News Release

Contact:  
Sam Guinan   
Account Supervisor, imre  
[SamG@imre.agency](mailto:SamG@imre.agency)

John Deere Previews Customer-Focused Booth Experience at CONEXPO-CON/AGG 2026

**MOLINE, Ill. (Dec. 18, 2025)** — Delivering a distinctive showcase for the construction market, John Deere and the Wirtgen Group are offering a customer-focused experience at their joint booth during CONEXPO-CON/AGG 2026. Totaling 80,000 square feet of indoor and outdoor booth space (Silver Lot SV2415), attendees can expect to see world-premiere equipment designed to help solve customers’ challenges. Inside the West Hall (W40442), an additional space will highlight John Deere Power Systems and E-Power solutions, demonstrating the company’s commitment to driving the construction industry forward.

A dedicated innovation center will be located in the middle of the outdoor booth and will focus on new solutions centered around helping customers solve everyday challenges. The first floor will highlight the John Deere Operations Center™, which is a jobsite-centric tool that serves as a digital hub where all machine and work data converge. On the second floor, aftermarket digital solutions will be on display, which are aimed to support parts and service conveniences for customers.

New this year, John Deere and the Wirtgen Group will also be participating as a presenting sponsor supporting the Shop Talks and Walks. Through this engagement opportunity, customers can grow their mental muscle memory on how to perform a quality daily walkaround through a new, interactive simulation. In addition, attendees can practice gathering critical service information like fluid analysis and machine health insights through their own devices. Through virtual demonstrations, this hands-on experience empowers customers to learn how to more efficiently run their fleets.

In addition to its expansive and interactive booth experiences, exhibition attendees can anticipate the following from John Deere and the Wirtgen Group:

* **1** cohesive booth showcasing the latest machines and technologies from John Deere and the Wirtgen Group.
* **70,000** square feet of outdoor space displaying world-class equipment, technology, and application experiences.
* **15,000** square feet dedicated for live demonstrations.
* **10,000** square feet of indoor space focusing on John Deere Power Systems and John Deere E-Power solutions.
* **24** market launches from John Deere and the Wirtgen Group, including **18** world premieres of brand-new equipment from John Deere and **6** market debuts from the Wirtgen Group.
* **25** technology-packed machines, including **11** John Deere machines that feature SmartGrade™ control, SmartWeigh™, or SmartDetect™ functionality, and **14** Wirtgen Group machines equipped with the latest technologies such as Wirtgen Performance Tracker, AutoPilot 2.0, Smart Level Pro, Smart Pave, Smart Compact Pro and SPECTIVE CONNECT.
* **7** electric and hybrid-electric machines.

Additionally, on Tuesday, March 3 at 11 a.m., Jahmy Hindman, senior vice president and chief technology officer at John Deere will deliver the opening keynote of the show - Never Idle: Tech Made Easy and Grounded in Purpose. He will be joined on the Ground Breakers Stage by fellow John Deere leaders Maryanne Graves and Jonny Spendlove to discuss the transformative role technology plays in addressing persistent challenges within the construction industry.

Lastly, for those exploring educational opportunities, John Deere is hosting a session that will feature Preston Moore, manager, power systems, batteries and charging solutions at John Deere Power Systems, Wednesday, March 4 at 1 p.m. titled “The Missing Link: Charging Infrastructure and BEV Adoption at the Edge the Grid”. In addition, David Veasy, senior product manager for autonomy at John Deere, will participate in a panel discussion titled “The Autonomous Shift: Innovations and Impacts in Quarry Operations” on Thursday, March 5 at 1 p.m.

CONEXPO-CON/AGG, North America’s largest trade show, and it will take place from March 3-7 in Las Vegas. Additional details will be announced leading up to the show. For more information about John Deere, visit www.JohnDeere.com.

**About John Deere**

It doesn’t matter if you’ve never driven a tractor, mowed a lawn, or operated a dozer. With John Deere’s role in helping produce food, fiber, fuel, and infrastructure, we work for every single person on the planet. It all started nearly 200 years ago with a steel plow. Today, John Deere drives innovation in agriculture, construction, forestry, turf, power systems, and more.

For more information on Deere & Company, visit us at [www.johndeere.com/](http://www.johndeere.com/).

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