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www.ewaldkubota.com

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



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## Valued Customer,

Admittedly, my memory fails me regularly. On occasion, I forget one of my daughter's volleyball games or I might forget a meeting on a given day, but of all the people I know, nobody remembers the weather like I do. I clearly remember the drought of 2005-2006, and who could forget the drought from October 2007 to September of 2009 where we received less than 24 inches of rain in 24 months? However, from a standpoint of weather, this year reminds me most of 2011. That year, as I recall, we had rain early in the colder months but beyond that, it was one of the hottest, driest years on record with temperatures above one hundred degrees nearly every day of the summer. Of course, for a company selling grass cutting equipment, this was devastating. Back then, tractors, lawn mowers and hay equipment were all we had to sell. A dry year then meant red ink on our income statement.

Contrast that with today. More than half our new equipment sales are construction equipment and utility vehicles, requiring no rain whatsoever. And in a dry year such as this one, these products not only prop up our business, but allow us to retain the talented technicians we need to repair and maintain the agricultural side of the business when it does decide to rain again.

Besides rain, there is much talk today of an economic recession in the months to come. Although I personally believe Texas will weather the storm better than most states, when the business cycle dips, the Kubota products requiring rain continue to sell well while our construction equipment and utility vehicles lag. In a downturn, and as long as it rains, tractors and mowers continue to be needed, unlike skid-loaders and excavators. This balance of products helps tremendously with financial diversification.

Another subject mentioned often at the beginning of this year was supply-chain problems. At this time last year, we had a waiting list of people wanting to buy everything from mowers to tractors to excavators. However, our skid-loaders had no buckets, and our tractors had no front-end loaders. Fortunately, this year has been markedly better than forecast regarding supply-chain interruptions. Although we still have a waiting list for some mowers and RTV's, most of our models of tractors and construction equipment are available either immediately or with a short lead time.

Overall, I give Kubota Corporation high marks for not only performing well through the supply-chain fiasco but also building products that help us diversify our customer base. When the ups and downs of weather and economic cycles fluctuate, we are well positioned to make it through with little damage. For that I am most thankful.

Sincerely,

John  
John Ewald

NOVEMBER 2022



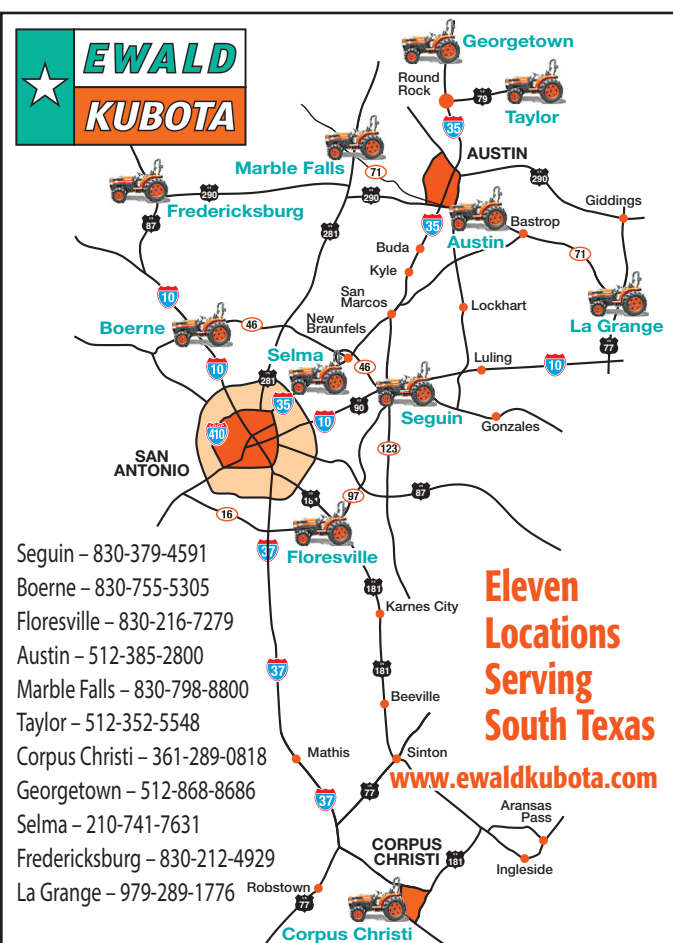
## The Ewald Family, Then and Now

I am often known as either the "tractor guy" or "that guy with six daughters". I guess with television commercials showing tractors and my blond-headed daughters, I should expect these epithets. While the Ewald family has long been known for selling tractors, we have not always been known for daughters. When my grandfather started the business in 1948, it was mostly at the urging of his oldest son, my uncle, Red. When my dad joined the business in the 1950's, the name of the company became, "Ewald and Sons" and I still have some business stationery with that name.

Today, my wife Katherine and I have been married for 21 years and have six beautiful (and sometimes troublesome) daughters from 9 to 17 years old. Our oldest, Caroline, is a senior and cheerleader at Seguin High School and has recently been accepted to the University of Texas at Austin. Behind her is my 15-year-old, Jacqueline, who is also a cheerleader at Seguin High School. Our twins, Annabelle and Mary-Claire are both volleyball players in middle school, and our 11-year-old, Savannah loves knitting and Minecraft. Our 9-year-old, the "princess" Margaret, likes soccer and Hot Wheels toy cars.

I guess you could say our home life is normal, if "normal" for you is living in a sorority house. We have constant drama and arguments over something that, I'm sure, is very important.

My wife and I enjoy each other's company and stay active by going for walks in the evenings or occasionally playing tennis together. I am by no means saying our life is easy, but I will say we have been blessed with the opportunity to raise these girls and work through the challenges God gives us.



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Taylor - 512-352-5548  
Corpus Christi - 361-289-0818  
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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.

2022/2023 Kubota Winter Service Program

Complete 42-Point Inspection

Including the following:

- Replace Engine Oil Filter
Replace Fuel Filter
Change Engine Oil
Lubricate Wear Points
Check Clutch Adjustment
Service Air Filter
Adjust Fan Belt

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, 2023. 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

The Godfather of Tractors

By John Ewald
If you walked into our Del Valle store, just a few miles east of the Austin airport, you probably wouldn't know that the salesman in the corner office was a man known affectionately by other employees as "The Godfather of Tractors". Within the entire Ewald organization, there is no one as knowledgeable or with the history in our industry as Jerry Rutledge.
When Jerry Graduated from East Texas State College, now Texas A&M University-Commerce, in 1969, he first found employment with Ford Motor Company in the tractor division. There he started at "the test farm" testing new tractors and working on new designs with Ford engineers. He later became a traveling territory manager, visiting Ford Tractor dealers across Mississippi.
In 1975, he moved to the Servis Implement Company, which was later acquired by Rhino. Finally, in 1978, Jerry became a 50% partner in Lanford Equipment Company, a Massey Ferguson tractor dealership in Austin, Texas.
In 1982, Jerry and his partner, Bob Lanford, purchased land on Highway 183 by the Bergstrom Airport and built a new building to accommodate the growth of their growing tractor business. Their business thrived throughout the 1990's, and in 2003, Jerry and Bob opened an additional location just west of Austin, in Marble Falls.
Throughout my tenure at Ewald Tractor (now Ewald Kubota), Jerry and I developed a working friendship between our businesses and territories. When Jerry and Bob considered selling their business, I expressed interest, and the sale was completed in 2014.
Today, Jerry works as a Kubota equipment salesman and, although he doesn't have to, he chooses to work every day just like any other employee. However, no one in our company comes close to the 53 years of experience Jerry has.
If you have a question about farming, ranching, equipment, or if you just want to talk about the weather, you'll never meet a finer fellow than my good friend Jerry Rutledge.



Table with 2 columns: Equipment Type and Price. Rows include RTV Gas (\$369), RTV Diesel (\$449), Gas Mowers (\$299), Diesel Mowers (\$399), BX, B and LX Tractor (\$449), L Series Tractor (\$499), M Series ROPS (\$529), M Series Cab (\$529), and Construction (Call).



From the Service Department:

Time To Change Your DEF?

By Stefan Schriewer - Director of Operations
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.
In drought years such as the one we just experienced, many of our agricultural customers do not put many hours on their equipment, thereby failing to use the DEF in their fuel tanks before it goes bad. Often, they forget the Diesel Engine fluid in their equipment is less like fuel and more like a gallon of milk. And just like milk, high temperatures cause DEF to spoil faster than normal. Once the DEF becomes corrosive, it can destroy engine components and play havoc on computer-controlled engines.
We urge you to keep a record of the age of the Diesel Engine Fluid in your equipment and ask that you change it on a calendar basis, rather than waiting until your DEF tank is dry. It may save you a lot of money someday.

Telematics On Your Kubota

By Austin Gay - General Manager
If you've heard the term "Telematics" but aren't sure what it means, here is the best way I can describe it. Imagine a mobile phone connected to the computer of your Kubota product that transmits data back to an app on your mobile phone giving you vital information about your machine. While this technology is not brand new, Kubota has begun incorporating it into selected machines to offer customers more value in their Kubota products.
The benefits of this technology are many. If you are a fleet operator, imagine the value of knowing the exact location of all your machines, and the ability to inhibit operations of a unit when needed. For owners of individual units, telematics provides information on levels of oil, coolant and fuel, as well as any active faults through the integrated machine computer. Owners can also see historical data such as run time and idle time. Finally, for theft prevention, owners can set geo-fences around their jobsite or farm so they are notified if a machine leaves a pre-set mapped area. Plus, you can imagine how well this system works for retrieving a stolen unit.
We are pleased Kubota now offers this extremely beneficial service on their equipment. When you're ready for your next Kubota, make sure it has telematics installed.



From the Parts Department

Online Parts Now Available

By Stefan Schriewer - Aftermarket Operations
Ewald Kubota recently joined with Kubota Corporation in rolling out a new online parts system. The system works through the Ewald Kubota website and, so far, has proven to be seamless and user-friendly. From our website, just click on the parts tab and online parts store, and from there, you will be asked to set-up an account where you can enter your model information. Not only will you be able to search for the exact part you need, but there is also a tab for frequently used parts as well as optional accessories.
Other benefits of the online parts store include the ability to see in-stock part quantities and current pricing of the part for which you are looking. Lastly, the local pick-up option can speed up the purchase process by reserving in-stock parts online, then picking up the parts you need in the store.
We at Ewald Kubota, have been working closely with Kubota on this project for quite some time and we try hard to make the process simple and easy for our customers. So please, give it a try and let us know your thoughts. We are always looking to improve our service.

