

## 16. John Deere Contract

In response to the City Council's direction to Staff to report back with information on the implications of not purchasing original brand equipment and manufactured parts, the staff's report states:

*"Authorized John Deere service centers employ factory-trained and certified technicians who **utilize proprietary diagnostic software, specialized tools, and technical documentation not available to non-authorized vendors.** Some examples of specialized services provided by authorized John Deere service centers include: providing service to the **proprietary Service ADVISOR™ software** that is not available to customers or third party shops".<sup>1</sup>*

Those are key words that exemplify the aim of the "Right to Repair" movement to increase consumer choice and protections. Left unchecked, it has further entrenched monopolies like John Deere, brings with it unfair market practices like stifling competition, drives up costs, squeezes small business, and increases waste.

According to the FTC:

"Even when a warranty does not explicitly require that repairs be performed by the original equipment manufacturer (OEM) using OEM parts, many manufacturers restrict independent repair and repair by consumers through:

- Product designs that complicate or prevent repair;
- Unavailability of parts and repair information;
- Designs that make independent repairs less safe;
- Policies or statements that steer consumers to manufacturer repair networks;
- Application of patent rights and enforcement of trademarks;
- Disparagement of non-OEM parts and independent repair;
- Software locks and firmware updates; or
- End User License Agreements.

Manufacturers explain that these repair restrictions often arise from their desire to protect intellectual property rights and prevent injuries and other negative consequences resulting from improper repairs."<sup>2</sup>

<sup>1</sup>[https://ww2.cityofpasadena.net/2025%20Agendas/Dec\\_15\\_25/AR%2016.pdf](https://ww2.cityofpasadena.net/2025%20Agendas/Dec_15_25/AR%2016.pdf)

<sup>2</sup>[https://www.ftc.gov/system/files/documents/reports/nixing-fix-ftc-report-congress-repair-restrictions/nixing\\_the\\_fix\\_report\\_final\\_5521\\_630pm-508\\_002.pdf](https://www.ftc.gov/system/files/documents/reports/nixing-fix-ftc-report-congress-repair-restrictions/nixing_the_fix_report_final_5521_630pm-508_002.pdf)

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Farmers share a similar plight against John Deere<sup>3</sup>, which reached a crisis in 2017. John Deere continued to fight and then failed to deliver on its promises of giving farmers more control over their equipment. However, the looming threat of restrictive “Right to Repair” regulation aided farmers with securing the right to repair their own John Deere equipment, brokering an MOU in 2023.<sup>4 5 6</sup>

The agreement can serve as an example for local governments like Pasadena to work with equipment vendors to provide more accountability, which will open up opportunities for small business, provide greater flexibility and lower costs.

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Yadi

Pasadena City Council Meeting

December 12, 2025

12. John Deere Contract

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<sup>3</sup>[https://www.warren.senate.gov/imo/media/doc/final\\_-\\_warren\\_letter\\_to\\_john\\_deere\\_reighttorepair.pdf](https://www.warren.senate.gov/imo/media/doc/final_-_warren_letter_to_john_deere_reighttorepair.pdf)

<sup>4</sup><https://www.vice.com/en/article/john-deere-promised-farmers-it-would-make-tractors-easy-to-repair-it-lied/>

<sup>5</sup><https://www.vice.com/en/article/farmers-right-to-repair/>

<sup>6</sup>[https://www.fb.org/files/AFBF\\_John\\_Deere\\_MOU.pdf](https://www.fb.org/files/AFBF_John_Deere_MOU.pdf)