

# Tractor Tuesday Sees Strong Start Ahead of Inaugural Auction

*Since launching, Tractor Tuesday has experienced impressive user growth and is focused on exceeding expectations with its first auction, opening November 11.*

HASTINGS, NE, UNITED STATES,  
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Tractor Tuesday, the innovative online auction platform for agricultural equipment, is thrilled to announce a robust launch, signaling a new era for equipment sales in the farming community. In just its first month since

going live, Tractor Tuesday has surpassed expectations by onboarding over 1,600 verified users, setting the stage for what promises to be an impressive inaugural auction.

“

People expect big things from us, and we're ready to deliver an experience that lives up to the hype.”

*Zach Bosle*

Founded by Zach Bosle, Tractor Tuesday has quickly become the buzz of the agricultural world, with its platform already featuring high-end tractors and planters. The company is currently in the process of expanding its inventory, ensuring that plenty of impressive equipment will be listed in the coming weeks. "The response has been overwhelming," said Bosle. "People are seeing our commercials on TV, and I hear about how excited they are

every day.”

Tractor Tuesday's inaugural auction is generating substantial anticipation within the farming community. It is set to begin on November 11 and conclude on Tuesday, December 17. The company is offering zero commission for sellers and has dropped the buyer's premium to a low 2% for a promotion it has named 2% 2'sday.

As the countdown to the auction begins, Tractor Tuesday is intensifying its marketing efforts. With strategic ad placements on RFD-TV, KRVN, alongside targeted campaigns on social media giants like Facebook and YouTube, as well as industry-specific platforms, Tractor Tuesday is

The logo for Tractor Tuesday, featuring the word "TRACTOR" in a large, bold, black, sans-serif font. The letter "O" is replaced by a stylized black tractor. Below "TRACTOR" is the word "TUESDAY" in a smaller, bold, black, sans-serif font.

Tractor Tuesday logo

ensuring that every potential buyer and seller is aware of this groundbreaking opportunity.

The inaugural auction will utilize Tractor Tuesday's proprietary software, which was designed from scratch to offer an intuitive, efficient, and secure bidding experience tailored specifically for the agricultural equipment sector. "We created this platform to be easier to use and more robust than anything else in the industry," said Bosle. "People expect big things from us, and we're ready to deliver an experience that lives up to the hype."

For more details about Tractor Tuesday, including how to participate in the upcoming auction, visit [TractorTuesday.com](https://TractorTuesday.com) and follow Tractor Tuesday on social media for the latest updates.

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**TRACTOR TUESDAY**

**2% 2'SDAY**

**NO 5% 2% BUYER'S PREMIUM**

- MIDDLEMEN
- COMMISSION
- RESERVE
- SELLING USER DATA

**IT'S 2 GOOD 2 MISS! SIGN UP 2DAY!**  
**(402) 702-2222 tractortuesday.com**

Flyer for 2% 2'sday



**Meet the Management**

Tractor Tuesday has assembled a team of industry professionals who will oversee the strategic growth of the company

**ZACH BOSLE, CEO & CTO**

- 6th generation Nebraska farmer
- Founded Hastings Ag in 2020
- Over 1,600 pieces of machinery sold
- Over \$100M in gross equipment sales
- Strong technical knowledge and background

**JAY LANDELL, BUSINESS DEVELOPMENT**

- Over 30 years of experience in the financial services industry
- Formerly with Ag Resource Management
  - Successfully launched and managed the ARM Premier Products division
  - Directed the field operations across multiple regions

**TROY STICKELS, LICENSING & MARKETING**

- CEO of Hastings Family YMCA
  - Excelled in fundraising & community engagement
  - Drove growth & enhanced organizational impact
- Owner of Nonprofit Fundraising Solutions, LLC
- Former Marketing Manager for Glenwood Telephone

Tractor Tuesday's Management Team

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