts and cables.

West Side Tractor can provide Topcon off-board equipment such as base stations, rovers, data collectors, corresponding software and Sitelink 3D Remote Display Access.

West Side Tractor Named Authorized Leica Geosystems Dealer

West Side Tractor can now sell and support Leica construction positioning systems. As a world renowned player in the positioning equipment market, Leica systems are designed to provide contractors with

intelligent, state-of-the-art solutions for building construction and site construction positioning work. Offering complete and custom-built solutions for the specific customers' requirements, Leica Geosystems construction positioning solutions bring significant benefits, helping users to increase their productivity and efficiency in every stage of the project.

West Side Tractor has Leica and Topcon systems available in the rental fleet. West Side Tractor is committed to John Deere's strategy with an open architecture approach to machine control. Whether that's Topcon, Trimble or Leica, our goal is to be a knowledgeable resource on all products and let our customers decide on what brand they prefer.

About West Side Tractor Sales



Celebrating 55 years in business, West Side Tractor was started in 1962 by Rich and Mary Benck of Naperville, IL and it continues to be a family operation in its third generation. West Side Tractor began with one dealership with three employees on the “west side” of Chicago. Fifty-five years later, the company now serves over 80 counties with 10 locations spanning across Illinois, Indiana and Michigan. West Side Tractor continues to grow but holds close to the core values that built the foundation of the company: Family, Passion, Innovation and Legacy. West Side Tractor has 10 locations providing new and used equipment, parts and service support. Learn more at www.westsidetractorsales.com

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