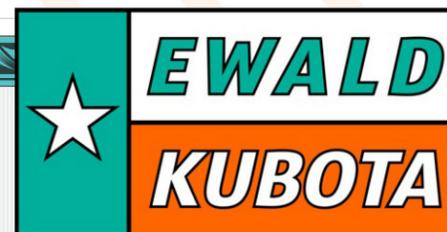




1900 W. IH 10 Seguin, Texas 78155
www.ewaldkubota.com

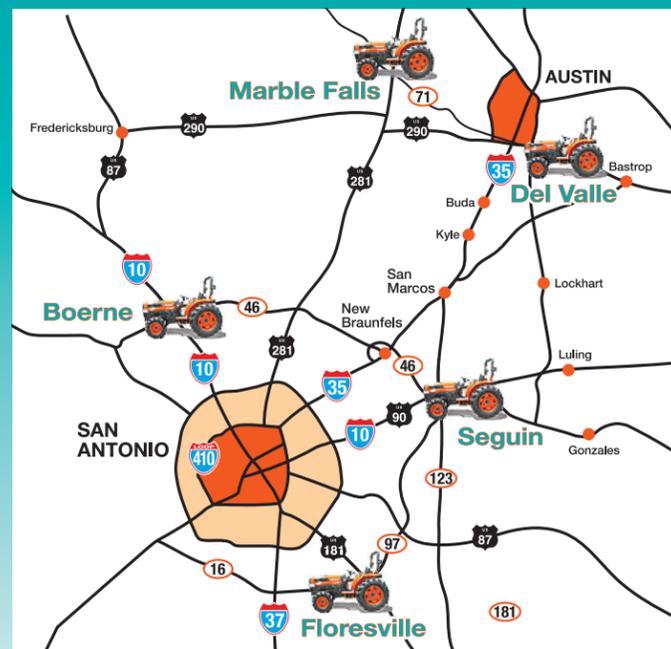
It's Time for Winter Service and **FREE** 42-point Inspection

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



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



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,

In this flyer you'll see the big news about our company expanding to the area formerly served by Lanford Equipment. While that is big news, the real story is what took place behind the scenes to make sure all the employees could make a seamless transition between Lanford Equipment and Ewald Kubota.

In early 2012, when Jerry Rutledge and I first had discussions about the transaction, one of the most important things we knew had to be accomplished was a smooth transition for the employees of Lanford Equipment. Not only did Jerry want to make sure his long-term employees were taken care of but I wanted to make sure we retained all the experience, knowledge and camaraderie that develops between people who work together for a long time.

You see, most of the employees of Ewald Kubota have been with our company for over 20 years, and I know the value experienced people bring to a business. But more than that, these men and women are friends and family who have been through the ups and downs of each other's lives together for many years. I knew the owners of Lanford Equipment, Bob and Jerry, had that kind of relationship with their employees and I wanted that to continue when they became my employees.

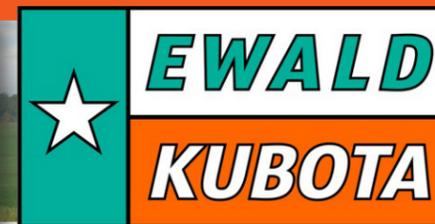
After two years of negotiating and construction of two new facilities I'm pleased to say nearly all of Lanford Equipment's employees have joined the Ewald family and I'm very excited to have them. So to our Austin and Marble Falls customers who are accustomed to seeing a familiar face at the parts or service counter, rest assured you'll likely be talking to the same people you have dealt with in the past. And that experience and camaraderie you have grown accustomed to will hopefully stay with us for years to come.

Thank you for your business,

John

John Ewald
Ewald Kubota, Inc.
Seguin • Boerne • Floresville • Austin • Marble Falls

NOVEMBER 2014



Ewald Kubota is Growing

In June this year Ewald Kubota bought the assets and assumed the territory of Lanford Equipment, a Kubota dealership with locations in Austin and Marble Falls. Lanford Equipment was founded in 1948 by Don Lanford as a Massey Ferguson tractor dealership and has continually served the Austin and surrounding area since that time. In 2003, the owners, Bob Lanford and Jerry Rutledge, opened an additional location in Marble Falls, just west of Austin. Lanford Equipment has been selling Kubota tractors and construction equipment since obtaining the Kubota franchise in 1989. In mid-2012 the owners of Lanford Equipment and Ewald Kubota committed to an asset purchase and transfer of the Kubota franchise to Ewald Kubota. Prior to completion of the transaction Ewald Kubota built two new facilities in both Austin and Marble Falls not far from Lanford's existing locations. Ewald Kubota retained the phone numbers and nearly all of the employees of Lanford Equipment and is now operating out of their new facilities in Austin and Marble Falls. For more information on the transaction please go to www.ewaldkubota.com and click on "Dealership History".



From the Service Department:

Warranty – We're on Your Side

Every so often we in the Service Department find ourselves caught between a customer and a manufacturer in regard to warranty reimbursement. Often times a customer feels that a broken or malfunctioning item on his or her piece of equipment should be covered by warranty only to find the manufacturer denies the claim. Please know when this happens, we're on your side. We would rather see your equipment covered by warranty just like you. However, decisions on warranty claims of all the manufacturers we represent are not ours to make.

On other occasions a customer may

have a non-essential item such as a malfunctioning horn or broken headlight that he or she only wishes to fix if it will be covered by warranty. In cases like this it is sometimes prudent to ask for "warranty pre-approval". By doing this it gives the customer the option of paying for the repair only if he is prepared to do so. So if you find yourself with broken equipment and not sure it will be covered under the manufacturer's warranty, please ask us to give it a try. We are your advocate and we'll be happy to submit a claim on your behalf. After all, we're in this business to keep our customers happy.



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.

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.



2014/2015 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



You can tackle the day-to-day maintenance on your equipment, but for comprehensive seasonal service and a FREE comprehensive 42-point inspection, rely on the certified Kubota technicians at Ewald Tractor. You've already invested in the best. Keep your equipment running at maximum efficiency.



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

RTV Series	\$339
Z Series	\$339
BX and B Series	\$299
L Series	\$329
M Series no Cab	\$399
M Series w/ Cab	\$449

^{*}Call the service department for prices on construction equipment.

^{*}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 Sales Department:

Kubota Expands to New Markets

It's an exciting time to be in business with Kubota, and we in the Sales Department are lucky to have such fun and useful products to sell. This year at the Kubota National Dealer Meeting in Nashville, Kubota announced their entry into the rubber tired skid-loader market with two new models of 65 and 75 horsepower. This follows Kubota's 2010 entry into the skid-loader market with the introduction of the SVL series of compact track loaders, which has found wide acceptance by our commercial and contractor customers.

At the Kubota Dealer Meeting in 2009, Kubota's then presi-

dent, Ken Kitao, announced his intentions to double the size of the company with new products in new markets. Since then, Kubota has introduced several new offerings of mowers, utility vehicles and hay equipment. Other products introduced at this year's meeting were agricultural tractors with up to 170 horsepower and additional hay equipment including multiple sizes of round balers and several models of disc mowers. We look forward to talking with you about these new products. If you would like more information please give us a call.



From the Parts Department:

Look Up Your Parts Online – www.kubota.com

Although Kubota has had a parts catalog on their website for some time, the information available has been fairly limited. This has recently changed so that now you can look up most of your equipment online to identify the parts you need before you call us or come to the store. However, we advise you to use caution for several reasons. It is not completely foolproof, and we believe it's still best to consult with an experienced parts person before you order your parts.

First of all, there is no information on serial number breaks for your equipment, meaning you might see several part numbers listed for the one part you need. Or often times the part you are looking for might only be available in either a package quantity or a kit. But the most important reason it's best to talk with one of our parts staff is to utilize the experience of our parts personnel, who might say, "You need to order a gasket with that water pump" or "Your problem is probably the seat safety-switch and not the key switch". All the parts personnel in our stores have many years of experience – please use that to your advantage when you can.

To find your parts online please go to www.kubota.com and click on the "Parts" tab.

Gear Up and GO Sales Event

Gear up with year-end financing on RTV X-Series utility vehicles!
\$0 Down, 0% A.P.R. Financing, for up to 48 Months*

*\$0 down, 0% A.P.R. financing for up to 48 months on purchases of new Kubota equipment (excluding T, GR, G, F, Z122R & VS Series) is available to qualified purchasers from participating dealers' in-stock inventory through 12/31/2014. Example: A 48-month monthly installment repayment term at 0% A.P.R. requires 48 payments of \$20.83 per \$1,000 financed. 0% A.P.R. interest is available to customers if no dealer documentation preparation fee is charged. Dealer charge for document preparation fee shall be in accordance with state laws. Inclusion of ineligible equipment may result in a higher blended A.P.R. Not available for Rental, National Accounts or Governmental customers. 0% A.P.R. and low-rate financing may not be available with customer instant rebate offers. Financing is available through Kubota Credit Corporation, U.S.A., 3401 Del Amo Blvd., Torrance, CA 90503, subject to credit approval. Some exceptions apply. Offer expires 12/31/2014. See us for details on these and other low-rate options or go to www.kubota.com for more information. Optional equipment may be shown.



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