

James River Equipment Named Newest Trimble Technology Outlet, Serving Customers in Mid-Atlantic

James River to offer and support Trimble grade control, site positioning and correction services for John Deere equipment

WESTMINSTER, Colo., May 7, 2026— [Trimble](#) today announced [James River Equipment](#) as the newest Trimble Technology Outlet. James River 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 and Level Best 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, James River now sells Trimble technology directly to its customers in the mid-Atlantic region, including North Carolina, Virginia, Washington DC, Maryland and parts of West Virginia, Delaware and South Carolina.

“We are pleased to announce the addition of James River Equipment to our growing roster of Trimble Technology Outlets,” said Ron Bisio, group president, field systems at Trimble. “It is our goal to make it as easy as possible for civil construction contractors to take full advantage of the increased productivity, profitability and jobsite efficiency Trimble technology provides, regardless of machine make or model. We look forward to working with the James River team to deliver our solutions to their John Deere and Level Best customers throughout the mid-Atlantic region.”

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

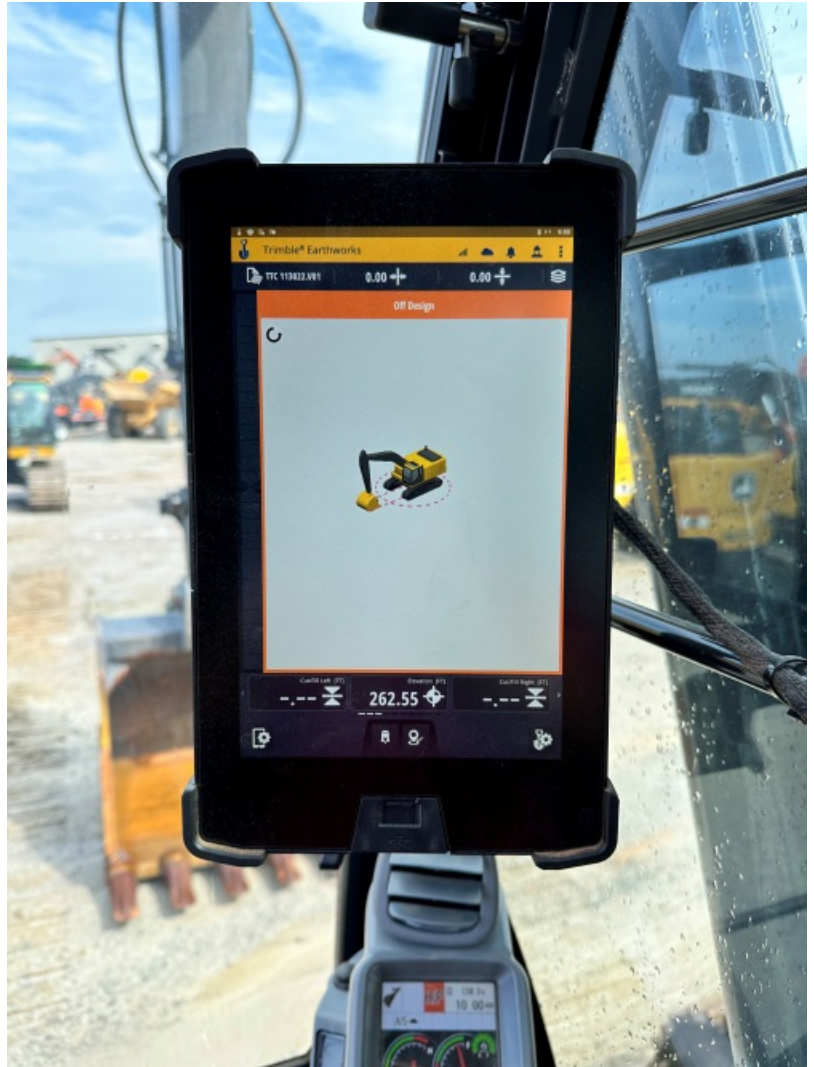
“Our commitment to technology is rooted in our desire to help our customers win more jobs and then to complete them faster and more profitably, and we know that being part of the Trimble ecosystem will help our customers reach those goals,” said Terry Thomas, president at James River. “We pride ourselves on technology installation, support and training and we look forward to working with our John Deere customers to integrate Trimble technology into their workflows.”

For more information, visit <https://www.jamesriverequipment.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.

About James River



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The mission of James River Equipment is to improve the lives of our customers, business partners, and employees through our constant pursuit of excellence as a John Deere dealer. We strive to be the employer of choice by providing career growth opportunities, stability, and longevity for generations to come. By delivering value to our stakeholders with long term strategies for growth and profitability, we offer innovative solutions to customers, employees, and manufacturers that create value for their lives and businesses. All with respect and humility while maintaining our integrity and commitment to excellence. For more information about James River Equipment, visit www.jamesriverequipment.com.

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For further information: pr@trimble.com

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