

Dixie 'Chopper Army' Commands Respect at 2015 EXPO



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✖ Dixie Chopper's "Chopper Army" returned to the [GIE+EXPO in Louisville](#) as the mower manufacturer continued its military-themed marketing campaign throughout the week.

"We introduced Chopper Army last year at the GIE+EXPO with much fanfare and an overwhelmingly positive response from attendees," said Chris Vernon, vice president and general manager of Dixie Chopper. "But Chopper Army is about much more than just tanks and camo. Dixie Chopper has expanded its product portfolio, hired additional staff and increased our coverage in the market. As a result, we've seen significant increases in sales, segment share, brand awareness and dealer confidence."

The Chopper Army theme blanketed both the indoor and outdoor spaces of Dixie Chopper, featuring a real World War II tank, an armored vehicle, a mower parachuting in from the ceiling and a live bald eagle.

Dixie Chopper also played center stage for the GIE+EXPO nightlife, sponsoring rock legends Grand Funk Railroad on Wednesday night. Dixie Chopper brand ambassadors were on hand during the concert to blast out T-shirts and interact with attendees next to another full-size World War II tank.

At GIE+EXPO, Dixie Chopper introduced its new 2016 product line-up, which features several updates and cosmetic enhancements to its existing zero-turn, walk-behind and stand-on models.

Dixie Chopper added several new models to its tried and true [Silver Eagle](#) zero-turn series. The new 72-inch Elite X deck with X-blade technology is now available on the Silver Eagle. With Kawasaki FX and fuel-efficient Kohler EFI engine options, the Silver Eagle can cut up to 6.4 acres per hour.

At the show, Dixie Chopper also announced its exclusive sponsorship with

celebrity Willie Robertson of Duck Commander.

“Dixie Chopper had another successful and exciting year at the GIE+EXPO with the Chopper Army theme, the reveal of our 2016 product line-up, and our new sponsorship with Willie Robertson and Duck Commander,” Vernon said. “The booth traffic and customer engagement exceeded our expectations and we cannot wait to see what 2016 will hold for Dixie Chopper.”