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## **For Immediate Release**

### ***Machinery Pete Launches Premier Online Discussion Platform: Pete's Machinery Talk***

Chicago (July 17, 2017)—Machinery Pete, the most trusted name in farm equipment, announces the launch of Pete's Machinery Talk. This online community is the new go-to destination for farmers, ranchers and equipment enthusiasts to talk about equipment, ask questions and share their farming experiences with one another.

The community-building platform is designed to share knowledge, ask questions and find answers. Already, hundreds of farmers have joined the community to talk equipment and share their farming experiences.

"We felt there was an opportunity in the used farm equipment marketplace to add an experience where farmers can talk to other farmers while doing their shopping and research for used equipment," said Andrea Roberts, Product Manager for Machinery Pete. "Machinery Pete has more than 100,000 followers across social media, and this new platform will help build an even broader community for those who work with and love farm machinery."

With a sleek design and easy sign-up process users become part of the online community in just minutes. Pete's Machinery Talk's user-friendly interface makes it is easy to jump into discussion threads or start one's own topic.

Join the conversation at [discuss.machinerypete.com](http://discuss.machinerypete.com).

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