



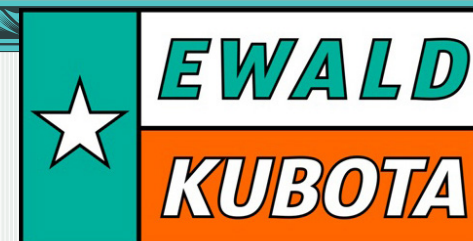
1900 W. IH 10 Seguin, Texas 78155  
www.ewaldtractor.com

## It's Time for Winter Service and **FREE** 42-point Inspection



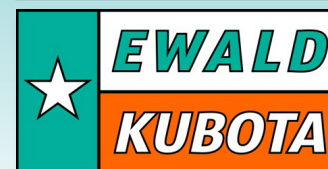
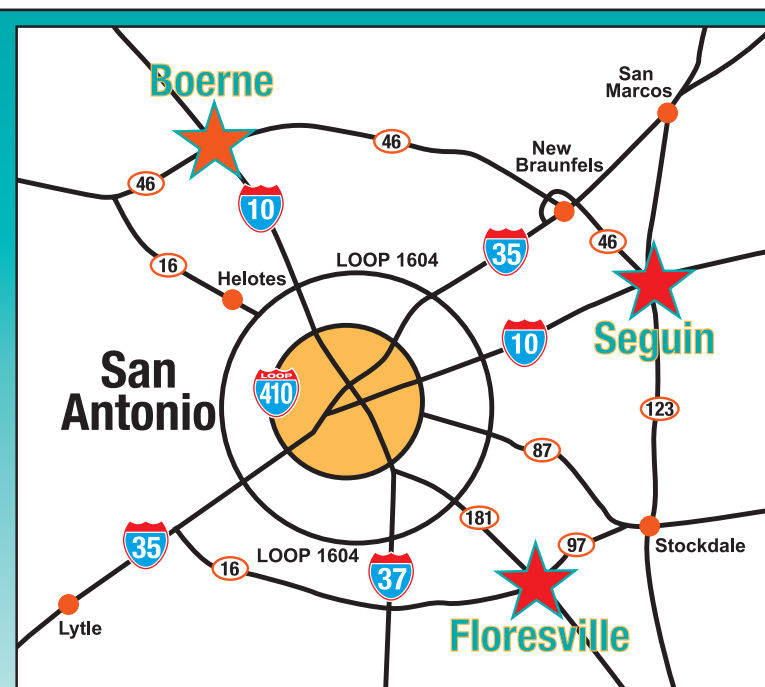
**Look inside to see  
Kubota children's toys.**

PRSRT STD  
U.S. POSTAGE  
PAID  
SAN ANTONIO, TX  
PERMIT 244



### Did you know this about Ewald Tractor?

- Was established in 1948.
- Opened as a Ford tractor dealership.
- Third-generation company ownership.
- Average tenure of employment at Ewald is 18.11 years.
- Three locations . . . and growing.
- Ewald employs 42 people with 42 families.



www.ewaldtractor.com

**3 Locations Serving South Central Texas**

Seguin . . . . . 830-379-4591  
Boerne . . . . . 830-755-5305  
Floresville. . . 830-216-7279

## VALUED CUSTOMER,

I hope you agree Kubota products are reliable and well-made machines meticulously designed and built for their intended purposes. I feel particularly fortunate that we are a dealer for these products because we certainly did not start out that way.

Through the years since our opening in 1948 we have sold various brands of tractors beginning with Ford tractors and equipment. In the late 1970's, looking for smaller horsepower tractors, we added Mitsubishi and later Kioti. In 1989 we added Kubota tractors, not knowing how this manufacturer would shape our future.

In the early 1990's, looking for bigger tractors, we added Case-International. We even had a short stint selling Massey Ferguson and Long tractors. By 1999, when the Ford Tractor name was gone

for good, the number of Kubota tractors sold began to outpace those of New Holland, which had taken over the nameplate of our familiar blue tractors. It was during this time that Kubota really began to expand their offering, with tractor horsepower ranging from the teens up to larger tractors of 90 horsepower. By the early 2000's our Kubota sales had eclipsed all other product offerings by a wide margin. With tractors up to 135 horsepower it became clear that Kubota had all the sizes of tractors we needed for our customer base.

Today, Kubota sells many different products such as lawnmowers, utility vehicles, compact track loaders and mini-excavators. But what is most interesting is the Kubota president's statement he made last year that they would double their sales by 2018. I can tell you that they intend on doing that with an even wider variety of different products.

Next year Kubota will introduce a new hay equipment line. What other new Kubota products will we see in coming years? I don't know, but it sure will be interesting to watch and find out.

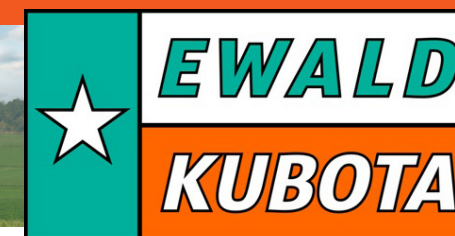
Thank you for your business,

**John**

John Ewald  
Ewald Tractor  
Seguin • Boerne • Floresville



Kubota Ad 1988



NOVEMBER 2013

## New Hay Products Offered by Kubota



Kverneland Mower-Conditioner



In late 2012 Kubota acquired the Kverneland Group, headquartered out of Klepp, Norway. Kverneland is an international agriculture equipment manufacturing company known for developing, producing, and distributing agricultural machinery and services mostly in Europe. However, in the 1980's they found moderate success building disc-mowers under the Viccon moniker for the U.S. market.

Kubota hopes to capitalize on the industry knowledge of Kverneland and introduce a complete hay equipment line for the U.S. market within the next few years. Initially Kubota will offer disc-mowers, tedders and rakes which should be available by the spring of 2014. Other products to come will be round balers and various tillage equipment.



From the Service Department:

## Don't Fear Tier IV Engines

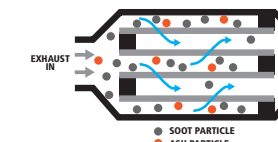
Next year due to government regulation all Kubota tractors above 30 horsepower will have Tier IV (or interim Tier IV) engines as standard equipment. What this means is the engines in these tractors will all have a common rail fuel injection system and a diesel particulate filter to meet emissions goals set forth by the federal government and the California Air Resource Board.

Before you get too excited and exclaim you'll never buy another new diesel engine, remember back to the days when the government first imposed the use of catalytic converters on automobiles. There was a general uprising among the public and particularly automotive purists, claiming the exhaust restriction would rob power and

present long-term damage to a car's engine.

As we all know that never happened and now catalytic converters are so ubiquitous that no one even thinks about them anymore.

### DIESEL PARTICULATE FILTER



We feel certain that as time goes by Tier IV engines will follow the same path, and as technology progresses these engines will become more and more efficient and dependable. Even though the emission mandate causes a significant price increase they will be no less reliable than the engine powering your Kubota product today.



**A GREAT CHRISTMAS GIFT!**  
**KUBOTA Metal  
Toy Tractor**

Look inside for more Kubota toys!

**\$225<sup>00</sup>**

www.ewaldtractor.com





## Winter Service: It's That Time Again!

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 didn't use your Kubota much this year, engine oil breaks down due to condensation and separation, reducing the protection your equipment needs for long engine life.

Now is the time to have your Kubota serviced at a great low price, plus along with our Winter Service, you will 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. Please give us a call at any of our three locations to schedule the Winter Service of your Kubota equipment.

You have already invested in the best equipment. Protect your investment with our **Winter Service Program**.



**FREE BONUS:**  
**Complete**  
**42-Point**  
**Inspection**

Including the following:

- ☒ Replace Engine Oil Filter
- ☒ Replace Fuel Filter
- ☒ Replace Hydraulic Filter(s)
- ☒ Change Engine Oil
- ☒ Lubricate Wear Points
- ☒ Check Clutch Adjustment
- ☒ Service Air Filter
- ☒ Adjust Fan Belt

*You can tackle the day-to-day maintenance on your equipment, but for comprehensive seasonal service and a FREE comprehensive 42-point inspection, rely on the certified Kubota technicians at Ewald Tractor. You've already invested in the best. Keep your equipment running at maximum efficiency.*



**Winter Hours:** (November through February)  
Monday through Friday . . 7:30 to 5:00  
Saturday . . . . . 8:00 to 12 noon

RTV Utility Vehicles.....\$335  
Z Series Mowers.....\$335  
BX and B Series.....\$299  
L Series.....\$345  
M Series.....\$409  
M Series with Cab.....\$439

\*Travel is included to within 30 miles of an Ewald Tractor location. Beyond 30 miles, travel is charged at standard rate. This offer expires January 31st, 2014. Call for a quote for this service on other brands of equipment.



From the Sales Department:

## New Engines Coming

As mentioned earlier, the federal government will require all diesel engines above 30 horsepower to meet interim Tier IV emissions requirements next year. These costly upgrades were mandatory for tractors above 60 horsepower last year but now the bar has been lowered to 30 horsepower for next year. What this means to us in the sales department is the price of our tractors will be going up next year with the introduction of these new tractors.

Because we knew this was coming, we stocked up on our most popular tractors in the 30 to 50 horsepower range to take advantage of the lower price and offer our customers a these tractors for just a little longer. If you are considering purchasing a tractor in the 30 to 50 horsepower range in the next few years, it may be worthwhile to buy that tractor now. They aren't getting any cheaper.



From the  
Parts Department:

## Kubota Toys and Branded Products

If you're looking for a gift this Christmas for your Kubota fan come see our parts department and take a look at some of the new Kubota branded products. We now have many items from which to choose such as grease guns, gloves, tool-boxes and tire gauges all with the great Kubota brand.



Also, after hearing requests for years, we now have reasonably priced Kubota toys for children as well as the familiar pedal tractors we've had for years. Come see our selection in the parts department of your closest Ewald Kubota location.



## One tractor to do it all.

### MX5100

Have a lot of work to do? Finish faster with a reliable, feature-loaded MX5100 from Kubota.

- Turbo-charged 50 HP diesel engine
- 8F/8R synchro-shuttle shift
- Optional performance-matched front loader and backhoe

Built to Kubota's exacting quality standards, the MX5100 may be the only tractor you will ever need!

**Kubota**  
EVERYTHING YOU VALUE

[www.kubota.com](http://www.kubota.com)  
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See back page for your nearest Ewald Kubota location.