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Bulletin Number: SC10-002PMB
Subject: COMPETITIVE BULLETIN: Spracoupe 7460/7660 vs. John Deere 4630
Summary: Full competitive analysis and tips for selling against competitive models, including:
 • Product Overviews
 • Feature Benefit Comparison by Model
 • Efficiency, Ownership and Operating Cost comparisons
Distribution: All Dealers



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INTRODUCTION



SpraCoupe sports a bold new yellow color for 2010 to align it with the entire AGCO Application Equipment family. SpraCoupe self-propelled sprayers continue to set industry standards in terms of performance, comfort, efficiency, and reliability. Some of the features that have made SpraCoupe dominant in the marketplace are:

- High power-to-weight ratio for the utmost in performance
- Independent suspension at each wheel position for stability, control, and ride comfort
- Efficient mechanical drive systems that don't sacrifice crop clearance
- Superb reliability through simplicity of design

Low cost of ownership, quick return on investment, and high resale value continue to make SpraCoupe the best choice for productivity and profit.

SpraCoupe Product Overview



4460/4660



7460/7660

Economical Productivity:

SpraCoupe 4000 and 7000 Series sprayers continue to be designed, manufactured and marketed with the needs of the customer in mind. At 400 and 725 gallon respective product capacities, these sprayers are fixtures in the grower market, with increasing use by commercial applicators as well. SpraCoupe self-propelled sprayers continue to rise above the competition because:

- Their inherent simplicity of design and construction keeps downtime to a minimum and maintenance tasks simple.
- SpraCoupe's efficient mechanical drive systems keep wheels turning without power loss or the maintenance costs normally associated with hydrostatic pumps and wheel motors.
- Independent suspension components located at each wheel provide for a smooth and stable ride without the need for a power- and maintenance-hungry air system.
- Robust power and product capacities combine with low chassis weights to yield superb performance without sacrifice in fuel economy.
- Base pricing of the SpraCoupe includes standard items such as:
 - ◊ hydraulic track width adjustment
 - ◊ full boom breakaway protection on all models
 - ◊ radar speed sensor on the 7000 series machines

These are only some of the reasons why SpraCoupe sprayers have maintained dominance in the marketplace.

John Deere 4630 Product Overview



Downscaled Version of Larger Machine:

The JD4630 is new for 2010 and is offered in place of the discontinued 6700 model from John Deere. With a 600-gallon product capacity, it is directly targeted at the market of the AGCO SpraCoupe. While the base price of the discontinued JD6700 model was competitive with that of the SpraCoupe 4460 and 4660, the new JD4630 carries a base price similar to that of the SpraCoupe 7460 and 7660 models.

The JD4630 is nearly identical in configuration to the larger machines offered by Deere. Efficiencies and benefits of design can be, and often are, lost in a transition of scale. Engineering a machine from the ground up toward a specific task might be more costly, but usually achieves a preferable result.

Hand-me-down design features on the JD4630 include:

- equalized circuit twin hydrostat/individual wheel motor drive system
- inboard air bag over suspended axle suspension

These do not measure up in terms of mechanical efficiency and overall simplicity of design.

Commonly preferred features such as:

- hydraulic track width adjustment,
- traction control system,
- air system for automatic inflation of the suspension airbags, and
- a radar speed sensor

are only available as options, which substantially increases the base price of the sprayer.

In addition:

- 60/80 foot top fold booms are the only boom configuration available on the 4630.
- Full boom breakaway protection is not offered on the 4630.
- When run with the tips folded, the boom assembly is completely rigid.
- Only the outer six feet of the 10-foot boom tips are breakaway protected while extended.

Does the JD4630 really compete based on features, performance, price, and reliability? See pages 5-11 for a feature breakdown and analysis of these self-propelled sprayers.

COMPETITIVE COMPARISON**

Spracoupe 4460/4660 VS. John Deere 4630



Feature	Spracoupe 4460/4660	John Deere 4630	Spracoupe 4X60 Advantage
Base Price (varies by frame/ track width and transmission)	4460 \$100,140 to \$106,667 4660 \$103,889 to \$107,047	\$161,922 to \$167,509	4460/4660 base price is less than 2/3 that of the 4630
Engine	125 hp Perkins 1104D - 4.4L	165 hp John Deere Power Tech 6.8L	Superb performance and reliability (see power-to-weight ratio)
Transmission	Automatic: Allison 2100 RDS, 5-speed or Manual: BorgWarner T-5, 5-speed	Hydrostatic 4WD Electro-Hydraulic 4-speed system (traction control optional)	Spracoupe transmission with mechanical drive system yields reliability and efficiency that is simply not achievable with hydrostatic drive.
Drive Train	Mechanical 2WD only	Separate wheel motors with planetary hubs	
Front Suspension	Independent strut and spring suspension with oscillating front axle	Air bag/shock suspended axles (optional automatic leveling)	Spracoupe independent suspension located at each wheel position offers a pleasing ride, chassis stability, and steering performance.
Rear Suspension	Trailing leg swing type with coil spring and shock absorber.	Air bag/shock suspended axles (optional automatic leveling)	There is no need to monitor air bags or add expense and maintenance of an air compressor and air system.

** Competitive information was sourced from OEM sponsored publications.

COMPETITIVE COMPARISON**

Spracoupe 4460/4660 VS. John Deere 4630



Feature	Spracoupe 4460/4660	John Deere 4630	Spracoupe 4460/4660 Advantage
Crop Clearance in (cm)	<i>(transmission type)</i> Automatic: Manual 4460: 36 (91.5) 38 (96.5) 4460: 46(116.8) 48(121.9)	<i>narrow axle:</i> 44 (111.7) <i>wide axle:</i> 50 (127)	The Spracoupe 4000 Series may be smaller and lighter, but there is no compromise in crop clearance.
Track Adjustments in (cm)	Manual front, Hydraulic rear adjust: 72 (182.9) Frame: 72-102 (182.9-259.1) 80 (203.2) Frame: 80-120 (203.2-304.8)	Manual adjust std. 72-88 (183-224) hydraulic adjust not available 90-120 (228-305) Hydraulic optional for both front and rear	Hydraulic rear adjust is standard on the 4460/4660. Hydraulic tread adjust is optional on the 4630.
Product Tank Capacity gal (L)	Polyethylene: 400 (1,514)	Polyethylene: 600 (2,271)	The 4460/4660 is 7,700 lbs (3,493 kg) lighter than the 4630 when loaded with an equal amount of similar product.
Boom Options ft (m)	<i>Side Fold</i> 60 (18.3), 10 (3.05) tip breakaway 80 (24.4), 20 (6.1) tip breakaway <i>Top Fold</i> 60/80 (18.3/24.4) 13 (3.96) tip breakaway	<i>Top Fold</i> 60/80 (18.3/24.4) 6 (1.83) tip breakaway	Spracoupe offers more boom options with longer tip breakaway. Full boom breakaway protection (not available from Deere) is standard equipment on all Spracoupe booms.
Telescoping Hitch Kit	Available with side folding booms only	Machine is not towable	Load bulk product on a truck and pull the sprayer to the field. Accomplish more in less time and with less labor involved.

** Competitive information was sourced from OEM sponsored publications.

COMPETITIVE COMPARISON**

SpraCoupe 4460/4660 VS. John Deere 4630



Feature	SpraCoupe 4460/4660	John Deere 4630	SpraCoupe 4460/4660 Advantage
Turning Radius ft (m)	<i>center of rear axle</i> 80" (302.2 cm) Frame: 13.8 (4.2) 11.0 (3.3) <i>with optional single front wheel</i>	<i>Reference point not published</i> 16 (4.9)	Tighter turns run down fewer crops. SpraCoupe 4460/4660 is more nimble in tight spaces and small, irregularly shaped fields. SpraCoupe 60' and 60'/80' boom options are helpful in tight spaces also.
Dry Weight lbs (kg)	4460: 9,856 (4,471) 4660: 9,979 (4,526)	17,600 (7,983)	Lighter weight means better performance, better flotation, and less crop compaction compared to the JD4630.
Weight/Power Ratio lbs:hp (kg:kw)	4460: 78.8:1 (47.9:1) 4660: 79.8:1 (48.5:1)	106.7:1 (64.2:1)	Low weight-to-power ratio of the SpraCoupe 4460/4660 means better performance, especially when the benefits of using a mechanical drive system are considered.

SUMMARY OF SC 4460/4660 VS. JD 4630

SpraCoupe 4460 and **4660** are the obvious choice in terms of overall economy and efficiency. The powerful Perkins engine, mechanical drive system and lightweight chassis allow for nimble performance in the most challenging of conditions.

SpraCoupe 4000 Series has a higher level of versatility than the larger and heavier John Deere 4630. There are many growers and custom applicators who find SpraCoupe to be a perfect fit for small, irregular fields and the challenging terrain that they deal with year after year. SpraCoupe also excels at low rate, broad acreage application work. When tendered with product at the field, SpraCoupe can be more productive than any other machine of similar boom size. Their lightweight design provides unequalled agility of operation with the added benefit of less crop damage and soil compaction.

SpraCoupe 4460 and **4660** sprayers have continuously maintained a large market share for good reason. They are the ultimate choice in economy and efficiency, with many advantages over the larger and more costly JD 4630.

** Competitive information was sourced from OEM sponsored publications.

COMPETITIVE COMPARISON

Spracoupe 7460/7660 VS. John Deere 4630



Feature	Spracoupe 7460/7660	John Deere 4630	Spracoupe 7X60 Advantage
Engine	174hp Perkins 1106D - 6.6L	165hp John Deere Power Tech 6.8L	Spracoupe power is matched to its greater machine capacity.
Transmission	Powershift , Caterpillar PG115 , 6 speeds Forward, 2 Reverse, torque converted	Hydrostatic 4WD Electro Hydraulic 4-speed system (traction control is optional)	Spracoupe transmission with mechanical drive system yields reliability and efficiency that is simply not achievable with a hydrostatic drive. SC FWA is capable of running any time it is needed. Extensive use of JD traction control creates a heat buildup resulting in automatic disengagement.
Drive Train	Mechanical 2WD Optional: Hydraulic Front Wheel Assist	Separate wheel motors with planetary hubs	
Front Suspension	Independent strut with linear rate springs	Air bag/shock suspended axles (optional automatic leveling)	Spracoupe independent suspension located at each wheel position of- fers a pleasing ride, chassis stability, and steering performance. There is no need to monitor air bag pressure or add an air compres- sor and air system.
Rear Suspension	Independent "knee action" suspension incorporated into chain case design with pre-charged hydraulic shock suspension	Air bag/shock suspended axles (optional automatic leveling)	

** Competitive information was sourced from OEM sponsored publications.

COMPETITIVE COMPARISON**

Spracoupe 7460/7660 VS. John Deere 4630



Feature	Spracoupe 7460/7660	John Deere 4630	Spracoupe 7X60 Advantage
Track Adjustments in (cm)	<i>Hydraulic adjust std. front and rear:</i> 7460: 71-89 (180-226) 7660: 88-120 (223-305) 120-152 (305-386)	<i>Manual adjust std.</i> 72-88 (183-224) hydraulic adjust not available 90-120 (228-305) Hydraulic optional for both front and rear	Hydraulic Track adjust is standard on the 7460/7660. Hydraulic Track adjust is optional on the JD4630. Spracoupe offers an extra-wide track setting configuration, which is not available on the JD4630.
Product Tank Capacity gal (L)	Polyethylene: 725 (2,744) Stainless steel: 660 (2,498)	Polyethylene: 600 (2,271)	Larger standard tank capacity on Spracoupe matches the productivity of larger and more expensive machines in many situations.
Boom Options ft (m)	<i>Top Fold</i> 60/80 (18.3/24.4) 13 (3.96) tip breakaway <i>Top Fold</i> 60/90 (18.3/27.4) 18 (5.49) tip breakaway	<i>Top Fold</i> 60/80 (18.3/24.4) 6 (1.83) tip breakaway	Spracoupe offers more boom options with longer tip breakaway. Full boom breakaway protection (not available from Deere) is standard equipment on all Spracoupe booms.

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COMPETITIVE COMPARISON**

Spracoupe 7460/7660 VS. John Deere 4630



Feature	Spracoupe 7460/7660	John Deere 4630	Spracoupe 7X60 Advantage
Front Tires	7460: 12.4 x 28 7660: 320/85R38 380/80R38 540/65R24	320/80R42 380/80R38 420/80R34	Independent testing has determined that 80% of total compaction results from the first pass over the soil. Larger tires on the rear of the 7460/7660 provide a larger footprint than the JD4630. Less weight on the front combined with a larger footprint on the rear provide for less overall soil compaction than with the John Deere balanced weight and smaller tire arrangement.
Rear Tires	380/90R46 320/90R46 480/80R46 620/70R42	320/80R42 380/80R38 420/80R34	
Dry Weight lbs (kg)	7460: 17,500 (7,938) 7660: 18,000 (8,165)	17,600 (7,983)	
Weight/Power Ratio lbs:hp (kg:kw)	7460: 100.6:1 (61.2:1) 7660: 103.4:1 (62.9:1) <i>7660 Full of water:</i> 138:1 (105.9:1)	106.7:1 (64.2:1) <i>Full of water:</i> 137:1 (100.5:1)	

** Competitive information was sourced from OEM sponsored publications.



COMPETITIVE COMPARISON**

Spracoupe 7460/7660 VS. John Deere 4630

Feature	Spracoupe 7460/7660	John Deere 4630	Spracoupe 7X60 Advantage
Ladder Raise/Lower	Automatic with parking brake	Armrest switch to raise and lower Automatically drops with ignition off or when seat is vacated with hydro handle in park position.	Spracoupe's simplicity of design incorporates the parking brake and ladder functions under one control. John Deere's use of four switch circuits to control the ladder is an example of redundancy and point-less complication. This arrangement still presents potential for unoccupied mobility when the ladder is lowered by the armrest switch without the hydro handle in park position.
Wheelbase in (cm)	157 (398.8)	147 (373.4)	Longer Spracoupe wheelbase benefits machine ride and stability even before chassis suspension comes into play.
Base Price (MSRP)	2WD : FWA 7460 (Narrow Track) \$158,790 : \$168,324 7660 (Wide Track) \$163,010 : \$172,545	<i>narrow track : wide track</i> \$161,922 : \$167,509	Spracoupe 7660 base machine with FWA option carries a lower base price than that of the JD4630 wide track with traction control, hydraulic track adjust, and radar speed sense options.

** Competitive information was sourced from OEM sponsored publications.



Spracoupe 7660

**15 Gallons/Acre
with
80-foot boom**

Efficiency, Ownership and Operating Costs for Self-Propelled Sprayer

List (purchase price)	\$163,010
sprayer	174 hp
Size of boom	80 feet
Speed	15 mph
Field efficiency	56 %
Field capacity	81.5 acres/hour
Fuel consumption	5 gal/hour
Life	7 years
Salvage value (30%)	\$48,903
Interest, insurance, housing	8%
Fuel price	\$2.50 \$/gallon
Labor price	\$10 per hour
Hours per day	14

Spracoupe 7660

Standard configuration includes:

- 725 gallon Product Tank
- Hydraulic axle adjust
- Radar speed sense
- Full boom breakaway
- 80-foot boom with 13-foot breakaway tips

Field efficiency calculated on assumption of:

- Tank drawdown of 700 gallons
- Refill in the field with remote pump and chemical induction
- 15-minute reload time

<u>Treated acres/year</u>	<u>Days</u>	<u>Ownership \$/year</u>	<u>Fuel and Lube \$/year</u>	<u>Labor \$/year</u>	<u>Total Oper \$/year</u>	<u>Total Costs \$/year</u>	<u>Total cost \$/acre</u>
1,000	0.9	\$21,917	\$176	\$135	\$312	\$22,228	\$22.23
2,000	1.8	\$21,917	\$353	\$270	\$623	\$22,540	\$11.27
3,000	2.6	\$21,917	\$529	\$405	\$935	\$22,851	\$7.62
4,000	3.5	\$21,917	\$706	\$540	\$1,246	\$23,163	\$5.79
5,000	4.4	\$21,917	\$882	\$675	\$1,558	\$23,474	\$4.69
6,000	5.3	\$21,917	\$1,059	\$810	\$1,869	\$23,786	\$3.96
7,000	6.1	\$21,917	\$1,235	\$945	\$2,181	\$24,097	\$3.44
8,000	7.0	\$21,917	\$1,412	\$1,080	\$2,492	\$24,409	\$3.05
9,000	7.9	\$21,917	\$1,588	\$1,215	\$2,804	\$24,721	\$2.75
10,000	8.8	\$21,917	\$1,765	\$1,350	\$3,115	\$25,032	\$2.50
11,000	9.6	\$21,917	\$1,941	\$1,485	\$3,427	\$25,344	\$2.30
12,000	10.5	\$21,917	\$2,118	\$1,621	\$3,738	\$25,655	\$2.14
13,000	11.4	\$21,917	\$2,294	\$1,756	\$4,050	\$25,967	\$2.00
14,000	12.3	\$21,917	\$2,471	\$1,891	\$4,361	\$26,278	\$1.88
15,000	13.2	\$21,917	\$2,647	\$2,026	\$4,673	\$26,590	\$1.77
20,000	17.5	\$22,154	\$3,530	\$2,701	\$6,230	\$28,384	\$1.42

All currency amounts are shown in US dollars. Your cost may vary from this calculation.



Efficiency, Ownership and Operating Costs for Self-Propelled Sprayer

List (purchase price)	\$164,773
sprayer	174 hp
Size of boom	90 feet
Speed	15 mph
Field efficiency	53 %
Field capacity	86.7 acres/hour
Fuel consumption	5 gal/hour
Life	7 years
Salvage value (30%)	\$49,432
Interest, insurance, housing	8%
Fuel price	\$2.50 \$/gallon
Labor price	\$10 per hour
Hours per day	14

Spracoupe 7660

Standard configuration includes:

- 725 gallon Product Tank
- Hydraulic axle adjust
- Radar speed sense
- Full boom breakaway
- \$163,010 base price

Optional 90-foot boom with 18-foot breakaway tips

- \$1,723 additional cost to base price

Field efficiency calculated on assumption of:

- Tank drawdown of 700 gallons
- Refill in the field with remote pump and chemical induction
- 15-minute reload time

<u>Treated acres/year</u>	<u>Days</u>	<u>Ownership \$/year</u>	<u>Fuel and Lube \$/year</u>	<u>Labor \$/year</u>	<u>Total Oper \$/year</u>	<u>Total Costs \$/year</u>	<u>Total cost \$/acre</u>
1,000	0.8	\$22,154	\$166	\$127	\$293	\$22,446	\$22.45
2,000	1.6	\$22,154	\$331	\$254	\$585	\$22,739	\$11.37
3,000	2.5	\$22,154	\$497	\$381	\$878	\$23,032	\$7.68
4,000	3.3	\$22,154	\$663	\$507	\$1,170	\$23,324	\$5.83
5,000	4.1	\$22,154	\$829	\$634	\$1,463	\$23,617	\$4.72
6,000	4.9	\$22,154	\$994	\$761	\$1,756	\$23,909	\$3.98
7,000	5.8	\$22,154	\$1,160	\$888	\$2,048	\$24,202	\$3.46
8,000	6.6	\$22,154	\$1,326	\$1,015	\$2,341	\$24,495	\$3.06
9,000	7.4	\$22,154	\$1,492	\$1,142	\$2,633	\$24,787	\$2.75
10,000	8.2	\$22,154	\$1,657	\$1,268	\$2,926	\$25,080	\$2.51
11,000	9.1	\$22,154	\$1,823	\$1,395	\$3,218	\$25,372	\$2.31
12,000	9.9	\$22,154	\$1,989	\$1,522	\$3,511	\$25,665	\$2.14
13,000	10.7	\$22,154	\$2,155	\$1,649	\$3,804	\$25,957	\$2.00
14,000	11.5	\$22,154	\$2,320	\$1,776	\$4,096	\$26,250	\$1.88
15,000	12.4	\$22,154	\$2,486	\$1,903	\$4,389	\$26,543	\$1.77
20,000	16.5	\$22,154	\$3,315	\$2,537	\$5,852	\$28,006	\$1.40

All currency amounts are shown in US dollars. Your cost may vary from this calculation.



Efficiency, Ownership and Operating Costs for Self-Propelled Sprayer

List (purchase price)	\$172,271
sprayer	165 hp
Size of boom	80 feet
Speed	15 mph
Field efficiency	53%
Field capacity	77.1 acres/hour
Fuel consumption	5 gal/hour
Life	7 years
Salvage value (30%)	\$51,681
Interest, insurance, housing	8%
Fuel price	\$2.50 /gallon
Labor price	\$10 per hour
Hours per day	14

John Deere 4630

Standard configuration includes:

- 600-Gallon Product Tank
- Rigid boom with 6-foot breakaway tips
- \$167,509 base price

Options added to be equivalent to standard Spracoupe:

- Hydraulic track adjust at \$3,768 added cost
- Radar Speed Sensor at \$994 added cost

Field efficiency calculated on assumption of:

- Tank drawdown of 575 gallons
- Refill at the field with remote pump and chemical induction
- 14-minute reload time

<u>Treated acres/year</u>	<u>Days</u>	<u>Ownership \$/year</u>	<u>Fuel and Lube \$/year</u>	<u>Labor \$/year</u>	<u>Total Oper \$/year</u>	<u>Total Costs \$/year</u>	<u>Total cost \$/acre</u>
1,000	0.9	\$23,162	\$186	\$143	\$329	\$23,491	\$23.49
2,000	1.9	\$23,162	\$373	\$285	\$658	\$23,820	\$11.91
3,000	2.8	\$23,162	\$559	\$428	\$987	\$24,149	\$8.05
4,000	3.7	\$23,162	\$746	\$571	\$1,317	\$24,479	\$6.12
5,000	4.6	\$23,162	\$932	\$713	\$1,646	\$24,808	\$4.96
6,000	5.6	\$23,162	\$1,119	\$856	\$1,975	\$25,137	\$4.19
7,000	6.5	\$23,162	\$1,305	\$999	\$2,304	\$25,466	\$3.64
8,000	7.4	\$23,162	\$1,492	\$1,142	\$2,633	\$25,795	\$3.22
9,000	8.3	\$23,162	\$1,678	\$1,284	\$2,962	\$26,124	\$2.90
10,000	9.3	\$23,162	\$1,865	\$1,427	\$3,292	\$26,454	\$2.65
11,000	10.2	\$23,162	\$2,051	\$1,570	\$3,621	\$26,783	\$2.43
12,000	11.1	\$23,162	\$2,238	\$1,712	\$3,950	\$27,112	\$2.26
13,000	12.0	\$23,162	\$2,424	\$1,855	\$4,279	\$27,441	\$2.11
14,000	13.0	\$23,162	\$2,611	\$1,998	\$4,608	\$27,770	\$1.98
15,000	13.9	\$23,162	\$2,797	\$2,140	\$4,937	\$28,099	\$1.87
20,000	18.5	\$22,154	\$3,729	\$2,854	\$6,583	\$28,737	\$1.44

All currency amounts are shown in US dollars. Your cost may vary from this calculation.



SUMMARY OF SC 7460/7660 VS. JD 4630

SpraCoupe 7460 and **7660** self-propelled sprayers have several advantages over the new John Deere 4630:

- **SpraCoupe** mechanical drive system provides superior performance and efficiency when compared to the hydrostatic drive system on the John Deere 4630.
- **SpraCoupe** offers more boom length options than the John Deere 4630. **SpraCoupe** booms are equipped with longer tip breakaway sections as well as full boom breakaway capability. John Deere 4630 booms are rigid except for the 6-foot breakaway tips.
- **SpraCoupe 7460 and 7660** sprayers have substantially more product capacity while machine weight is roughly equivalent. This gives SpraCoupe a definite edge in overall productivity, allowing more acres per fill/spray cycle without a proportional penalty in the machine weight.
- Our productivity advantage can be greatly enhanced when a **SpraCoupe 7000 Series** is equipped with the optional 90' boom. When configured this way, a SpraCoupe 7000 Series machine is capable of covering even more acres in less time when compared to the John Deere 4630.
- Deficiencies in the John Deere 4630 "base" machine require costly options to bring it up to the same level as a comparable **SpraCoupe 7000 Series**. The end result is an adjusted MSRP that favors **SpraCoupe**.
- The inherent simplicity of the **SpraCoupe** design offers an efficiency advantage gained through increased reliability and simplified maintenance.

Efficiencies of cost, time, operation, and maintenance add up to a substantial advantage in profitability. While the John Deere 4360 is a worthy competitor, the **SpraCoupe 7000 Series** still deserves its well-earned place of dominance in the less than 800-gallon self-propelled sprayer market.