

**A CREATIVE MINDSET
REQUIRES PUTTING
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CUSTOMER'S SHOES,
AND GETTING
YOUR HANDS ON
THE PRODUCT**

Mark McLane Engineering Manager
and Inventor of Woods' Driveline
Lift Assist

Developing the driveline lift assist was actually based on customer requests – to make it easier to hook up to a tractor. At the time I thought, how hard could it actually be? But, then I took a hands-on approach and tried to hook up a rotary cutter. That made all the difference. A creative mindset requires putting yourself in the customer's shoes and getting your hands on the product.



SUPERIOR DESIGN • SUPERIOR DURABILITY • SUPERIOR STYLE