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TiMES INTERVIEW



Mr. Dai Watanabe

President and CEO
Kverneland AS
(KVA)

“We will expand our business so as to become the world’s top brand of agricultural implements by providing innovative solutions.”

————— *Would you please outline the activities of Kverneland AS (KVA)?*

Watanabe: A member of the Kubota Group since March 2012, KVA is a manufacturing and sales firm of agricultural implements that has 2,411 employees as of end of July 2015. It was established in 1879, has its head office in Klepp, Norway, and is currently engaged in the following six business fields:

1. Ploughs
2. Soil and Seeding: Seeding Equipment, Harrows, Cultivators, Power Harrows, Rotary Tillers, and Choppers
3. Crop Care: Spreaders and Sprayers
4. Forage: Mowers, Rakes, Tedders, Loader Wagons, and Feeders
5. Bale Equipment: Round Balers and Wrappers
6. Service and Parts

Ten production bases are located in various parts of Europe, Russia, and China. There are twelve business bases in Europe: sales organizations in the Benelux Union, France, Germany, Hungary, Ireland, Italy, Spain, Sweden, Poland, and the UK, an export firm in Germany, and a sales base in Russia. KVA products are exported – via distributors – to North America, Eastern Europe, Western Europe, three Baltic nations, East Asia, Oceania, and South Africa. The turnover for 2015 is estimated to be the equivalent of nearly 65 billion JPY.

————— *Would you please tell our readers about KVA's goals and basic business policies?*

Watanabe: One of Europe's leading implement manufacturers, KVA is renowned for the Kverneland and Vicon premium brands. In Europe where Precision Farming (PF) is already in an advanced stage of evolvement, the mechatronics technology of KVA enjoys a firm reputation as the developer of technologies that serve as the basis of ISOBUS*1 as well as for steering and implement control terminals and solutions.

I believe my mission as the first non-Norwegian president in the 137 year long history of KVA is to maximize the synergy between KVA and the Kubota Corporation (KBT), and thereby enable KVA business to achieve further expansion. The first step was applying KVA mechatronics technology to develop the control terminal for the M7-Series of large-size Kubota Tractors.



KVA Headquarters

*1 The standard set forth by the Agricultural Industry Electronics Foundation (AFE) based on ISO11783 that is the communication protocol (rules of communication procedures) used for sending and receiving information – including travel speed and the PTO revolutions - inside a farm machine or between a tractor and an implement or a similar farm machine.



The leading-edge facilities of Klepp Factory for Ploughs

Due to the fact that the integral control of tractors and implements will further be upgraded in the future, I believe that joint KBT/KVA development will make a vital contribution to both the tractor and implement businesses. In keeping with KBT's renown for superior product quality and advanced manufacturing know-how, I aim to establish a new, highly competitive Kverneland production method by transferring the quality control system and the manufacturing technology of KBT to KVA. It is my goal to make KVA the world's No. 1 implement manufacturer by implementing such a competitive production system and by further advancing joint development projects.



Implements awaiting delivery

What are your thoughts concerning the management style of KVA?

Watanabe: Having a long business history, KVA is an international firm with production and sales bases throughout Europe where there are various languages, temperaments, and ways of thinking. With this in mind, our management style emphasizes reaching consensus regarding KVA business policies through active exchanges of opinions as well as by having discussions in which representatives from the various nations – each subject to a different climate or culture – freely express their views. In this way, activities unfold with the feeling of group integrity.

————— *For the dry field farm machinery market in Western nations, various major Western manufacturers are currently leaders in the field for market share. Please tell us what KVA plans in order to assist Kubota successfully expand its business presence in the dry field farming market.*

Watanabe: For KBT to expand business in Europe, it is necessary to develop tractors suitable for European agricultural practices. This requires precisely grasping the needs of those involved in the various aspects of agriculture and taking the steps necessary to incorporate solutions to those needs into products. KVA is fully able to do this due to input gathered through its long-term involvement in the implement business.

It is, I believe, vital for the Kubota Group to incorporate this experience and knowledge into its own business activities. I further believe that the integral control of tractors and implements will gain even greater importance so that KVA's mechatronics technology that incorporates the sharing and the usage of information by means of the Agri-Cloud will become even more vital to the evolution of Kubota Tractors and, therefore, to the success of Kubota in the dry field farming business.

————— *What changes do you foresee taking place in farming methods?*

Watanabe: PF is rapidly gaining more attention due to its contributions to increased efficiency and environmental sustainability. The basis is to achieve operational precision and efficiency through the use of large-size tractors in combination with implement systems that take optimal care of soil structures and compaction.

We are currently witnessing a transition from a farming style that relies on experience and instinct to a farming style that makes positive use of information provided by the Auto-Guidance System using GPS, the labour saving results gained from unmanned machinery, and the reduction of costs realized through optimal operational control and optimal application of input factors such as fertilizer made possible by the control systems. In this respect I think that implements designed for precision farming and equipped with the enhanced ISOBUS functions should meet ever-expanding future demands.

————— *What are your plans for the various market segments?*

Watanabe: Due to the growing trend of utilizing large-size equipment for European farming, at KVA we are taking steps to expand our product lines in line with the needs of large-scale farmers and agricultural contractors.

We advanced into the North American implements business through KTC and KCL. Since that is a huge market, we plan to further develop our product lines and take the necessary steps to expand our business there.

As for Asia, KBT already has a high brand recognition rate and a strong sales network. That being the case, KVA plans to make optimal use of that network as it pushes ahead with its business activities.



Aerial view of KVA Headquarters and Klepp Factory



KVA President and CEO Watanabe with staff

*At SIMA 2015*², the Vicon Fast Bale was honoured as “Machine of the Year 2015” in the Baler Section in recognition of its outstanding technology. For the Innovation Awards, this revolutionary non-stop Round Baler/Wrapper combination that integrates a pre-chamber with a main chamber along with a Wrapper for hay and straw received the Silver Prize. What do you think led to such recognition?*

Watanabe: I think that part of our strength lies in the experience and technical know-how acquired and nurtured through the long history of Kverneland. Another part of that strength is our ability to positively gather and analyse fresh input from the production as well as sales frontline supplied by our bases located throughout Europe. The key point being our close contact with end customers and being open minded to their future development and needs.

For our business plans, we thoroughly and freely exchange views and opinions in an effort to bring out the best solutions backed up with new technologies and ideas by placing ourselves in the position of our customers who are waiting for the Kverneland products with huge expectations. In other words, the source of our competitiveness derives from our corporate climate and close contact with customers.

How about future perspectives?

Watanabe: We at Kverneland follow the vision of the new mid-term plan: “Being a Leading Provider of Intelligent and Efficient Farming Systems that Contribute to Sustainable Agriculture Supporting the World’s Growing Population.”

We will expand our business to become the world’s top brand of agricultural implements by providing innovative solutions.

Thank you for joining us today.

*² SIMA, the Paris International Agri-Business Show, took place from the 22nd through the 26th of February 2015 in Paris Nord Villepinte, France

TiMES
INTERVIEW

Mr. Manpei Yamamoto

President
Kubota Farm Machinery Europe S.A.S.
(KFM)

“KFM is dedicated to offering products that fulfil the needs and expectations of our customers ahead of all competitors.”

KFM Headquarters



————— *Would you please describe the concept behind the establishment of KFM in Europe for our readers?*

Yamamoto: KFM was established in December of 2013 and commenced production in April of this year. This undertaking has been a huge challenge for Kubota for the reasons that France is a whole new production base for Kubota tractors, that KFM pursues such new themes as developing as well as producing large-size Kubota tractors, and that the SAP Manufacturing Execution System is being applied for the first time.

From the start we have fortunately been able to count on the generous support and cooperation of various related sections of Kubota Japan (KBT). This, I sincerely believe, has made it possible for us to make such positive progress.

————— *What are your goals as president of KFM?*

Yamamoto: In keeping with the “Made by Kubota” concept followed by the head office, I am focusing on product quality capable of earning customer trust. Being able to undertake product development and production in France – Europe’s largest market – is an advantage. We are able to quickly, directly, and precisely ascertain the wishes and requirements of customers in order to offer products meeting, or exceeding, their needs and expectations well ahead of competitors. The products we offer not only incorporate Kubota quality and reliability, but they also conform to all current European specifications and standards.

————— *What are your expectations for KFM?*

Yamamoto: As currently the most powerful Kubota Tractors, the M7001-Series – the 130hp M7131, the 150hp M7151, and the 170hp M7171 – are exactly what is needed for dry field operations. As a late starter in the market, however, Kubota faces tough competition from other manufacturers. Therefore, I feel it is necessary to surpass our competitors in all the manufacturing aspects of our operations – including the product development stage.

Towards achieving this, I intend to establish an environment of positive teamwork activities within an environment that abolishes any and all barriers between sections and individuals. With KFM and its personnel growing and developing together as a result, it is my hope that KFM will fully display its maximum potential as an organization.



Lineup of M7001-Series Kubota Tractors awaiting delivery.

————— *What do you think are the expectations of your customers?*

Yamamoto: In February, the M7001-Series received the 2015 Machine of the Year Award in the 120-to-180 HP range agricultural tractor category at SIMA – the Paris International Agri-Business Show. I believe that this result accurately reflects the expectations of European customers. Looking to the future, we are committed to working ever harder in order to go beyond and above such expectations.

————— *It would seem that KFM is drawing positive attention locally as a result of earning an industrial investment award in June of this year.*

Yamamoto: Nord France Invest (NFI) – an investment promotion agency located in the Lille Region of northern France – presented KFM with its Industrial Investment Award that recognizes a company for making a significant contribution to the development of the regional economy through investment. Extremely honourable, it has previously been presented to such leading businesses as Toyota and Bridgestone. It is a point of pride for KFM that this award was received so soon after being established.

————— *What can you tell our readers about the European agricultural market?*

Yamamoto: Europe has a large proportion of mixed-style farmers who both raise stock – mainly dairy cows – and cultivate fields. In many cases, these farmers own and operate a variety of tractors - each of which are dedicated to a specific function. We are, therefore, striving to help maximise the efficiency of agricultural operations by enabling users to rely solely on Kubota products. We do this by offering various types of Kubota Tractors – including the M-Series – along with a wide range of implements.

As for streamlining agricultural applications, I think that precision farm equipment will become more popular in the near future as it is environmentally-friendly primarily due to the fact that it reduces the use of fertilizers as well as of water resources while contributing to enhanced operational efficiency. In this aspect, I think it should become part of the important target markets for our M-Series tractors.

————— *Could you tell us the current supply situation?*

Yamamoto: In addition to Europe, we are exporting to North America, Japan, and Australia where the Kubota brand enjoys popular acceptance.

For Japan, Hokkaido – the northernmost of Japan’s main islands – follows a farming style that is fairly close to that of Europe. Previously, tractors in this horsepower range were provided there exclusively by non-Japanese brands. With the M7001-Series, however, I am confident that the positive recognition of the Kubota brand along with the positive efforts of the Kubota Sales Network will make it possible to achieve significant market share.





KFM staff working in various stages of the manufacturing process.

————— *What do you think the future holds for KFM?*

Yamamoto: As the volume of production grows, we are aware that other places already hope to introduce the M7001-Series as flagship models. It is our intention to eventually respond accordingly after carefully checking the specific requirements of each locale. For the time being, however, we are focused on winning positive evaluation in our current product destinations.



Aerial view of KFM.

————— *What about your relationship with European distributors of Kubota products?*

Yamamoto: We keep in close contact with them in order to fully and accurately grasp the needs of their users in order to fulfil current and emerging needs. As part of this, we conduct joint product evaluation sessions and activities designed to further strengthen ties regarding the servicing system.

————— *How about business perspectives?*

Yamamoto: As mentioned earlier, KFM is – starting with the M7001-Series – dedicated to offering products that fulfil the needs and expectations of our customers ahead of all competitors. Regarding new models to be developed in the future, I firmly believe that KFM development and production capabilities will be fully prepared to meet the challenge. We further look forward to one day playing the role of the mother factory for Kubota products in Europe.

————— *Thank you very much.*



Kubota Combine Harvesters enjoy popularity at farmsteads in Myanmar.

KUBOTA IN MYANMAR CONTRIBUTING TO THE ENHANCEMENT OF LIFE !

Agriculture Data for Myanmar

- Agriculture accounts for approximately 40% of Myanmar's GDP.
- Approximately 60% of the working population is engaged in the agricultural sector.
- Rice growing area: 6.35 million ha [15.69 million acres]
(Vietnam: 7.82 million ha [19.32 million acres] /
Cambodia: 2.95 million ha [7.29 million acres])
- Rice yields: 2.52 t/ha (Vietnam: 5.60 t/ha / Cambodia: 2.41 t/ha) [polished rice basis]
- Rice production: 10.67 million tons (Vietnam: 27.65 million tons /
Cambodia: 4.60 million tons) [polished rice basis]
- Irrigated area to cultivated acreage: 18%
- Major Agricultural Exports: dried beans (61.1%), sesame (11.6%),
chickpeas (7.4%), corn (6.3%), and polished rice (3.4%)

(Source: JICA data)



^{*1} Based on the articles from Global Index: http://gjweb.kubota.co.jp/index_en.html

KUBOTA AND AGRICULTURAL GROWTH

Kubota Products Supplied by Siam Kubota Corporation Co., Ltd. (SKC)

As there is no regulated food-control system in Myanmar, the nation's farmsteads are free to grow and sell any crops they wish. The principal crop, however, is rice that is often grown in a yearly cycle of rice, then beans, and then rice in order to prevent single crop soil deterioration. A comparison of rice growing areas and yields with Vietnam with its more highly mechanized agriculture shows that Myanmar's total rice growing area is approximately 20% less than that of Vietnam while its yield per hectare is less than half of that in Vietnam per hectare.



▲ From left: Mr. U Pale Maung, AMD Deputy Director General; Mr. U Ko Ko Maung, AMD Director; and Mr. U Aung Win, AMD Deputy Director.

Key dry field crops include sugarcane and such plants as peanuts and sesame from which oil is extracted. And yet, large tracts of land around the country have yet to be cultivated – land upon which the government encourages farmsteads in those areas to grow vegetables and mangos. Further, for a variety of reasons – including to contribute to sustaining Myanmar's economic growth as well as to overcome the exodus of young members of the rural labour force to urban areas for economic considerations – it is considered absolutely necessary to increase income levels among the farming families who account for approximately 60% of the total working population.

Increasing the efficiency of agriculture through mechanization is a positive step towards achieving these objectives. Currently, only approximately 50% of tilling and only approximately 10% of harvesting is mechanized throughout the country. The most popular of the tractors being used are 45HP models, but there is a growing realization of the need for tractors in the 75 to 90HP range.

Kubota products are supplied by SKC in Thailand not only to local dealers, but also to Myanmar's Agricultural Mechanization Department (AMD) – an administrative organ of the Ministry of Agriculture and Irrigation responsible for agricultural mechanization throughout the country that is divided into fifteen areas: the Naypyidaw Union Territory*², seven states, and another seven regions. AMD also operates 117 Agricultural Mechanization Stations.

According to U Pale Maung, the AMD Deputy Director General, "AMD has roughly four main functions. First, we purchase tractors, combine harvesters, and other agricultural machinery to be leased - and occasionally resold - to farmsteads. Second, we reclaim land for cultivation and soil improvement. Third, we study the efficient use of agricultural machinery that has been newly introduced and develop distribution channels for those that meet our requirements. And fourth, we provide farmsteads with technical guidance on agricultural machinery and pass on production technology to Myanmar manufacturers.

*² An administrative division in central Myanmar that encompasses the nation's administrative capital



▲ AMD Headquarters.

The Widespread Recognition of Kubota Products

While AMD also purchases agricultural machinery from manufacturers in such neighbouring countries as China and India, Kubota products enjoy an especially strong reputation. AMD Director U Ko Ko Maung reports, “Having a presence here in Myanmar since the 1970s, the Kubota brand has earned a widespread recognition even among people who are not involved in agriculture. In fact, its products are popular among farmers for their outstanding operational performances. An added benefit is that Kubota shares with us knowledge gained from operations in Thailand – a country that has agricultural practices similar to those in Myanmar”.

Of the agricultural machinery delivered to AMD over the past few years, Kubota – through SKC – has supplied the most. According to U Ko Ko Maung speaking of his hopes for a bright future of agriculture in Myanmar, “If we can convince the government to allocate the necessary funds, we hope to add another 150 Kubota Tractors and 50 Kubota Combine Harvesters to our inventory. As mechanization advances, the incomes of farmsteads will increase to the point that they may consider purchasing such machinery for themselves.”

At its two training centres, AMD – in conjunction with Kubota and other parties – provides intensive guidance. There is, however, a growing need for more service personnel to provide after-sales maintenance services due to the fact that one new agricultural machine after another is imported and an increasing number of farmsteads are seeking to lease them. Regarding this, U Ko Ko Maung stated, “It is our hope that Kubota will provide ever more technical support and develop an ever more prompt service parts supply structure.”

AMD Agricultural Mechanization Station No. 47

Responsible for two cities within the Naypyidaw Union Territory that include farmland of over 27,114 ha (67,000 acres), AMD’s Agricultural Mechanization Station Number 47 leases 100 tractors and 10 combine harvesters to around 7% of the farmsteads within its area. Staff Officer U Win Than reports, “Because Kubota Combine Harvesters are more durable than the other brands, farmers tell us that they are what they want! In this area, rice is grown in both rainy and dry seasons. Harvesting can be difficult, but Kubota Combine Harvesters get the job done with ease. In addition, profit is enhanced due to the fact that every single grain of rice is cleanly gathered. That is why the majority of our combine harvesters bear the Kubota brand.”



▲ A group of farmers within the Agricultural Mechanization Station No. 47 area of responsibility that has 4 tractors and 5 combine harvesters on lease from AMD.



▲ Staff Officer Mr. U Win Thant of Agricultural Mechanization Station No. 47.

In fact, a large proportion of the machines are still relatively new. However, a tractor is annually responsible for approximately 2,000 acres where it performs a wide range of jobs with the result that it tends to get overused resulting in a high demand for service parts. In consideration of this, Kubota constantly reminds users of the importance of timely maintenance and servicing. Further, it makes it a rule to provide thorough training to everyone involved when introducing new models.

AMD Agricultural Mechanization Station No. 84

Responsible for four cities within the Naypyidaw Union Territory that cover 30,351 ha (75,000 acres) with 28,328 ha (70,000) devoted to farmland, Agricultural Mechanization Station No. 84 leases 30 tractors and 10 combine harvesters to approximately 10% of the farmsteads in its area. Staff members of this facility state that there is a strong desire for combine harvester training seminars to provide a thorough understanding of maintenance as well as for their capabilities and use. Hopefully, such seminars would take place in October or November just before harvesting gets into full swing. In response, Kubota will continue to enhance its participation in this area.



▲ Agricultural Mechanization Station No. 84 staff.



▲ A Kubota Tractor in Myanmar.

AN EFFICIENT SALES NETWORK SUPPORTS MYANMAR'S FARMSTEADS



▲ Founded in 1991 by 5 brothers is the reason for the name 'Good Brothers'.



▲ A line up of Kubota products.

Good Brothers' Co., Ltd. (GB)

Due to the fact that the government of Myanmar is striving to nurture the country's domestic businesses, foreign affiliated companies are not allowed to sell directly. That being the case, SKC has about a dozen authorized dealers in Myanmar. Among them are Good Brothers' Co., Ltd. (GB) and Phan Tee Shin.

Currently the largest dealership of its kind in Myanmar, GB – founded in 1991 by 5 brothers – has 15 branches, 17 showrooms, and two factories. Handling everything related to agricultural machinery, GB is considered the leading player in the market. U Aung Naing Oo, the GB Planning & Development Department Manager, asserts, "Dedicated to serving the farmsteads in our area, GB not only promotes agricultural mechanization, but also supports local schools and organizes educational seminars. We hope to show farmers how they can sell their produce at higher prices. Besides, we want to help farmers enhance their profits by raising the quality of local farm products to a world level."

U Kyaw Soe, the GB Brand Manager, reports, "Sales of Kubota Tractors, Kubota Combine Harvesters, and Kubota Diesel Engines have all been showing significant growth. All we have had to do to communicate the excellence of Kubota products has been to provide demonstrations."



▲ Mr. Yuji Matsushima (right), General Manager of Kubota's Yangon Branch, conversing with Mr. U Kyaw Soe (left), Brand Manager of Good Brothers' Co., Ltd.

The Phan Tee Shin Dealership

Dealing primarily in Kubota products, the Phan Tee Shin dealership with its five sales outlets is the second largest Kubota dealer in Myanmar after GB. Ms. Daw Mya Mya Than, the person in charge, reveals, “Whilst we deal in a wide range of Kubota products, the top sellers are Kubota Combine Harvesters. In fact, ‘KUBOTA for Harvesting’ has become a kind of mantra for us.”

She goes on to state, “As well as experiencing a lack of proper operation and maintenance, machinery is often pushed beyond its limits by users. Therefore, we pay special attention to inventory so that service parts can be shipped promptly when needed. With more proper training, however, such instances can be overcome.”



▲ Ms. Daw Mya Mya Than, the person in charge of Phan Tee Shin.



▲ Genuine Kubota Parts line the shelves at the Phan Tee Shin dealership.

Kubota Contributes to Development in Myanmar

Expectations for Kubota are rather high in Myanmar. Mr. Yuji Matsushima, the General Manager of Kubota’s Yangon Branch, reports, “I believe that, first and foremost, we need to put more resources into maintenance services and open workshops, so that we can build a system for prompt service parts supply. The bottom line here is to gain customer satisfaction, namely, by letting them know that we care.”

Conducting marketing surveys on the agricultural environment in Myanmar to pick up on market trends as well as the emerging needs of users, Mr. Matsushima provides the resulting information to both SKC and the Kubota Corporation (KBT) in Japan.

Concerning future agricultural trends in Myanmar, Mr. Matsushima declares, “The prime product to consider is rice. I regret to say, but the rice grown in Myanmar is not of the finest quality. No matter to what degree production is mechanized, it remains necessary to focus on such issues polishing, distribution, and storage to achieve positive improvement. And then to add greater value, rice can be processed to make rice crackers and rice cakes rather than being exported.”



▲ Eye-catching Kubota signboard alongside the highway between Yangon and the airport.

As “Asia’s Last Frontier,” Myanmar is yet in the initial stages of evolution. The economy may have had a late start, but, as some economists say, the country probably has a “latecomer’s advantage.” To maintain growth, it is essential to develop infrastructure for industry, living, and the environment. Fortunately, this is where KUBOTA’s proprietary technology in “food, water, and the environment” truly speaks volumes.

Longstanding and Esteemed Dealer • *South Africa*



Mr. Leonard Engelke
Managing Director

Dealership: **Kubota Western Cape**
Location: **29 Clarendon Street, Cape Town**
Established: **2003**
Main Product Lines: **Kubota Agricultural Tractor and TLBs**

▲ L: Mr. Deon Engelke (Founder)
R: Mr. Leonard Engelke (Managing Director)

————— *Would you please give our readers a general outline of Kubota Western Cape?*

Engelke: My father, Mr. Deon Engelke, founded the origins of Kubota Western Cape in 1985 as an agricultural equipment workshop in Cape Town – South Africa’s second most populous urban area after Johannesburg – in the Western Cape that is a province of South Africa situated in the south-western part of the country. As time passed, the business grew to become a major supplier of agricultural equipment in the area. The major contribution to growth, however, has been the promotion and sales of Kubota products since 2003.



▲ Exterior view of the dealership

————— *Please tell us a little about yourself.*

Engelke: After finishing my studies at an agricultural college in 2002, I joined Kubota Western Cape starting off as a technician. Dedicating myself to learning all the various facets of the business, I have gradually risen step-by-step to achieve my current position as Managing Director.

————— *What is the current business status of the dealership?*

Engelke: Having been ranked the number one dealership in South Africa for the past 10 years, we currently have an estimated market share of 22% in the Western Cape. In fact, our last reported annual sales experienced a growth of 60% over the previous year.



Sales study meeting ►



▲ Dealership showroom

We are currently focusing not only on expanding sales activities in our area of operations, but also on developing products to compliment what we offer. Our basic sales expectation this year is an estimated 200 units. As part of our sales and marketing strategy, we will continue to participate in the three major agricultural shows that take place in the Western Cape.

————— *What do you think are the advantages of the Kubota brand?*

Engelke: There are so many! The most advantageous, in my opinion, are cutting-edge design, optimal user friendliness, and noteworthy fuel efficiency.

————— *What is your personal relationship with Kubota?*

Engelke: Based on the fact that the Kubota franchise is the heart and soul of this business, I feel, “Selling Kubota is not a job – it’s a lifestyle!”

————— *Please summarize your future expectations.*

Engelke: That Kubota continues to strive to be the Market Leader.

Thank you very much for your cooperation.

Customer Testimonials

KUBOTA TRACTORS Testimonials from Professional Users in Africa



The firsthand testimonials from users of Kubota Tractors describe not only such key points as powerful operations, notable fuel efficiency, and remarkable manoeuvrability, but also indicate the advantages these outstanding products bring to farm management.



Fuel consumption is minimized while productivity is maximized



Mr. Pierre Ferreira

Orchard Owner

Country: South Africa

Model: M8540 Narrow (Cabin)

Main Implements: Sprayer and Rear Cutter

Crops: Lemons and Mandarin Oranges

Cultivated Area: 80 hectares (197 acres)



Mr. Ferreira commented: “One of the benefits of our Kubota M8540 is its wide, spacious cabin. Our former tractor of another brand was significantly less comfortable due to design factors that made foot movement cramped and difficult. The cabin of our Kubota tractor, however, has no such obstacle - a difference that contributes significantly to operator comfort and productivity.”

He went on to say: “Another Kubota advantage is that changes in the direction of movement between forward and reverse are made without ever having to depress the clutch pedal. This advantage further contributes to saving operational time, to improved fuel consumption, minimized operator fatigue, and enhanced productivity.”



I can honestly report that Kubota Tractors are the best!



Mr. Philip Fourie

Farm General Manager

Country: South Africa

Model: M8540 (Narrow) (8 units)

Main Implements: Sprayer, Rear Cutter, and Front Trailer

Crops: Apples and Pears

Cultivated Area: 220 hectares (543 acres)



According to Mr. Fourie: “The dealer brought a model Kubota M8540 tractor to our orchard one day to be test-driven over a two-week period. One of the most astonishing advantages that became apparent was that this Kubota product consumes approximately 20% less fuel than the tractor of another brand that we had been operating. In fact, this factor played a significant part in our decision to purchase eight units.

He went on to say: “Time is saved and fuel consumption is further improved due to the short turn

radius that reduces the frequency forward and reverse movements, which, with the Kubota, happen without the need of ever having to depress the clutch pedal due to the action of the hydraulic shuttle shift. Another benefit of this is that operations are able to continue for longer periods of time due to the fact that operator fatigue is significantly reduced. Based on all of this, I can honestly report that Kubota tractors are the best!



Optimal performance, a small turning radius, and minimal fuel consumption



Mr. Desmond Mudge

Farm General Manager

Country: South Africa

Model: M7040 (Narrow) (16 units)

Main Implements: Sprayer (1500 litres), Rear Cutter, Front Trailer

Crops: Apples, Pears, Blueberries

Cultivated Area: Apples and Pears = 220 hectares (543 acres),
Blueberries = 50 hectares (123 acres)



Mr. Mudge reported: “We used to own another tractor brand. Unfortunately, the clutch broke down at least once a year with the result that operations stopped for a few days until repairs could be made. Unhappy about this, the day came when we decided to test drive the tractors of other manufacturers - including Kubota. In the end, the Kubota M7040 (Narrow) beat all the others for fuel consumption, performance, and turning radius. Based on this we bought one. For the two years we have had it, there has not been a single breakdown. There's no doubt we consider Kubota tractors to be great investments. Two years ago we started out with only one of them. Today, we own a fleet of 16!”



Performs with maximum efficiency in narrow orchard conditions and at confined construction sites



Mr. Willey Jones

Vineyard General Manager

Country: South Africa

Model: L39TLB

Main Implements: Front Loader and Backhoe

Working Environment: Vineyard = 50 hectares (123 acres)



Mr. Jones stated: “The reason for choosing the Kubota L39 is that it is a compact, multi-purpose TLB (Tractor, Loader, Backhoe) model - one that can be used not only for agriculture purposes, but also for construction. Applications at our vineyard include installing irrigation pipes underground, preparing land for building projects, and for transporting such items as fertilizer and construction materials. It is compact enough to be able to undertake operations not only with the narrow spaces of orchards, but also at construction sites where space is severely limited. We are very happy about this outstanding versatility.”



Ideal for operations in narrow vineyard conditions



Mr. Cobus Lloyd

Professional Vineyard Contractor

Country: South Africa

Model: L39TLB (5 units)

Main Implements: Front Loader and Backhoe

Working Environment: Vineyards



A professional vineyard contractor since 2006, Mr. Lloyd commented: “Just as I was considering what tractor to get for my new business, I heard from my brother that the Kubota L39TLB is unmatched by any other manufacturer. He was right and, as a result, I bought two units. Thanks to its compactness and user-friendly operation, this TLB tractor perfectly fulfils the rigid requirements of operations in narrow vineyard spaces.” He added: “I once rented another manufacturer's bigger TLB for a few days. A negative

point was that it consumed a large amount of fuel. On the other hand, our lightweight, compact Kubota L39TLBs consume approximately 30% less.” The perfect performance in narrow vineyards and economic fuel consumption convinced him to purchase additional L39TLB units as the need arose.



Reduced construction times and costs



Mr. Neels Dupreez

Construction Company Proprietor

Country: South Africa

Model: BX25TLB

Main Implements: Front Loader and Backhoe

Working Environment: Construction Sites



The main reasons Mr. Dupreez purchased the TLB-type model BX25 Kubota tractor in 2013 was to shorten the time spent on construction projects and to reduce construction costs.

According to him: “It previously took almost a week to manually complete excavation jobs without mechanical assistance. With the BX25, however, such jobs are completed within two days. The shorter time required for construction has lowered construction costs”.

He adds: “The compact, lightweight configuration of the BX25 that can be transported from site-to-site in a pickup truck has also saved us from having to invest in a bigger truck and trailer.”



A single machine performing double duty is a wise investment



Mr. Jack Johnson

Poultry Farm Manager

Country: South Africa

Model: BX25TLB

Main Implements: Front Loader and Backhoe

Working Environment: Poultry Farm



When asked about his BX25, Mr. Johnson reported: “When I saw the compact Kubota BX25TLB (Tractor, Loader, Backhoe) in operation at a construction site where operational space was limited, I realized it would also be ideal for operations in the narrow confines of our poultry farm. Before we bought this versatile Kubota product, it had been necessary to assign three or four labourers to the time consuming job of manually excavating space for waste product landfills. Using the backhoe, however, I can excavate the appropriate space in under an hour. Another example of how this outstanding Kubota product can enhance productivity and cost effectiveness is the use of the front loader to transport construction materials and sand to construct hen houses for the layer hens. Having a single machine that performs this “double duty” has been a wise investment.”



More efficient and comfortable operations along with minimal fuel consumption



Mr. Simon Mbatha

Tractor Operator

Country: Kenya

Model: M9540DT (2 units)

Main Implements: Disc Plough (3 discs)

Cultivated Area: Maize = 20 hectares (49 acres),
Beans = 12 hectares (29 acres),
Papaya = 2 hectares (5 acres), and
Melons = 0.8 hectares (2 acres)

When asked about the M9540DT Kubota Tractor he operates, Mr. Mbatha replied: “The levers - including the main shift lever, the PTO switch lever, and the auxiliary remote control lever - are conveniently positioned to my right making operations easier, smoother, and more efficient than when I operated a rental tractor of another brand. In addition, the well-engineered seat contributes to comfort even after long hours on-the-job.”



He went on to say: “The first M9540DT was purchased in May of 2014. After operating it for only a short while, it was observed that fuel consumption for this 95 HP tractor was approximately a significant 30% less than for the 80 HP tractor of another brand we previously rented. This contributed to making the decision to purchase a second unit five months later.”



Enhanced productivity and reduced fuel costs



Mr. Shanti Mayaka

Farm Manager

Country: Kenya

Model: M9540DT

Main Implements: Disc Plough (3 discs)
Seed Planter (24 rows)

Crops: Maize, Wheat, Barley, and Potatoes

Cultivated Area: 485.6 hectares (1,200 acres)

According to Mr. Mayaka: “With 95 HP, our Kubota M9540DT outperforms the 130 HP tractor of another brand that it replaced for ploughing and seeding operations. Its powerful engine provides all the power necessary to efficiently pull a 3-disc plough and a 24-row seed planter.”

He adds: “Compared to when we used the bigger 130 HP tractor having a body weight of 5000kg, fuel



consumption of the M9540DT is significantly less. It makes a vital contribution to our business by improving overall productivity while reducing fuel costs.”



Time on the job is reduced, fuel consumption is less, and productivity is enhanced



Mr. Edward Mathea

Professional Contractor

Country: Kenya

Model: M7040DT

Main Implements: Disc Plough (3 discs),
Disc Harrow (24 discs)

Crops: Maize, Soybeans, and Wheat



When interviewed, Mr. Mathea stated: “The M7040DT Kubota tractor is my first! It's impressive! Though the body is compact, it can easily and efficiently pull a 3-disc plough. Moreover, its powerful engine and remarkable 4WD traction give it the advantage of being able to perform a variety of tasks that tractors with only 2WD cannot possibly undertake.

Other advantages include a tight turning radius along with power steering that enhances performance and operational efficiency in narrow field conditions due to the fact that the number of directional changes between forward and reverse are reduced.

Time is saved, fuel consumption is lessened, and productivity is enhanced.”



Remarkable durability, reduced downtime and repair costs



Mr. Stephen Mwai

Tractor Operator

Country: Kenya

Model: B2320DT

Main Implements: Trailer

Working Environment: Floriculture Farm

Cultivated Area: 50 hectares (120 acres)



Mr. Mwai reports: “We previously used power tillers from another manufacturer when we transported our flowers. There were, however, problems. Because of extreme vibration, the easy loss of balance on bumpy roads, and the fact that control levers and seating positions were not user-friendly, those power tillers were really uncomfortable to operate. Over long periods of time, operator fatigue became a serious problem and productivity was diminished. Since we started to use the B2320, however, operational efficiency has improved exponentially. The control levers are all within easy

reach, work progresses smoothly - even over bumpy roads - due to remarkable stability, and operator comfort makes it possible to continue the job at hand over a longer period of time.

Thanks to remarkable durability, down time and repair costs have been drastically reduced. Moreover, fuel consumption is approximately 10% less than with the power tillers. The B2320 benefits both operators and owners by providing true value.”



Continuous operations without major problems



Mr. Habib Sebri

Farm Owner

Country: Tunisia

Models: M9540DT (8 units), M9000DT (6 units), and M105S (6 units)

Main Implements: Disc Harrow, Potato Digger, Reversible Plough, and Subsoiler

Crops: Potatoes, Cereal, and Pomegranates

Cultivated Area: Potatoes = 500 hectares (1,236 acres), Cereal = 500 hectares (1,236 acres), and Pomegranates = 500 hectares (1,236 acres)

The owner of a property covering 1,500 hectares (3,706 acres), Mr. Sebri has been a big fan of Kubota tractors since 1990. According to him: “In the 40-year history of my farm, we have been using Kubota tractors for over 20 of those years. Prior to that, the



tractors of other brands that we used had high repair costs due to frequent breakdowns. With the Kubota brand, however, we are able to continue operations for up to 14 hours a day without any major transmission, engine, or axle problems. That is one of the important benefits we have received from our reliance on Kubota.”



Durability and reliability with dependable distributor support



Mr. Tazarka Nader Belhadj

Farm Owner

Country: Tunisia

Model: L3200DT

Main Implements: Disc Plough, Trailer, and Rotary Tiller

Crops: Potatoes and Strawberries

Cultivated Area: 12 hectares (29 acres)



When asked about the main reason for buying the L3200DT Kubota tractor, Mr. Belhadj reported: “This is actually the family’s second Kubota tractor. 30 years ago, my father purchased a model L295 that is still being operated.

One of the most important points for professional farmers like us is whether or not a tractor will enable us to continue working throughout the entire agricultural season. For that reason, we seek to own the most durable and reliable tractor possible even if it is a little more expensive than a competitor’s product.

He continued: “The second most important point for us is the availability of spare parts. If an essential part is not available from a distributor’s inventory, it has to be ordered. In such a case, operations stop until the part is received - perhaps two or three weeks later. Fortunately for us, our distributor – Loukil – has a fully stocked inventory with the result that they have been able to supply our needs in a timely manner.

I am happy to have such a durable and reliable tractor and to have reliable support from Loukil!”



Special Report

The Republic of Ireland

Kubota Joins Forces with South Coast Diesels

A world-class engine manufacturer, Kubota is targeting major growth in Ireland by joining forces with Kildare-based South Coast Diesels (SCD). Founded in 1986, SCD is a leader in the independent engine rebuilding industry, engine sales, and aftersales support markets in Ireland. It works with customers across the marine, military, industrial, power generation and construction sectors.

By joining forces with Kubota, SCD becomes The Republic of Ireland's exclusive distributor for the full range of Kubota Engines along with spare parts and full support service to dealers as well as to Original Equipment Manufacturers (OEMs) across various industrial sectors.

Kubota's range of both oil and water-cooled diesel and dual fuel engines are renowned around the globe for their exceptional performance, low noise, cleaner emissions, and excellent fuel economy. Used in a wide range of applications - including plant equipment, power generation, and industrial equipment - Kubota products feature either Diesel Oxidation Catalyst (DOC) technology or Diesel Particulate Filters (DPF) as an after-treatment device to reduce emissions.



▲ Mr. Daniel Grant

Mr. Daniel Grant, the Kubota (U.K.) Limited (KUK) Engine Division Business Development Manager, commented: "There's no doubt that the Irish economy is on the way up after a difficult few years. These green shoots of recovery present a massive opportunity for everyone involved in the diesel powered equipment and machinery markets." He went on to say, "The partnership with SCD is an integral part of a major investment programme and strategic move by Kubota to increase market share and drive brand awareness amongst dealers and OEMs operating in the Irish markets. As a lot of OEM's are expected to target Ireland for

growth opportunities, having a strong presence there is critical. Working with SCD will give us exactly that. The company is an engine specialist with a first class reputation for providing exceptional service levels, backed up by highly skilled engineers and support staff. By appointing SCD as our sole distributor, it enables us to combine Kubota's expertise in developing the latest in engine technology with SCD's local knowledge to maximise our position in the market. We will also be continuing our relationship with Sean Cleary & Sons, Kubota's previous engine dealer for Ireland, who will continue to represent us under the guidance and support of SCD."



▲ The SCD Headquarters.

Mr. Liam Mills, Managing Director of SCD, affirmed: "Recent signs indicate that the equipment market in Ireland is waking up. With the new Kubota distributorship in place, we are confident that we can grow our business and increase awareness of the Kubota brand in Ireland. Critical to our own growth over the years has been the global brands we represent, so there's no doubt that the addition of the market leading Kubota name to our portfolio can only further increase that success. The partnership reflects SCD's desire to work with industry leaders that provide quality solutions and the latest in technological advancements. We are excited about entering into this new relationship with Kubota, which will not only open up potential new markets for our business, but will also increase Kubota's share of the Irish market and grow new engine sales."



Germany

HAMM Vehicles the First Tested in the New KDG Cold Chamber Test Facility



▲ Ready for testing cold starts 7 days/week, 365 days/year.



▲ Operating even in "Frozen Engine" conditions.



▲ HAMM Road-Rollers powered by Kubota Diesel Engines.

Since April 2015, the Engine Division of Kubota Deutschland GmbH (KDG) has been offering OEM customers of any and all products mounting Kubota Engines the use of its new Cold Chamber Test Facility 7 days/week, 365 days/year regardless of ambient seasonal temperatures around Germany. This highly appreciated Value-Added Engineering Service contributes to a significant reduction in the time and cost of OEM development activities.

The first customer to test vehicles mounting Kubota Engines in the new Cold Chamber Test Facility was HAMM AG. Based in Tirschenreuth, Germany, it is one of the world's leading manufacturers and marketers of road-rollers. While it is unlikely that HAMM Road-Rollers will ordinarily be used for compaction applications at -20 degrees Celsius, they were tested to ensure the ability to reliably start and operate regardless of the coldest ambient temperatures.

The timing was ideal – HAMM was launching new models equipped with Kubota V3307-CR-T engines and KDG had this cold-chamber facility ready to test them. A tested and proven cold start performance verifies the high quality level of any machine powered by Kubota.

In 2010, HAMM started to sell its "Compact Road-Roller Series" equipped with Kubota Engines. This was the beginning of a very successful partnership. Today more than 11 different HAMM Road-Roller models are powered by Kubota Diesel Engines.

Sherp ATV Mounts the Model V1505-T-E2B Kubota Diesel Engine



▲ SHERP ATV equipped with the model V1505-T-E2B Kubota Diesel Engine.

The Sherp All-Terrain Vehicle (ATV) manufactured by Sherp LLC of St. Petersburg in the Russian Federation is based on the all-terrain vehicular developments of Aleksey Garagashyan, the renowned Russian designer. It is equipped with the robust and reliable model V1505-T-E2B Kubota Diesel Engine supplied by Kubota (Deutschland) GmbH (KDG) through DynaCore Power Technologies LLC, their Russian distributor. Providing power even in the most severe operating conditions, this reliable engine is distinguished by a remarkable power/weight ratio: Gross Intermittent Power of 44.3hp @ 3000rpm and a dry weight of 114kg.

A unique vehicle, the Sherp ATV has ventured to such exceptionally difficult areas to access as tundra*¹ and taiga*², the Kola Peninsula Mountains in northwest Russia, and the Yugra Bogs of western Siberia. Special features include the fuel system designed to efficiently undertake operations at critical banking angles and angles of trim without fuel starvation over long periods of time, secure floatation making it possible to negotiate any and all bogs at 6km/h, the ability to get out of water onto ice, and the adeptness to climb over such obstacles as boulders and fallen trees up to a metre in height.

In other words, the Sherp ATV stands ready to overcome the challenges as they are encountered.

*1 A biome where tree growth is hindered by low temperatures and short growing seasons

*2 A biome characterized by coniferous forests consisting mostly of pines, spruces, and larches

Regular Training for Overseas Kubota Group Companies Held in Japan

In accordance with the plan put forward and accepted at the Service Manager Meeting 2014, Service Training Sessions* were held in Japan earlier this year for overseas service staff.



*Distributors from Europe,
the USA, and Australia*



Asian Distributors

* The goals of the Service Training Sessions are to augment basic knowledge and skills related to Kubota products, to enhance the relationships of participants with other members of the Kubota Global Family, and to maximize the quality of customer service.

Dates:

- 1. Distributors from Europe, the USA, and Australia**
 - A. Tractor Course: January 27 through February 6
 - B. Engine Course: January 27 through January 31
- 2. Asian Distributors**
 - A. Tractor Course: February 24 through March 6
 - B. Engine Course: February 24 through February 28

Participants and Participating Distributorships:

- 1. Distributors from Europe, the USA, and Australia**
 - A. Tractor Course: 10 (KUK, KDG, KES, KE, ETA, KTC, and KCL)
 - B. Engine Course: 2 (KDG and KEA)
- 2. Asian Distributors**
 - A. Tractor Course: 20 (KKR, KMI, KAMS, STA, SKC, KPI, and KAI)
 - B. Engine Course: 4 (KESCO, SKC, and PTKI)

Main Content:

- 1. Tractor Course:**
 - A. Practice disassembly/reassembly of M40-Series Tractors.
 - B. Classroom lecture on structure and functions.
 - C. Study tour related to Japanese culture.
- 2. Engine Course**
 - A. Practice disassembly/reassembly of the model D1105 Engine.
 - B. Classroom lecture on structure and functions.
 - C. Practice diagnosing engine problems with model V3800.
 - D. Study tour related to Japanese culture.

Snapshots of the Training sessions.



Participant Responses

Positive Comments:

- I could learn about the function and structure of various tractor parts and components through this training course.
- Lecturers quickly and thoroughly answered my questions in such a way as to deepen understanding.

Suggestions:

- More time devoted to CRS/SCR would be helpful.
- Animations would positively assist in explaining various principles in both courses.



Discover Kubota



▲ Baggage Trailer hitched to a compact Kubota Tractor.

Compact Kubota Tractors at the Yangon International Airport



▲ Planes, shuttle vehicles, and compact Kubota Tractors at Yangon International Airport.



◀ Eye-catching Kubota signboard alongside the highway between Yangon and the airport.

Compact Kubota Tractors pulling Baggage Trailers can be seen from windows in the terminal lobby of Yangon International Airport as they navigate between airport personnel, shuttle buses, and aircraft. The combination of a tight turning radius and ample power make these reliable Kubota products ideal for this purpose.

Looking to the future, it is anticipated that more and more Kubota products will play active roles throughout the country to keep up with rapid agricultural mechanization.

Topics

From The U.K.

KUK in Sponsorship Arrangement with Buildbase*



A BMW bike with the Kubota logo during a race.

In April 2015, Kubota (U.K.) Limited (KUK) announced its sponsorship of the Buildbase BMW British Superbike Team for the second year running. Mr. Dave Roberts, the Managing Director of KUK, reports, “Hirebase, the specialist tool, plant, and equipment hire business operated by Buildbase, is a key customer for Kubota’s market leading range of excavators. Always keen to cooperate positively with our customers, when the opportunity came about to sponsor the Buildbase BMW Superbike Team we thought it would be a fun and engaging way of providing support whilst promoting the Kubota brand.”

* Having its head office in Oxford, Buildbase – a building materials merchant – has over 150 branches throughout the UK.

Kubota Ads of the Times

The Kubota presence in advertising media around the world

The Main Kubota Visual Concept for 2015

Submitted by Corporate Communication Department, Kubota Corporation

The image of a young man positively negotiating both the wilderness and urban areas visually expresses the goals of the KUBOTA Group to provide positive solutions to global problems in the areas of food, water and the environment.

*Main Visual: Image communicating Kubota's business activities



The English language version of the presentation can be accessed using the QR code on the right:

(Please engage a smartphone, etc., over the code.)



Or else, visit the official Kubota website:
[HP http://www.kubota-global.net/](http://www.kubota-global.net/)



M7001-Series Attracting Attention in Europe



France SIMA 2015

The three commercial farming tractor models for Europe in the Kubota M7001-Series – the 130hp M7131, the 150hp M7151, and 170hp M7171 – are currently Kubota’s most powerful tractors. On the 22nd of February, this series along with the “Vicon FastBale” implement from Kverneland – a member of the Kubota Group – received awards at the Paris International Agri-Business Show (SIMA).

The M7001-Series was selected the 2015 Machine of the Year in the 120 to 180 horsepower agricultural tractor category. The “Vicon FastBale” was not only selected as the Machine of the Year 2015 in the implement category, but also – based on its superior technology – for the SIMA Innovation Awards Silver Medal.



▲ Proudly holding the award certificates are Mr. Nobuyuki Ishii, Kubota Europe S.A.S. (KE) President, and Mr. Herve Gerard-Biard, the KE Sales Manager.



▲ The award winning “Vicon FastBale” Kverneland implement.



▲ Kverneland Product managers – Mr. Luc Souquet (left) and Mr. Tim Baker – with the prestigious award certificates.

Spain AGRARIA 2015

On the 4th of February, Kubota España S.A. (KES) displayed the M7001-Series for the first time in Spain at AGRARIA – the agricultural machinery show held in the northwest part of Spain. Visitors to the Kubota Booth were treated not only to the introduction of this outstanding series of Kubota Tractors, but also to a live broadcast of **Agropopular** – a national radio program – from within the cabin.

More Information in Spanish is available from K-News
(<http://www.kubotanewsletter.com/boletin-8/>)

M7001-Series Special Film Available:
http://www.kubota.co.jp/siryoun/library/movie_globalmarket/index.html
(Corporate Site in Japan)



▲ The Kubota M7001-Series Tractor draws enthusiastic visitor attention.

KFM Awarded



▲ KFM presented the Industrial Investment Award at the NFI Award Ceremony.

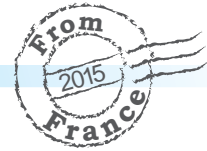
An investment promotion agency, Nord France Invest (NFI) is strategically located in the Lille Region of northern France. At its 2015 Award Ceremony held on 9 June 2015, NFI presented Kubota Farm Machinery Europe S.A.S. [KFM] with the Industrial Investment Award that recognizes a multinational company for its significant contribution to the development of the regional economy through investment. Presented every three years, this prestigious award has previously recognized the contributions of such major firms as Terra Nova, Coca Cola, and Toyota.

It is expected that the new KFM plant producing Kubota M7001-Series Tractors will surpass 3000 units in 2017.



▲ Mr. Manpei Yamamoto, KFM President (second from left), and Mr. Keigo Fukumoto, KFM Vice-President (left).

KFM Opening Ceremony



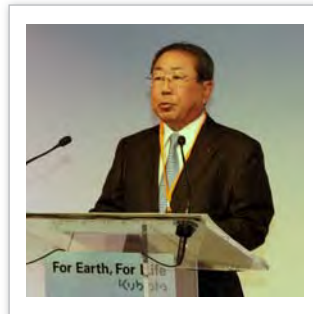
Kubota Farm Machinery Europe S.A.S. (KFM) – the first European manufacturing base for large-size Kubota Tractors – was established in December of 2013 and commenced production in April of this year. Then – on the 16th of September, the auspicious KFM opening ceremony took place.

In attendance were approximately 400 guests including Mr. Yo-ichi Suzuki, the Japanese Ambassador to France; Monsieur Henri JEAN, Vice-Governor of Prefecture of Nord - Pas-de-Calais, France; Mr. Masatoshi Kimata, President of the Kubota Corporation and Representative Director; Mr. Yu-ichi Kita-o, Kubota Corporation Director and Managing Executive Officer; Mr. Haruyuki Yoshida, Kubota Corporation Executive Officer; Mr. Manpei Yamamoto, President of KFM; various KFM personnel; and approximately 70 European press members.

The large number of press representatives was a strong, positive indication of the enthusiastic attention being paid to Kubota's full-scale entry into the upland farming, large-size tractor market with the M7001-Series – the 130hp M7131, the 150hp M7151, and the 170hp M7171. In addition to Europe, the products will be exported to North America, Japan, and Australia.



▲ Aerial view of KFM.



▲ Mr. Kimata addresses the audience.



▲ Mr. Yamamoto delivers his greetings.



▲ Memorial Key presentation by Mr. Kitao to the first M7001-Series Tractor customer.



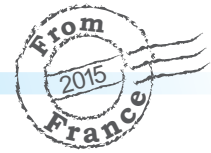
▲ “Kagami Biraki” – the opening of a cask of Sake at a ceremony.



▲ KFM factory tour.



▲ Lineup of M7001-Series Kubota Tractors awaiting delivery.



▲ The Kubota booth

Intermat – the International Exhibition of Equipment and Techniques for the Construction and Materials Industries that is held only once every 3 years – took place from the 20th through the 25th of April at the Paris Nord Villepinte Convention and Exhibition Centre. This year, 1,300 exhibitors from 37 countries welcomed 183,000 visitors.

At its booth, Kubota Europe S.A.S. [KE] introduced a range of industrial engines including, for the first time, the model V3800-TIEF 4 Kubota Diesel Engine that is in full compliance of the Tier 4 Final Emissions Regulations.

In effect only since January 2015, the Tier 4 Final requires the reduction of NO_x (nitrogen oxide) by about 90% in comparison with previously promulgated regulations. To accomplish such a significant reduction, Kubota adopted the Selective Catalytic Reduction (SCR) system.

Exhibited alongside the new V3800-TIEF 4 were models WG3800-E3B (Spark Ignited Kubota Engine) and the V3800-CR-E4B – all of which have same footprint with the result that they can be installed in OEM applications without re-engineering being required.

The model V3800-TIEF 4 Kubota Diesel Engine attracted such close attention as to enhance the belief that it will contribute to the further expansion of Kubota in Europe.



Kubota Engine ►
display

Executive Hire Show 2015, Ricoh Arena, Coventry



On the 11th of February, Kubota (U.K.) Limited [KUK] exhibited market-leading, high performance construction and groundcare machinery at the Executive Hire Show – the national exhibition for the tools, equipment, and plant hire industry in the United Kingdom.

Visitors to the Kubota Booth were especially impressed by the high quality and reliability of mini-excavators in the KX and U Series that incorporate market-leading features maximizing performance, operator comfort, and safety.



Kubota products on display. ▶

M&T Expo 2015



Held once every three years, the M&T Expo, that celebrates its 20th anniversary as the largest tradeshow of Construction and Mining Equipment in Latin America, took place from the 9th through the 13th of June at the São Paulo Expo in São Paulo, Brazil, attracting approximately 500 firms and nearly 60,000 visitors. Kubota, together with Argos*¹ – the local Kubota distributor – participated in this event to publicize the brand.

The Kubota booth presented four Kubota Mini Excavator models: the U008, the U15, the U30 and the U50. As more and more manufacturers are entering mini excavator market in Brazil, Argos decided to put the national flag of Japan next to the Kubota brand logo and thereby attract visitors to the high quality of Japanese products. Providing detailed descriptions of these outstanding products were sales staff members gathered from around the country.

Although the economy in Brazil hasn't been favorable since the start of 2015, the Kubota booth attracted a large number of visitors – proof that the mini excavator market is still active. Looking forward, Kubota – in corporation with Argos – will focus on daily sales activities to expand business in Brazil.



▲ Kubota Mini Excavators on display



▲ Sales staff activities

*¹ <http://www.kubotamaquinas.com.br/distribuidores.php>

Kubota No. 1 Fair



At 41 locations around Thailand during March and April, Siam Kubota Corporation Co., Ltd. [SKC] held its “Kubota No.1 Fair” not only to promote the extensive range of Kubota products that includes a wide range of implements, but also to impress upon consumers the fact that Kubota is a top brand in its field.

Included at these events were exhibitions, demonstrations, and sales activities. All together, more than 26,000 visitors were welcomed.



Kubota Tractor at a “Kubota No. 1 Fair” location.

SKC Engine Production Exceeds 3 Million Units



On the 6th of March, Siam Kubota Corporation Co., Ltd. [SKC] invited its employees to a ceremony celebrating the production of 3 million engines. As part of the event, there was a film presentation reviewing the history of SKC from its beginnings up to the present.

◀ *SKC president Mr. Hiroshi Kawakami (R) and Vice-President Mr. Opart Dhanvarjor beside the memorial 3 millionth engine.*

U.S. Manufacturing Operations Expanded to Meet Increasing Customer Demand



Kubota Manufacturing of America Corporation (KMA) will increase production capacity for Kubota equipment in the U.S. by constructing a new manufacturing plant as well as expanding its existing operations in Gainesville, Georgia.

The new plant will be located on 180 acres at the Gateway Industrial Centre in Gainesville-Hall County – three miles from KMA's existing facilities. The new plant building will be an estimated 502,000 square feet. The existing KMA facility – that has been in operation since 1988 and employs approximately 1,300 people - will also undergo enhancements to increase its production capacity in order to support Kubota's growing turf business. "The demand for Kubota products continues to grow in the U.S.," reports Mr. Hironobu Kubota, President of KMA. He goes on to say, "We estimate that this expansion of our operations will allow us to increase production capacity by 60 percent over the next five years."

The plans further demonstrate the company's priority of supporting its growing product offerings with operational excellence. "Growing our manufacturing operations in Georgia will enable us to achieve even greater operational efficiencies to make Kubota's business stronger and more competitive," revealed Mr. Masato Yoshikawa, KTC President and CEO. "We will be better equipped to quickly respond to market needs and thereby satisfy both dealer and customer demand for Kubota's popular sub-compact tractors, turf products, and utility vehicles."

Construction of the new facility in Gainesville commenced in September 2015 with the goal of beginning mass production in spring of 2017. The new plant will have the capacity to annually produce 50,000 units of Kubota's heavy-duty, high performance RTV Series of utility vehicles.



▲ Visual depictions of the new KMA plant.

KUBOTA TIMES

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Ayami Kusama:
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Yuko Okajima: Construction Machinery Sales Department

Zenya Hayashi / Chiaki Maeda:
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Questionnaire

Your cooperation in completing the following questionnaire is respectfully requested. Please fill in the blanks or circle the most appropriate answer, and submit it to:

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E-mail: kbt_g.kubota_times@kubota.com

Q1. In what language would you like to read the *Kubota Times*?

A: _____

Q2. In what country do you reside?

A: _____

Q3. What is your impression of the PDF style?

A: 1. Good
2. I'd prefer to receive a printed edition.
3. Other: _____

Q4. Which of this issue's contents did you find especially interesting?

A: _____

Q5. What other type of content do you recommend for future issues of the *Kubota Times*?

A: _____

Q6. Do you have any special request or comment for the *Kubota Times*?

A: _____

Name and Position: _____

Firm's Name: _____

Firm's Address: _____

Thank you very much for your cooperation.