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**East Coast Equipment, Quality Equipment merge into 27-location dealer group**

FUQUAY-VARINA, NC – East Coast Equipment and Quality Equipment, two John Deere dealerships with similar roots in communities throughout North Carolina and Virginia, have joined in a merger. The combination of these companies will broaden each entity’s ability to maximize service to homeowners, landscapers and farmers – together.

The new organization, which will retain the name, “Quality Equipment,” will use its combined strengths to provide the best products and services to current and future customers, according to CEO Bryan Dobson.

“The merged company will offer a much larger selection of new and used equipment,” Dobson said. “This larger inventory will provide greater variety and faster availability to meet the specialized needs of agricultural, commercial, and residential customers.”

The larger trade area and increased customer diversity will also result in better value for customers trading and buying pre-owned equipment. Enhanced parts inventory availability will be a benefit to customers in every location, and the combined staff will contribute to more specialized training in Quality’s service departments.

The company also offers a new customer call center, which will provide reliable phone support for Precision Agriculture customers. To reach this hotline, call (252) 888-2166.

With 27 locations, the organization will now serve much of North Carolina, from Polkton and Burlington to the coast. It also has one Virginia store, located in Chesapeake. The headquarters of the new company will be located in Fuquay-Varina, N.C., and will support 525 employees. In addition to Dobson, the company leadership includes Greg Morgan (COO), Stan Bowers (CFO), and James Lucas (Aftermarket Director).

“Our customers are our number one priority,” said Bowers, “and we are committed to ensuring that they continue to receive the same support and service that they have received from us – both Quality and East Coast – for over a decade.”

“With our combined knowledge and resources,” Morgan added, “we will be able to serve you better than ever. We are excited for this opportunity to earn your business by providing the best product selection, parts availability, and service support in our industry.”

For more information, please visit [www.QualityEquip.com/about-us/](http://www.QualityEquip.com/about-us/)merger.

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*About Quality Equipment, LLC*

*East Coast Equipment, LLC was formed in 2005 by a group of six (6) individual John Deere dealer organizations. Before the merger, East Coast Equipment was made up of 13 store locations east of Interstate 95. The former entity of Quality Equipment, LLC was formed on in 2007 through the merger of five (5) separate John Deere dealer organizations and continued to grow to include 14 locations. Both companies offered – and will continue to provide – equipment, parts and service for John Deere products, as well as other lines, such as Stihl, Amadas, KMC, Unverferth, Tiger/Alamo, Krone, Kuhn, and Bush Hog.*

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