

## Brooks Tractor Incorporated Named Newest Trimble Technology Outlet, Serving Customers in South and Eastern Wisconsin

*Brooks Tractor to offer and support Trimble grade control, site positioning and correction services for John Deere equipment*

**WESTMINSTER, Colo., March 24, 2026**— [Trimble](#) today announced [Brooks Tractor Incorporated](#) as the newest Trimble Technology Outlet. Brooks Tractor will now sell Trimble® grade control, site positioning systems and correction services technology directly to customers using John Deere earthmoving equipment, including dozers, excavators, motor graders, mini-excavators and compact track loaders, as well as Deere, Level Best and Worksaver attachments.

Trimble Technology Outlets are an 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 becomes easier for users of various machine types to purchase, install and utilize Trimble technology for improved jobsite productivity and profitability. As an authorized Trimble reseller, Brooks Tractor now sells Trimble technology directly to its customers throughout its territory served by seven locations across Wisconsin.



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“We want to simplify the path for civil contractors to leverage the power of Trimble machine control, site positioning and correction services, regardless of machine type or manufacturer,” said Ron Bisio, senior vice president, field systems at Trimble. “Just like Trimble, Brooks Tractor is known for its dedication to technology and support. Making Trimble technology available for John Deere, Level Best and Worksaver brands means Brooks Tractor customers will be able to reach new levels of accuracy, jobsite efficiency and profitability.”

Brooks Tractor customers can expect to receive the same superior level of support, including installation and training, for which the Trimble dealer channel is known.

“Our mission has been built on a tradition of excellence for 80 years. We are continuously driven to set new standards and provide the best possible technology solutions for our customers, and we are excited to announce this now includes the sales and support of Trimble technology for Deere equipment,” said Lew Brooks, president at Brooks Tractor. “We know that being part of Trimble’s global dealer network will help our customers streamline their workflows, make better, data-driven decisions and improve productivity and profitability on the jobsite. We are thrilled to add the trusted Trimble brand to the portfolio of products and services we provide.”

For more information, visit <https://www.brookstractor.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](http://www.trimble.com).

### About Brooks Tractor Incorporated

Brooks Tractor Inc. is Wisconsin’s premier construction, positioning, and tree service equipment dealer, featuring John Deere®, Rubble Master, Bandit Industries, Merlo, Thunder Creek, Trimble, Topcon, and many other quality brands you have come to know and trust. Our mission at Brooks Tractor is to partner with our customers to provide the most cost effective, technology driven equipment solutions. We strive to deliver that every day. Whether in our shop or in the field, our seven locations are here for you.

For further information: Media Contact: Strategic Communications Trimble Inc. [pr@trimble.com](mailto:pr@trimble.com)

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<https://news.trimble.com/Brooks-Tractor-Incorporated-Named-Newest-Trimble-Technology-Outlet-Serving-Customers-in-South-and-Eastern-Wisconsin>