



It's Time for Your Winter Service & 42-point Inspection



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SAN ANTONIO, TX
PERMIT 244

Valued Customer,

After discharge from the U.S. Coast Guard following World War II, my uncle, Herbert John "Red" Ewald, Jr., worked for the Lockhart Motor Company, the Ford Car and Tractor dealership in Lockhart, Texas. As a young parts salesman for the dealership, Red became smitten with the dealership owner's daughter, Ruth. However, the owner, Mr. Clark, had other plans for Ruth. He told his daughter Red would never amount to anything and she should look elsewhere for a suitor.

After hearing about the conversation, Red went home to his father and persuaded him to open a Ford tractor dealership in Seguin, Texas. Although Red's convincing argument was of the sound investment a tractor dealership could be, his ulterior motive was to win the hand of Ruth.

On November 1st, 1948, Ewald Tractor Company was born in a rented building on a dirt street near the courthouse in Seguin. For the next 75 years, the Ewald family sold and serviced tractors and equipment in the South and Central Texas area.

Today, I'm proud of the heritage of my family business and I enjoy working with the fine people who are our employees. I have been blessed to steward this 75-year-old company into the future and am thankful of the many opportunities God has given me. I give thanks to all our customers, past, present and future, for their continued loyalty and support.

Not long after opening Ewald Tractor Company, Red married Ruth, had two beautiful daughters and lived a long and fruitful life.

Sincerely,

John
John Ewald



NOVEMBER 2023

Kubota Improves Best-Selling SVL75

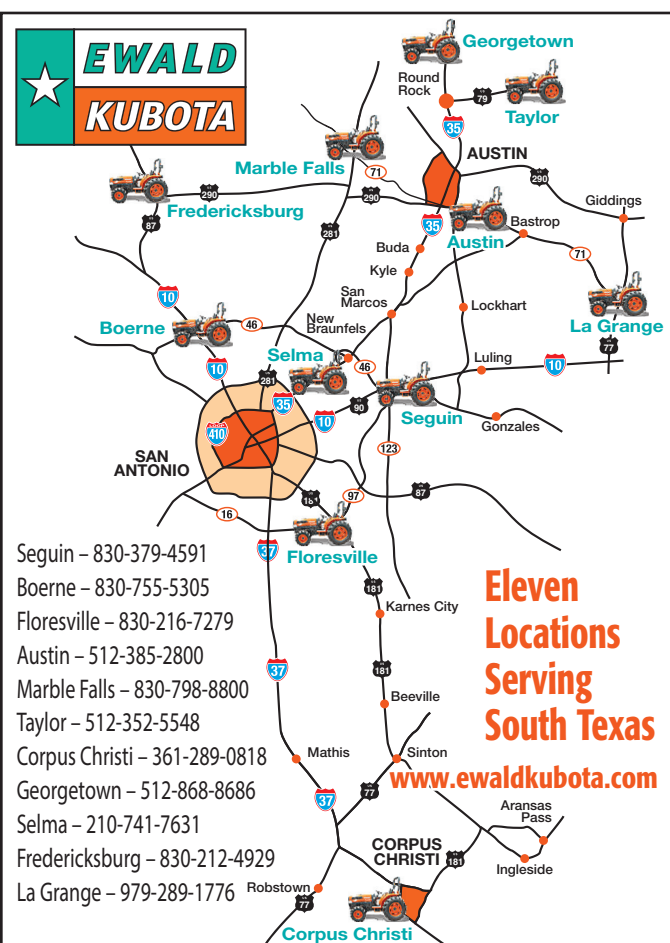
From the most recent time period of May 1st, 2022 to April 30th 2023, Kubota was the top-selling manufacturer of compact track loaders (based on financed sales) in the U.S. with the model SVL75 owning the top position. All indications are Kubota will hold that spot for the foreseeable future with the new, upgraded SVL75-3. Other than the color of the paint, almost everything on the new model has been improved or updated.

The cab is a new one-piece sealed design, optimized to keep dust, debris and water out of the operator station. The new design also improves noise levels and sports Bluetooth connectivity with an in-cab microphone. The number of HVAC vents have been increased and moved to improve cooling, and the controls have been repositioned to improve access.

The new 7-inch color touchscreen control panel shows vital engine functions such as battery charge, hydraulic and engine oil temperature and fuel level. It also serves as a keyless start control pad and is the display for the new, standard rearview camera with 176-degree viewing area.

Finally, the entire engine compartment has been redesigned, with a similar look to the popular Kubota SSV skid-steer machines. The radiator sits on top of the engine and is cooled with a variable-speed, reversible hydraulic fan, and the fuel tank is now incorporated into the door. With this arrangement, access to filters and fluid fill-points is greatly improved.

All these changes ensure the new Kubota SVL75-3 will retain the title of best-selling compact track loader today and into the future.



Seguin - 830-379-4591
Boerne - 830-755-5305
Floresville - 830-216-7279
Austin - 512-385-2800
Marble Falls - 830-798-8800
Taylor - 512-352-5548
Corpus Christi - 361-289-0818
Georgetown - 512-868-8686
Selma - 210-741-7631
Fredericksburg - 830-212-4929
La Grange - 979-289-1776

**Eleven Locations
Serving
South Texas**

www.ewaldkubota.com

ASK ABOUT OUR PACKAGE DEALS!



PFL2042
Pallet Forks



RTA1242
Rotary Tiller



QH05
Quick Hitch



RCR1260
Rotary Cutter



RTA1258
Rotary Tiller



RB2684
Rear Blade



www.ewaldkubota.com



Kubota
SVL75-3



By now you have probably accumulated many hours on your Kubota equipment and, as stated in the operator's manual, there are several maintenance items needing to be addressed. Of course, changing the engine oil is one of the most important. Even if you don't put many hours on your Kubota in a year, engine oil breaks down due to condensation and exhaust contaminants, reducing the protection your equipment needs for longer engine life.

Now is the time to have your Kubota serviced at a great low price, plus receive our complete 42-point inspection as a bonus. No need to bring your Kubota to us; let our technicians come to you. Travel is included in the price of our Winter Service Program.* There is no better way to ensure your equipment is ready for next season than having us service your equipment with factory trained technicians. Please call any of our 11 locations to schedule the Winter Service on your Kubota equipment.



2023/2024 Kubota Winter Service Program

Complete 42-Point Inspection

Including the following:

- ✓ Replace Engine Oil Filter
- ✓ Replace Fuel Filter
- ✓ Change Engine Oil
- ✓ Lubricate Wear Points
- ✓ Check Clutch Adjustment
- ✓ Service Air Filter
- ✓ Adjust Fan Belt



WE WILL COME TO YOU AT YOUR LOCATION

*Travel is included within 30 miles of an Ewald Kubota location. Beyond 30 miles, travel is charged at our standard rate. This offer expires January 31st, 2024. Call for a quote on this service for your Kubota or for other brands of equipment.



Z100	\$320.00
Z200	\$320.00
Z400	\$320.00
Z700	\$320.00
ZG	\$320.00
ZD	\$440.00
RTV G	\$320.00
RTV D	\$449.00
BX, B, LX	\$449.00
L	\$549.00
M	\$600.00



HOURS:
Monday through Friday 8:00 am to 5:00 pm
Saturday 8:00 am to 12 noon

Ownership Simplified

By Stefan Schriewer - Director of Operations

Harnessing the power of technology has revolutionized the owner experience, elevating it to new heights of convenience and efficiency. One tool exemplifying this transformation is the MyKubota App, a digital companion putting a treasure trove of information right at the fingertips of every Kubota owner. With this intuitive application, equipment operators effortlessly access information about their Kubota's performance and maintenance needs. Gone are the days of rummaging through stacks of dusty manuals. The app provides instant access to maintenance schedules and operator manuals, enabling users to keep their equipment in top-notch condition.

However, the benefits of this new technology don't stop there. Enter K-commerce, a new website allowing users to look up, order, and purchase parts online with unparalleled ease. No more unnecessary trips to dealerships or phone orders. With just a few taps, owners can identify the parts they need, place an order and have them delivered right to their doorstep. This streamlined process not only saves time and effort but also ensures downtime is minimized, as replacement parts are swiftly acquired. In a world where time is precious, the synergy of the MyKubota App and K-commerce empowers equipment owners to navigate their needs with unparalleled convenience and transform their ownership experience into a seamless and satisfying journey.

A Generational Legacy of Service

By Stefan Schriewer - Director of Operations

Having the opportunity to witness the 38-year professional journey of my father, Russell Schriewer, offers me unique insight into the man who inspired me to become Director of Operations for Ewald Kubota. In the early days of his career, while working as a technician, I saw the care, love, and respect my dad poured into his work, becoming the cornerstone of the principles later defining his role as the Ewald Kubota, Boerne store manager. His success was rooted in the profound understanding of the intricacies required to keep machinery running smoothly. Simultaneously, he recognized the essential support necessary for employees to navigate their roles successfully.

When my dad moved into a corporate role, the business landscape and equipment evolved, but the core principles and invaluable lessons he learned remained steadfast. What set him apart was not just his technical expertise, but also his unwavering commitment to the well-being of both the equipment and the operators. It's a delicate balance between machinery and human resources, a skill honed over nearly four decades.

In the wake of my father's 38-year term, I am inspired to carry forward his legacy of service. My goal is to maintain the same level of dedication to our employees and customers my father exemplified throughout his career. It's more than a job; it's a commitment to leaving a lasting impact.

As I reflect on his remarkable journey, it's clear that it's not just about a career—it's about leaving behind a legacy of service. A legacy built on 38 years of care, love, respect, and an unwavering dedication to both machines and the individuals who operate them.

Happy retirement Dad. I have big boots to fill.



Continuous Improvement in Our Service Department

By Chris Crain - Corporate Service Manager

Over the past few years, we have strived to make small but meaningful improvements in our service departments. Across all locations, we have experimented with new ideas with which to serve our customers and hopefully improve the customer experience.

As surveys have shown, communication is the number one complaint in service departments across all industries. By using new texting software, we improved our communication with customers and, through this, have shortened the length of time a specific service job takes.

We also added multiple new delivery vehicles and trailers to our fleet. We understand most of our customers are very busy or may not have the means to move their equipment, so we have vehicles and trailers big enough for nearly all Kubota products at every location.

Another area of improvement has been the addition of a dedicated telematics analyst. Kubota released telematics software in several products over a year ago to help customers track units and remotely monitor the vitals of the machine. Owners can also create a geofence around their units alerting them when the unit is moved without their knowledge. Kubota has telematics technology as standard equipment in most construction equipment models and large agricultural tractors. Plans to add this technology to more products are in the works.

We also receive notifications when a unit is due for routine maintenance. Our new telematics analyst will reach out with a text message to notify customers when their machines are due for maintenance. Owners and operators can reply to these messages letting us know they would like us to handle the service, and which location is closest. We will then have that location reach out and work with them to schedule a time to complete the service. Our goal is to make the Kubota ownership experience as easy as possible.