



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

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

Ten Locations Serving South Texas

Sequin – 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

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Valued Customer,

Our business has always been tough and unpredictable. It's part of our DNA to expect wild swings from external sources as well as the normal seasonality of the industry. With regularity we experience record rainfall and floods often followed by six-month stretches with no rain and record heat. The toll this takes on our business and employees is dramatic, but to be expected. Plus, don't forget the economic swings like the dip in 1999 or the recession of '08-'09 that add to the already tumultuous weather/business cycles to which we are accustomed. However, in all my years of operating an equipment business I have never seen a year like this.

In late March when the COVID virus hit our area, all business activity within our dealerships halted. The phones quit ringing, our showrooms emptied and our parts departments went quiet. Of course, with the daily barrage of bad news on television and other media sources, we knew we had to make changes quickly. We cancelled orders of new Kubota equipment, pared back hours and made pay cuts where we could. It was truly a distressing time.

I can imagine businesses across the country were making similar adjustments, including other Kubota dealerships. This, in turn, caused Kubota Corporation to change their forecasts of national equipment sales, resulting in cuts to their production of new equipment. Changes and cuts like this have long-lasting effects and often take months from which to recover. The analogy of turning an aircraft carrier is applicable.

By the middle of April, our sales came roaring back. People returned to our showrooms and placed orders for new equipment at record levels. However, the damage to production was done. Even though sales from Kubota dealerships across the country returned to normal levels, the changes made to production affected inventory levels throughout the nation. As the selling season progressed, our inventory decreased until, by the first of July, we simply ran out. We took orders from those who could wait and watched helplessly as other customers walked out the door, perplexed by our inability to provide the equipment they needed.

And so it goes. As this is the only business in which I have worked, I can't say if it is any more difficult than the restaurant business or a yoga gym. But I can say if we don't stay flexible and ready to alter forecasts at a moment's notice, we won't be in business very long.

To our new customers who waited an extended period for delivery of their new equipment, I apologize for the delay. And to our long-term customers who understand the swings - I am thankful to you for staying with us and I am thankful for our employees who dedicate so much of their time. Maybe next year will be "normal".

Sincerely,

John
John Ewald



PFL2042
Pallet Forks



RTA1242
Rotary Tiller



QH05
Quick Hitch



RCR1260
Rotary Cutter



RTA1258
Rotary Tiller

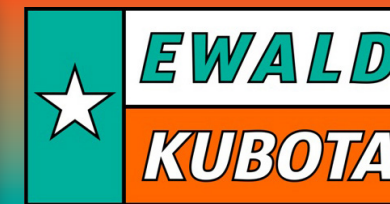


RB2684
Rear Blade

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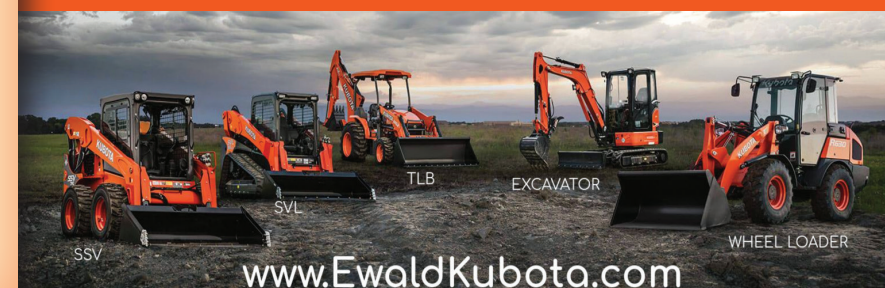
NOVEMBER 2020



Ewald Kubota Opens Locations in Selma and Fredericksburg

Ewald Kubota opened their ninth and tenth Kubota dealerships in Selma and Fredericksburg this year. The Selma location on Interstate 35 boasts a 10,000 square foot showroom and ample display and storage space. The Fredericksburg location is in a brand-new facility on Highway 290 just east of town. When asked why he chose these two new locations, Ewald Kubota owner John Ewald replied, "The Selma store will lean more to sales of construction and landscape equipment plus have a strong rental presence to offer customers the Kubota experience without the commitment of purchasing. The Fredericksburg store fits our more traditional model of a well-rounded dealership with offerings of tractors and hay equipment, mowers, utility vehicles and construction equipment." To answer the statement of the noticeable growth within the Ewald company, Mr. Ewald simply stated, "I have a good banker."

These new stores will celebrate a co-grand opening event on Saturday, December 5th with special offers and discounts on Kubota products. Both locations sell, service, and rent Kubota products as well as ECHO handheld commercial landscape equipment. With large air-conditioned showrooms and display lots available for outside viewing, the Ewald salespeople are ready to help customers in these new areas.



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 don't put many hours on your Kubota in a 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 eight locations to schedule the Winter Service on your Kubota equipment.

2020/2021 Kubota Winter Service Program

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



WE WILL COME TO YOU AT YOUR LOCATION.

*Travel is included to within 30 miles of an Ewald Kubota location. Beyond 30 miles, travel is charged at our standard rate. This offer expires January 31st, 2021. Call for a quote for this service on other brands of equipment.



RTV Gas	\$359
RTV Diesel	\$399
Gas Mowers	\$299
Diesel Mowers	\$349
BX and B Tractor	\$359
L Series Tractor	\$399
M Series ROPS	\$469
M Series Cab	\$499
Construction	CALL

Winter Hours: (November through February)

Monday through Friday 7:30 am to 5:00 pm

Saturday 8:00 am to 12 noon

Best Wishes to Bucky

By John Ewald

Kenneth "Bucky" Linebarger retired in October this year after nearly 45 years with Ewald Kubota. He started working with Henry Ewald in 1976 in the service department where he reconditioned used tractors and hay equipment. Bucky played an integral part of the business during the recession of the late 1980's by helping spruce-up the used Ford tractors Mr. Ewald purchased throughout the U.S. and England. It was this dogged resilience that helped keep Ewald Tractor Co. in business during a downturn that saw many tractor dealerships close their doors in bankruptcy.

We thank Bucky for his many years of hard work and dedication to the company, and for his cheerful demeanor. Best wishes in your retirement Bucky.



New General Manager and Rental Manager Named



Sales manager Austin Gay was officially named General Manager in January 2020. He will continue his role as sales manager while overseeing operations of all other locations. Austin was raised in Floresville, Texas where he spent his summers baling hay and working in a dairy. He earned a business degree from Texas State University with an MBA in accounting. He was the Operations Officer at a concrete/aggregate company in San Antonio, then spent five years as Controller for the Spoetzl Brewery in Shiner. Austin came to Ewald Kubota in 2016 and was named sales manager in 2017.



Grant Dillon from Franklinton, Louisiana began with Ewald Kubota in September 2020 as Corporate Rental Manager. His duties will be to oversee company-wide rental operations and standardize rental processes. Grant has 28 years in the rental industry where he began at Hertz as a counter assistant and, most recently, was the Regional Sales Manager for a large chain of rental stores throughout Texas.



From the Sales Department:

New LX Tractors Complete Kubota Line-up

By Austin Gay – General Manager

Kubota's L2501 compact tractor has been our best-selling tractor for the last three years. The L2501 is great for the first-time buyer and satisfies the needs of many small acreage owners. To compete with this model, other manufacturers developed tractors with similar horsepower but in slightly smaller frame sizes. While these tractors are similarly priced, they are smaller machines with less lift capacity and ground clearance.

This summer we received our first shipments of Kubota's new LX Series compact tractors. These new tractors offer the versatility of the L2501 but in a more compact package with an attractive price. The new LX2610 with 24.8 horsepower handles a five-foot rotary mower to serve the needs of sundowner-type customer applications and the LX3310 offers 30.8 horsepower for bigger jobs requiring more power. Both models come in cab options with the ability to handle a mid-mount mower deck. For more information, visit www.ewaldkubota.com.

Horsepower Warranty Disclaimer – For complete warranty, safety and product information, consult your local Kubota dealer and the product operator's manual. Power (HP/KW) and other specifications are based on various standards or recommended practices.



From the Service Department:

Kubota Checks Your Oil

By Jason Dodgen – Corporate Service Manager

Many models of Kubota products now carry powertrain warranties for up to six years. While this is great for consumers, Kubota is becoming particularly aware of hydraulic transmission oil not meeting the specifications required in the Kubota maintenance manual. On many of the warranty claims we submit to the Kubota warranty department, Kubota representatives ask us for samples of the oil used in the hydraulic system. If the tested oil does not meet the specifications set forth in the operator's manual, the warranty claim is denied.

While there are many types of hydraulic oil offered by different suppliers, it is necessary to confirm they meet Kubota's requirements. While sometimes the Kubota-branded oil can be slightly more expensive, usage of the correct oil is important due to the tight tolerances of the Kubota-engineered hydraulic systems.

If your equipment is still under the manufacturer's powertrain warranty, please continue using Kubota-branded oil.

