

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

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

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

Seven Locations Serving South Texas

Seguin – 830-379-4591
 Boerne – 830-755-5305
 Floresville – 830-216-7279
 Marble Falls – 830-798-8800
 Austin – 512-385-2800
 Corpus Christi – 361-289-0818
 Taylor – 512-352-5548

www.ewaldkubota.com

ORANGE OPPORTUNITY SALES EVENT

Opportunity is knocking—save on Kubota's versatile SSV Series skid steer loaders today!

\$0 Down, 0% APR Financing for 60 Months*

*\$0 down, 0% APR financing for up to 60 months on purchases of select new Kubota SSV Series equipment from participating dealers. In-stock inventory is available to qualified purchasers through Kubota Credit Corporation, U.S.A., subject to credit approval. Some exceptions apply. Example: 60 monthly payments of \$16.67 per \$1,000 financed. Offer expires 12/31/17. See us or go to www.kubotausa.com for more information. Optional equipment may be shown.

Kubota

KubotaUSA.com

Valued Customer,

For the year 2017 my best description would be “letting the dust settle”. As you recall, the addition of stores in Taylor and Corpus Christi in 2016 caused quite a disturbance to our everyday business of selling and maintaining equipment. In 2017 our goal was to get back to our core business and let all our new people settle into their new surroundings.

2017 began with an unusually mild winter and early warm spring. We started off with a bang but business quickly fell off due to a lack of rain. Even though we have had recent rains, from March 1st through August 31st the San Antonio and Austin area had less than one inch of rain per month. It wasn't until hurricane Harvey came in early September that we were relieved of our six-month drought at the expense of many damaged homes and property along the coastline.

Fortunately our business has changed enough over the years that we are not as dependent on rain as we once were when my father and grandfather were at the helm. Our growing sales of construction equipment and utility vehicles have helped us withstand adverse weather better than we did in the past. And for that I am thankful.

Thank you for your business,

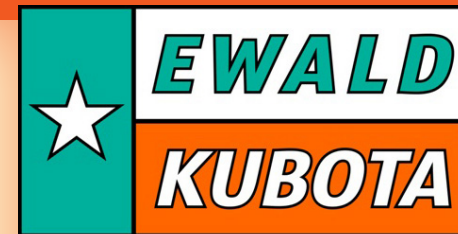
John

John Ewald

Ewald Kubota, Inc.

Seguin • Boerne • Floresville • Austin
Marble Falls • Corpus Christi • Taylor

NOVEMBER 2017



Ewald Kubota Opens Stand-Alone Rental Store

Branching out from sales and service of Kubota and other branded products, earlier this year Ewald Kubota opened a new stand-alone rental store in New Braunfels. Working from experience gained with rental equipment at their Boerne and Austin locations, the New Braunfels rental store was a natural fit for the growing area.

“To really be successful in the rental business we knew we had to have a separate identity with a completely different store. All we do at the New Braunfels store is rent equipment—that is the sole purpose of that location” said John Ewald, owner.

New Braunfels native Bridget Cate is the manager of the store with many years of experience in the rental business. The Ewald rental store rents Kubota construction equipment such as skid-steer loaders and mini-excavators as well as other products such as scissor-lifts, boom-forklifts and light towers.

Kubota Introduces New Sport RTV for 2018

At the annual dealer meeting in October in Phoenix, Kubota unveiled their highly awaited “sport” model utility vehicle. The new RTV-XG850 Sidekick offers an 851cc gas engine with electronic fuel ignition and idle speed control. The transmission is a two range CVT-Plus type transmission with a one way clutch for descending down hills. The new steering system offers speed sensitive electronic power assist, fully independent suspension, 40 mph top speed and comes equipped with a new feature that limits speed to 15 mph when the operators seat belt is not coupled. Color options include Kubota-orange, camo, hunter-green and black w/graphics. The base model starts at \$13,629 MSRP. Shipments are expected to begin in spring 2018.



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Winter Service: It's That Time Again!

By now you probably have 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.

2017/2018 Kubota 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



RTV Utility Vehicles.....	\$349
Z Series Mowers.....	\$359
BX and B Series.....	\$309
L Series.....	\$349
M Series	\$415
M Series, w/ Cab.....	\$469

*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 seven 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. Keep your project on schedule with less equipment down-time by keeping our phone number handy.



Winter Hours: (November through February)
Monday through Friday 7:30 am to 5:00 pm
Saturday 8:00 am 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, 2017. Call for a quote for this service on other brands of equipment.



Gasoline Tractors Making a Comeback?

Kubota manufactures engines for use all over the world; however, if they want to continue selling engines in Europe they will have to meet the new European Stage V emission regulations requiring diesel engines of almost any size to have a diesel particulate filter (DPF). In the United States, our Tier 4 regulations allow engines with less than 25.5 horsepower to run without a DPF but if history is our guide, the U.S. will soon adopt similar regulations as the European Union and require all diesel engines to meet new Tier 5 regulations.



From the Sales Department:

Package Deals and Skid-Loaders

On October 1st Kubota sent out their fourth quarter programs and, I must say, they have really gotten aggressive on compact tractors. Right now we're selling compact tractors at almost the same sales prices we did ten years ago. No kidding. The sales team and I put together some pretty good package deals on our website, so if you've been thinking about upgrading your tractor, you might want to check them out.

In the construction world Kubota is continuing to make tremendous gains with their compact machinery. Kubota has had the best-selling compact excavator for years but now their skid-loaders and track-loaders are really making waves. We've sold a few hundred of these units and I can tell you... customers love them. If you're in a business that uses this equipment, you owe it to yourself to give Kubota a test drive.

— Austin Gay, Sales Manager

Coincidentally, Kubota recently announced their new WG line of gasoline powered engines which they claim offer RPM and torque bands equivalent to diesel engines of the same size. Kubota has made no announcement of their intent to make a gasoline powered tractor yet, but I would bet if the U.S. adopts the already defined Tier 5 regulations, a Kubota gasoline tractor would soon follow.

— Jim Dietert, Inventory Manager

BK Series

B Series

M Series

L Series

ORANGE OPPORTUNITY SALES EVENT

Opportunity is knocking—save on select new Kubota tractors today!

0% Financing for 84 Months*

Offer ends 12/31/17.

*20% down, 0% APR financing for up to 84 months on purchases of select new Kubota BK, B, L, and M Series equipment from participating dealers. In-stock inventory is available to qualified purchasers through Kubota Credit Corporation, U.S.A., subject to credit approval. Some exceptions apply. Example: 84 monthly payments of \$11.90 per \$1,000 financed. Offer expires 12/31/17. See us or go to www.kubotausa.com for more information. Optional equipment may be shown.

KubotaUSA.com



From the Service Department:

Economics 101 and the Scarcity of Technicians

As our diesel powered equipment grows more complex with the addition of diesel particulate filters, diesel engine fluid, exhaust gas recirculation valves and other computer related components, the expertise required to work on this equipment has reached new levels. As a consequence, demand for skilled technicians has increased substantially over my 15 years as service manager, while at the same time the supply of experienced technicians has reached a critical level. Due partly to our younger generation of high school and college graduates choosing careers other than diesel technicians, demand has increased and supply has decreased, creating a dramatic rise in wages for skilled technicians. This will be born out in higher labor rates and higher costs to repair and maintain our equipment. However, as all things in nature seek balance, I predict (and hope) that as wages rise, more young people will be attracted to the industry, resulting in an influx of fresh new faces in our service departments.

— Bryan Bronder, Service Manager



CHRISTMAS SPECIAL!
KUBOTA METAL TOY TRACTOR
\$249⁰⁰

See back page for your nearest Ewald Kubota location.