



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

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



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## Valued Customer,

I don't know how many times I've said it or how many times I've heard other people say the same words, but the phrase, "what a strange year" is the best way I've found to describe 2021. When COVID hit last year, we suddenly faced tough decisions regarding orders and shipments of new inventory. In March 2020, the phones quit ringing, internet leads dropped and our showrooms emptied. We slashed orders of new inventory and hoped we had enough cash to keep us afloat until better times. However, by early Summer, customers with PPP money and government-provided incentive checks flooded our showrooms with new-found purchasing power. As inventory dwindled and our display lots emptied, the waiting list of equipment began.

This has continued into 2021 and appears likely to continue through the end of the year. Kubota, like other manufacturers, has struggled with supply-chain issues causing inventory shortages like nothing I've seen. Production times of popular models of equipment extended well past their due dates, causing delays in shipments and frustrating Kubota dealers and customers across the country. Fortunately, most people have been understanding and have waited patiently for the equipment they need, while some have gone elsewhere. It's been frustrating for both us and them.

However, as of this writing, we're beginning to see improvement. Shipments are arriving more often, lead times are shrinking and customers are waiting less than they were in the summer. Looking ahead, I believe as we reach the first quarter of next year, supply will improve and demand will decrease, and we will see our lots and showrooms begin to refill.

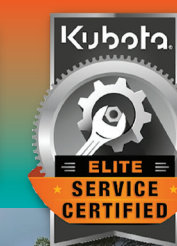
But of course, when speaking of this year how can I not mention the abundant rainfall we received? While sales of RTV's and construction equipment make up half our business, the other half, tractors and mowers, still require rainfall to provide the push we need to encourage customers to visit our website and showrooms. Typically, by the end of June, clouds diminish, a high-pressure system settles over us and daily temperatures in the hundreds become the norm. However, this year has been anything but normal. In August, my least favorite month of the year, the grass was still green, and our hay customers were busy cutting their fields - hopeful to get the hay baled before the next rain. In nearly 30 years of working in the industry, I cannot think of a time with so many extremes.

So, what will next year bring? Tough to say. Hopefully, some return to normalcy in our supply chain, but I'm a bit pessimistic we'll see a repeat of the 2021 weather pattern. Regardless, we'll be here, as we have been for the last 73 years, working with you, our customers, to provide the tools you need to get your work completed, and do it with a smile to make your day. And as always, we thank you for your business.

Sincerely,

John  
John Ewald

NOVEMBER 2021



## Ewald Kubota Opens Location in La Grange, TX

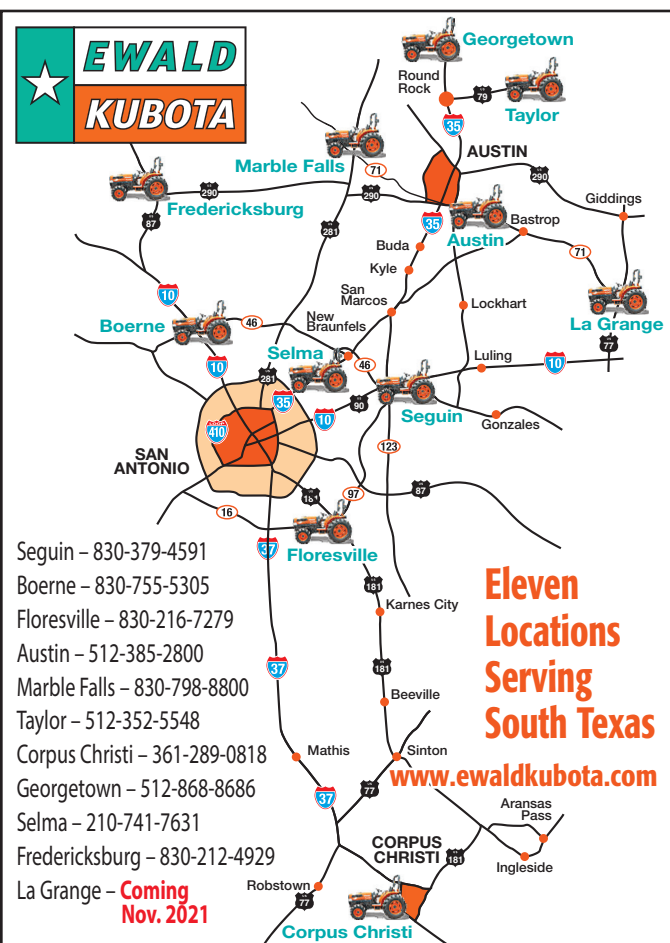
Ewald Kubota will open their 11th Kubota dealership in La Grange this year. The new location, just west of town on Highway 71, boasts a 5000 square foot showroom and ample outdoor display and storage space. While in the past, there have been other Kubota dealers in La Grange, the area has not had a Kubota presence in nearly two years. With this new facility, the Ewald management team is hopeful existing Kubota customers will be glad to have a place closer to home for parts and service.

When asked why he chose this new location, Mr. John Ewald replied, "We feel the La Grange area is a strong market for new tractors and construction equipment. With its location between Austin and Houston, many people find La Grange the perfect place to own property with pleasant and peaceful surroundings but not too far from metropolitan areas. The La Grange area is also a strong market for hay equipment, with ample rainfall and wide-open fields. We hope to earn the business and trust of the local, long-term La Grange residents."

The new store will have a "soft" opening on November 1st to test phones and computers and allow new employees to gain experience in their positions. On Saturday, December 4th, the new store will have a grand opening event with special discounts on Kubota and ECHO hand-held products. This new Ewald location will also have a rental department with both agricultural and construction products available to rent at competitive prices. With a large, air-conditioned showroom and plenty of outdoor display space, the Ewald salespeople are ready to help customers in this new growth area.



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Rear Blade



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## 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 exhaust contaminants, reducing the protection your equipment needs for longer engine life.

## 2021/2022 Kubota Winter Service Program

### Complete 42-Point Inspection

Including the following:

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



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

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.



### 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, 2022. Call for a quote for this service on other brands of equipment.

**Winter Hours:** (November through February)

Monday through Friday ..... 8:00 am to 5:00 pm

Saturday ..... 8:00 am to 12 noon

### Best Wishes to Jim

By John Ewald

Jim Dietert, our inventory manager and long-term employee, will retire in November after 43 years with Ewald Kubota. After graduating from Lincoln Technical School in Dallas, he began working with my father, Henry Ewald, in 1978 as a service technician of tractors and hay equipment. At the time, Ewald Ford Tractor Co. (as it was known then) relied heavily on agriculture and was particularly dependent on the hay business.

Jim worked as a technician for three years until he was promoted to service manager, after which he worked another six years in the service department. Jim changed the direction of his career in 1987 and became an equipment salesperson. Eventually, when Ewald Tractor opened their second store in Boerne, Jim earned the position of store manager.

Starting the store with just four employees and working long hours, Jim grew the Boerne store to nearly 20 employees before returning to Seguin as Sales Manager over all salespeople. In 2018, with the rapid growth of the business and with several new stores, Jim's position shifted to inventory management, as well as overseeing operations as Vice President of the company.

Jim has been with Ewald Kubota through many weather and business cycles, seeing good times and bad. We thank him for his many years of hard work and dedication.

Personally, Jim has been my confidant, advisor and friend -- and I will miss him greatly. Best wishes in your retirement, Jim.



## New Director of Operations and Rental Sales Manager Named

Parts Director Stefan Schriewer was officially named Director of Operations in July 2021. He will continue his role as parts director over all stores while helping oversee service operations at all other locations. Along with these new duties, he will also help with I.T. projects and safety management.

Stefan was raised in Seguin where he spent his summers helping his father's cattle business and later attending Alamo Community College. In 2009 Stefan opened a skateboard and clothing accessories business with locations in New Braunfels and San Marcos. He began working with Ewald Kubota as a parts counterperson in 2015. In 2019, Stefan was promoted to Parts Director over all stores.

Ryan Freudenberg, also from Seguin, was promoted to rental sales manager in June this year. Ryan earned two degrees from Texas Lutheran University and soon after joined a prominent rental company in the Austin. In November 2020, he hired on with Ewald Kubota as an outside rental salesperson. His new duties as rental sales manager will be to oversee company-wide rental salespeople and standardize rental processes. Congratulations to Stefan and Ryan



From the Rental Department:

### Rental Business is Booming

By Grant Dillon Rental Director

When I joined the Ewald Kubota team in 2020, I was tasked with growing the construction equipment rental business. Specifically, the goal was to "double our business" from 2020 to 2021. At the time, I thought it was a pretty strong order and probably not obtainable in one year. Boy, was I mistaken.

Ewald Kubota had rental equipment at only three of their ten stores before I joined the team. Now that we have introduced rental construction equipment at all locations, rental sales have taken off. With the popularity of Kubota's track-loaders as well as the well-known durability of their mini-excavators, the demand for this equipment was much more than I anticipated. Oddly, the biggest problem we've had this year has been getting enough rental equipment to meet the demand from contractors in the Austin and San Antonio markets. We've continued to add rental personnel at each location as well as service trucks and technicians to fulfill the expectations of our rental customers.

So far, it's been fun and exciting, and there's nothing I enjoy more than watching our customers and rental employees prosper. If you have a job requiring equipment you don't have, give us a call -- we'd love to help.



From the Service Department:

### Industry-Wide DEF Problems are Behind Us

By Jason Dodgen -- Service Director

In 2004, the Environmental Protection Agency signed the final rule introducing Tier 4 emission standards to be phased in from 2008 to 2015. To meet these standards, most engine manufacturers (on engines greater than 75 horsepower) turned to Diesel Engine Fluid (DEF) injected into the exhaust system to rid it of noxious gases. However, this fluid is made partly from biological components that break down over time and become highly corrosive. This corrosive material can destroy engine components and play havoc on computer-controlled engines.

To offset development costs, most engine companies contract with component manufacturers to build environmentally compliant systems to be installed on their engines. Consequently, if these components are found to be faulty, the durability of engines across many brands of engines are affected.

With several recalls and changes made to these components, we in the service department feel the latest engines from manufacturers, of all brands, are finally equivalent to, or of superior quality than the engines we had prior to the introduction of emission-controlled engines. We believe the "bugs have been worked out" and we are confident our Kubota customers will see the long engine lifetimes to which they have been accustomed. Let's just hope the EPA is satisfied.

