

# AMERICAN INCENUITY

## Doing Its Duty, Utility Vehicle Amazes At Home And Abroad



Courtesy of U.S. Marine Corps

**Time and again, the powder coated finish on the Gator proves tougher than the harsh conditions it faces.**

(NAPSA)—An off-road vehicle best known for its use on golf courses, gardens and farms got a different kind of workout in the months after September 11—and gave new meaning to the term “strong to the finish.”

The John Deere Gator® has proven to be an invaluable ally on Afghanistan battlefields, as well as at the cleanup sites in New York and Washington. Amidst extraordinarily harsh conditions, these off-road utility vehicles emerged virtually unscathed, thanks to a high-tech powder coated finish.

Powder coating is an extremely durable, long-lasting finish that stands up to extreme temperatures, harsh weather, salty air and UV rays, as well as fertilizers and chemicals. Winter temperatures in Afghanistan commonly plunge to 40 degrees below zero with bitter winds and blizzard conditions, while rugged terrain

and the hostile rigors of warfare are ever present. At Ground Zero in Manhattan and at the Pentagon, Gators hauled tons of rubble inside a danger zone filled with toxic chemicals, pockets of fire, fallen steel and collapsing debris.

Despite these extremes, the tough powder coated finish passed its test and preserved the Gators' exterior.

Powder coated surfaces are more resistant to chipping, scratching, fading and wearing than other product finishes. “It provides a product with a tough exterior finish,” says Greg Bocchi, executive director of The Powder Coating Institute. “No other finish offers this level of durability.”

Powder coating is found on thousands of parts and products, from appliances to motorcycles to furniture to cars to rugged outdoor equipment like the Gator.

To learn more, visit the website [www.powdercoating.org](http://www.powdercoating.org).