

## 21st Century acquires MV Equipment stores

Written by Holyoke Enterprise

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When calling what used to be MV Equipment in Holyoke, one hears the telephone greeting, "21st Century Equipment."

As of Oct. 3, 21st Century Equipment, a regional John Deere dealership group headquartered in Bridgeport, Neb., announced the acquisition of MV Equipment, a John Deere dealership organization with five locations in eastern Colorado.

This acquisition extended the 21st Century brand to the Colorado towns of Sterling, Burlington, Yuma, Wray and Holyoke.

"We are very excited to increase our presence on the eastern Colorado plains and strengthen these new locations with our four existing operations in the same area," said Owen Palm, CEO of 21st Century Equipment.

"At 21st Century Equipment, we are focused on reducing our customer's risk, improving their profitability and increasing their competitive advantage in this rapidly changing agricultural environment. Our goal is simply to make farming easier."

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