

4Rivers Equipment Named Newest Trimble Technology Outlet

John Deere Dealer Now Providing Trimble Technology to Customers Across Colorado, New Mexico and Parts of Texas

WESTMINSTER, Colo., Oct. 2, 2025 /PRNewswire/ -- [Trimble®](#) today announced Greeley, Colorado-based [4Rivers Equipment](#) as the newest Trimble Technology Outlet. 4Rivers will now sell Trimble grade control, site positioning systems and correction services technology directly to customers using John Deere construction equipment. Trimble technology from 4Rivers includes the [Trimble Works Subscription](#) bundles, offering contractors simple, low risk ways to scale operations, providing flexibility in selecting and utilizing the right civil construction technology, hardware coverage and price point for their business needs.

Trimble Technology Outlets are a new and important part of Trimble's civil construction distribution strategy. By adding authorized resellers representing a wide variety of manufacturers to the Trimble distribution channel, it is easier for users of a wide range of machine types to purchase, install and utilize Trimble technology for improved jobsite productivity and profitability.

"4Rivers has earned a reputation for integrity, respect and a commitment to finding solutions to their customers' challenges for nearly 100 years, and we are excited to announce that those solutions now include Trimble technology," said Ron Bisio, senior vice president, field systems at Trimble. "The goal of our expanded distribution network is to make it easier for customers of all machine types to integrate Trimble technology into their workflows, and we look forward to working with 4Rivers to make this vision a reality for their customers."

As an authorized Trimble Technology Outlet, 4Rivers will offer Trimble grade control solutions — including site positioning systems and correction services — to customers in Colorado, New Mexico and the El Paso, Texas area. 4Rivers customers can expect to receive the same superior level of support, including installation, service and training, of which the Trimble dealer channel is known to deliver.

"Our John Deere customers have been wanting easier access to Trimble technology, and we are pleased that we can finally meet this demand," said Danny Bratton, general manager at 4Rivers Equipment. "We know that grade control, site positioning and correction services technology helps improve accuracy, productivity and profitability on construction jobsites, and we are excited to offer these benefits to our customers through the use of Trimble solutions."

For more information, visit <https://4riversequipment.com>.

About Trimble

Trimble is a global technology company that connects the physical and digital worlds, transforming the ways work gets done. With relentless innovation in precise positioning, modeling and data analytics, Trimble enables essential industries including construction, geospatial and transportation. Whether it's helping customers build and maintain infrastructure, design and construct buildings, optimize global supply chains or map the world, Trimble is at the forefront, driving productivity and progress. For more information about Trimble, visit: www.trimble.com.

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