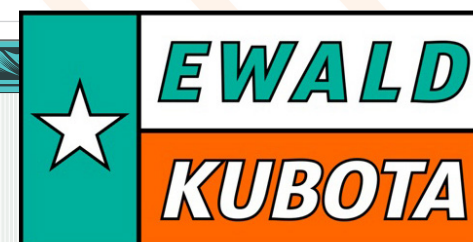




1900 W. IH 10 Seguin, Texas 78155
www.ewaldkubota.com

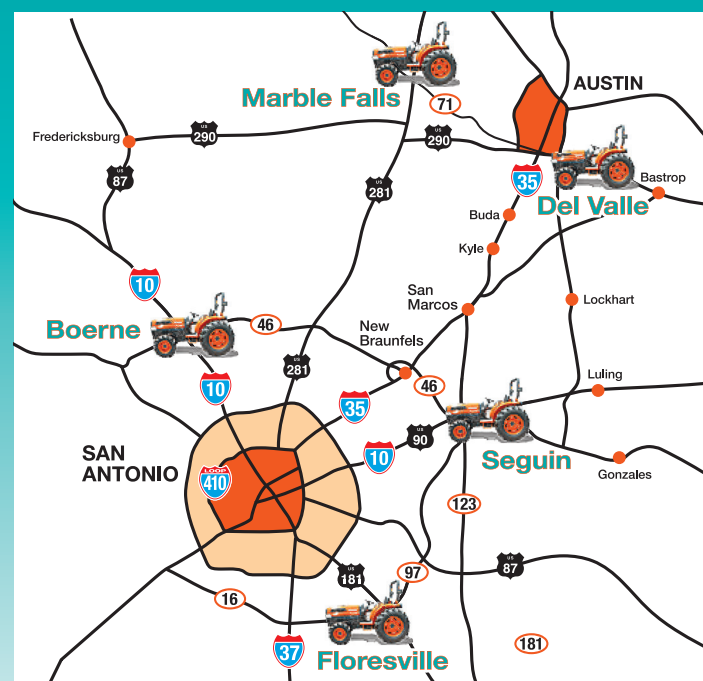
It's Time for Winter Service and **FREE** 42-point Inspection



Did you know Ewald Kubota ?

- Rents Equipment at our Boerne and Austin Stores
- Can offer you great financing for new or used equipment
- Has leasing options for your equipment
- Can offer you an extended warranty before yours runs out
- Has insurance available for your new and used equipment

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



5 Locations Serving South Central Texas

Seguin – 830-379-4591 Boerne – 830-755-5305
Floresville – 830-216-7279 Marble Falls – 830-798-8800
Austin / Del Valle – 512-385-2800

www.ewaldkubota.com

VALUED CUSTOMER,

Every year in this section of our newsletter I get a chance to talk to our customers on subjects I feel are important. This year I'd like to explain how we were so overwhelmed in all our store service departments and how we are making improvements so it won't happen again.

As you can imagine, operating a seasonal business is more difficult than a business where there are few fluctuations in activity throughout the year. Add to that the difficulty of a business where so much of our volume is affected by rainfall and you can see why we ran a backlog in our service departments this past spring.

It is obvious that during a rainy period when you need to mow your lawn, pasture or hay field, other property owners like you have the same need. Clearly, in the middle of winter you don't have the need to use your equipment as often as in a rainy spring. So we do the best we can to staff our business adequately to handle the peaks and valleys, but the burden is on us to work the problem and keep you happy no matter the time of year or amount of rainfall.

This year, due to the above normal rainfall, we were caught off guard by the volume of service work that came to our service departments. For perspective, average rainfall for the months of March through June in our area is usually about 12 inches. In 2015 the San Antonio and Austin airports both recorded roughly 24 inches, greatly affecting our business and at times, making us unable to keep up with demand.

To better handle a rush like this in the future we are implementing a few new policies to help give customers a better experience in our service departments. First, we implemented a better system of reminding our service managers when to call a customer to keep him/her in the information loop. Second, rather than having equipment on our lot waiting in turn for a shop opening, we now give customers the option of continuing to use their equipment until we have an opening (if the issue is non-critical). Third, realizing that roughly half of all service jobs can be diagnosed without disassembly, we are working to speed our parts availability so that when a job enters our service shop, the parts for that job are already in stock. And finally, for 2016 we will utilize more on-site field service trucks and technicians for more immediate response time to our commercial, construction and industrial customers.

So you can see we are working hard to improve the service we provide to our customers. Regardless of how good our sales experience can be, it is through our service department that we are most often judged by our customers and competitors. That is why we must continuously strive to improve the overall customer experience you receive.

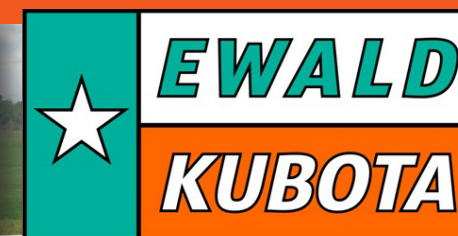
Thank you for your business,

John

John Ewald

Ewald Kubota, Inc.

Seguin • Boerne • Floresville • Austin • Marble Falls



NOVEMBER 2015



Ag Registration Number must be Renewed by Dec. 31, 2015

Texas law requires businesses to charge sales tax on all sales unless a person claims an exemption by showing his/her Agricultural and Timber Exemption Registration Number. If you have one of these numbers (usually printed on a business card size paper) it will expire on December 31st of this year, 2015. Even if you just received your number this year you still have to renew it by December 31st. The Texas Comptroller's office will send "how to renew" letters directly to persons already registered with them as well as updating their website with this information.

We at Ewald Kubota cannot accept Ag Registration Numbers without a new expiration date after January 1st, 2016. Once we verify a customer has a new expiration date we will update our system with that information for use with future purchases.

The best renewal method will be online which will immediately obtain a confirmation letter. We have a link to the Texas Comptroller site for renewal at our website www.ewaldkubota.com.

Kubota Broadens Its Product Line

Kubota Tractor Corporation is following through on its commitment made in 2009 by then president, Ken Kitao, when he announced intentions to double the size of the company with new products in new markets. Available for sale in 2016 will be the new SSV-Series Skid Steer Loader with two models to



meet the needs of customers in the construction, rental and agriculture segments. Also available this spring will be Kubota's entry into higher horsepower markets with their new M7 Series tractors with up to 170 horsepower and deluxe features like a power shift transmission and in-cab hydraulic flow control. Kubota's new M7-Series tractors are designed for a variety of agricultural uses including hay production, dairy and cattle operations. The introduction of these new tractors coincides with their roll-out of even more hay equipment such as larger round balers and disc mower conditioners.

What else does Kubota have coming? Rumors and speculation say more offerings in the utility vehicle line-up are likely, such as a more advanced four-seat model and possibly a sport model RTV with greater speed and agility.



CHRISTMAS SPECIAL!
KUBOTA METAL TOY TRACTOR \$239⁰⁰

www.ewaldkubota.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.

2015/2016 Kubota Winter Service

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



RTV's.....	\$339
Z Diesel Series.....	\$349
Z Gas Series.....	\$289
BX and B Series.....	\$299
L Series.....	\$339
M Series, no Cab	\$399
M Series, w/ Cab.....	\$449

*Call the service department for prices on construction equipment.

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 five locations to schedule the Winter Service of your Kubota equipment.



Consider Field Service

If you have a business where equipment down time means lost revenue, consider calling one of our field service technicians for your repairs. Occasionally when our service departments are busy it can take several days before we can get your equipment in our shop. Our expert field service technicians can be on site to get your equipment back up and running, often the same day. Save valuable time and money rather than transporting equipment to one of our service centers. Keep your project on schedule with less equipment downtime by keeping our phone number handy.



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

*Travel is included to within 30 miles of an Ewald Kubota location. Beyond 30 miles, travel is charged at standard rate. This offer expires January 31st, 2015. Call for a quote for this service on other brands of equipment.



From the Service Department:

Bad Fuel is the Problem

Every month we in the service department see many fuel-related problems with our customers' engines, and the number of these problems seems to be growing. We believe much of this is related to the quality of the fuel available today and the reduced shelf-life of the fuel we buy. Some of this life-span reduction is due to the increased amount of ethanol in both gasoline and diesel. This ethanol causes water molecules already in the fuel mixture to chain together and settle to the bottom of the tank. The water is a bad enough problem, but if left in a tank too long, algae grow between the diesel and water causing even more problems.

The solutions to these problems are easy but require more input than what many people are accustomed. For instance, since the shelf-

life of modern day gasoline is less than 30 days; it is best not to leave gasoline in the carburetor of any small engine-powered equipment for more than a few weeks. It is also wise to empty the fuel tank before long-term storage. Also, for both gas and diesel engines, check for water in the clear glass or plastic fuel bowl found on the side of your engine. If you have water there, chances are you have water in your tank as well. Finally, if you store fuel in a bulk storage tank, empty and flush the tank at least once a year to remove water and debris.

By doing a little preventive maintenance and practicing care with your engines, you can reduce the likelihood of having to come to us in the service department. While we love seeing our customers, we would much rather see you happy with a healthy engine. – Justin Gay



From the Sales Department:

The Importance of Insurance

Much of the equipment we sell is financed by the purchaser through Kubota Credit Corporation or some other lending institution. These lenders require the equipment to be insured during the life of the loan. Many times, after the loan is paid, people allow their insurance policies to lapse leaving their equipment uninsured. We recently had a customer whose tractor caught fire and was substantially damaged. Unfortunately he had no insurance and was responsible for the equally substantial repair bill. We also hear many sto-

ries every year of customers having their equipment stolen or vandalized.

Another reason to keep insurance on your equipment is for the coverage you receive if you accidentally damage it during use. Often our customers are pleasantly surprised to hear the cosmetic damage that just tends to happen is covered under their insurance policies.

Please keep a minimal policy on your Kubota equipment. You never know when you might need it. – Jim Dietert



From the Parts Department:

Give Us Your Digits – www.kubota.com

Every day in the parts department we work with people looking for parts for their old equipment. If they bought the equipment from us, most of the time, we have records of model and serial numbers. However, often the equipment was bought elsewhere or is just so old the customer has no record of it.

If you are one of the custodians of these old tractors, implements or equipment, please do what you can before you come in to locate identification tags with model and serial number data. Even if the paint is rusted and the decals are gone, little aluminum identification tags can be found with the applicable numbers we need to find parts. It's easy to assume we'll have the blades, bearings or seals you need, but without substantial evidence of the model, we're just guessing, which often results in inaccurate orders and upset customers.

So please, help us help you, and bring in the model and serial numbers of your equipment. In the long run it's better for both of us. – Bob McCallister



FIND CHRISTMAS TOYS FOR YOUR KUBOTA KID AT EWALD KUBOTA!
See back page for your nearest Ewald Kubota location.