



For more information, contact:

Margy Eckelkamp
Director of Content Development
Telephone: 573.581.8689
Email: meckelkamp@farmjournal.com

For Immediate Release

Machinery Pete Publishes New Price Guide

Philadelphia, PA (Aug. 11, 2014)—Machinery Pete announces the release of its *2014 Classic Tractor Price Guide*. The 400-page book spans four years of data up to mid-2014 auction results and is the only book of its kind available with real auction prices for classic tractors.

“Our team is even more excited to provide this must-have book for the farm machinery fan because it’s the first classic tractor book since 2009 published by the most trusted source in farm equipment,” said Margy Eckelkamp, Director of Content Development.

The Classic Tractor Price Guide includes 52 tractor brands, as well as bonus sections featuring pickups, combines, corn pickers, hay balers, planters and drills. All equipment is from 1978 and before—even back to the early 1900s. As an example of the detail and in-depth coverage, there are 15 pages of just John Deere 4020 models with auction prices, dates, locations and detailed specifications.

“This book is cover-to-cover Machinery Pete,” said Greg Peterson, Founder and Principal. “I’ve been on the auction trail for 25 years collecting the stories of folks who love farm machinery. In this book, I’ve also sprinkled in more than two dozen of my ‘Pete’s Picks’ highlighting the most eye-grabbing machines and prices from my travels and network of nearly 1,000 auctioneers.”

The book also includes the story of the most expensive item Machinery Pete has ever seen sell at auction—a 1917 Flour City 40-70 tractor that sold for \$375,000 on Sept. 21, 2013.

In 2008, Machinery Pete started tracking a trend he called “the new collector tractor.” These are models from the mid-1960s to the mid-1970s that are fully restored or in good original condition. The Classic Tractor Price Guide chronicles the rise of this trend, including the model he credits with trumpeting this craze—a 1966 International 1206 that sold for record price at \$32,250 on Sept. 6, 2008.

The *2014 Machinery Pete Classic Tractor Price Guide* is now available on www.ShopFarmJournal.com or by calling 888-364-0993. It’s also available at retail outlets and for sponsorship opportunities.

About Machinery Pete

Greg Peterson, widely known as "Machinery Pete," has been researching and tracking machinery auction prices since 1989. He serves as the multi-media equipment contributor for Farm Journal Media, and is the Founder and Principal of Machinery Pete, LLC. Machinery Pete’s price database of over 500,000 prices is sourced through first-hand data and a curated network of more than 950 auction firms. In addition to Peterson’s proprietary content for Farm Journal, the Company provides auction-data subscriptions, publishes the annual “Classic Tractor” and “Annual Auction” price guides, publishes the Quarterly Used Values Index report for the financial community, produces the weekly Machinery Pete TV program distributed on RFD-TV, produces farm equipment DVDs, plus provides custom consulting and appearances services.