

Press Release

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Image: Map of new territory included

AgriVision Equipment Group Investment Fuels Northwestern, IA Economic Growth

For Immediate Release – Pacific Junction, IA: AgriVision Equipment, a full service John Deere farm and consumer equipment dealer, announced today the company's intention to acquire ICON Ag & Turf stores in January, 2018 pending Deere & Company approval. Through this acquisition, AgriVision Equipment will add five locations in Doon, Ireton, Lawton, Le Mars and Paullina, Iowa to its 10 existing locations serving Southwest Iowa, Southeast Nebraska, and Northwest Missouri.

The AgriVision Equipment Approach: *Higher Yields Through Stronger Relationships*

Despite recent downward trends in the agriculture industry, AgriVision Equipment continues to invest in innovation, technology and resources. AgriVision Equipment is dedicated to investing in and building sustainable rural communities through strong relationships. The family-owned and operated company is motivated by the success of its customers and the healthy economic growth of Northwest Iowa. AgriVision Equipment sees joining forces with ICON as a win-win, yielding sustainable advantages for customers and employees alike.

"For many years, we've watched our customers working to become more sustainable by spreading out their overhead. We are emulating such efforts as we strive to make the most sound financial decisions on behalf of our customers," says Jeremy Ostrander, CEO of AgriVision Equipment.

New and existing customers can leverage the expertise of a family-owned and locally operated company rooted in Iowa farming heritage since 1899. "I am pleased and excited for the next phase in Icon's growth. AgriVision Equipment's innovative culture combined with our culture of Iconic service will be a great fit for our customers and employees. The two organizations values, philosophies and customer focus are inspiring to me and will take the new organization and the communities they serve into a successful future together," says Adam Timmerman, CEO of Icon Ag & Turf.

“We are humbled that ICON Ag and Turf would choose AgriVision Equipment to continue serving their customers and employees. We are excited to build on a trusted dealer’s foundation and will make the necessary investments to support growth in Northwest Iowa & surrounding areas, while managing costs that benefit all customers, across all locations,” adds Jeremy Ostrander.