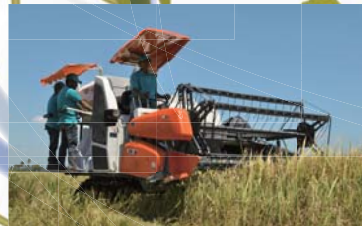
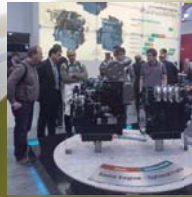


KUBOTA

NO. 105

2016

TiMES



CONTENTS

P. 3-6 **LONGSTANDING AND ESTEEMED DISTRIBUTOR**
ML The USA: Engine Power, Inc.

P. 7-14 **PROMISING NEW DEALER**
ML • India: Nirmala Automobiles PVT Ltd. (NAPL)
• Ghana: Tanink Group Ltd.

P. 15-20 **CUSTOMER TESTIMONIALS**
ML Indonesia: Kubota Combine Harvester DC-Series Models DC-70 and DC-35

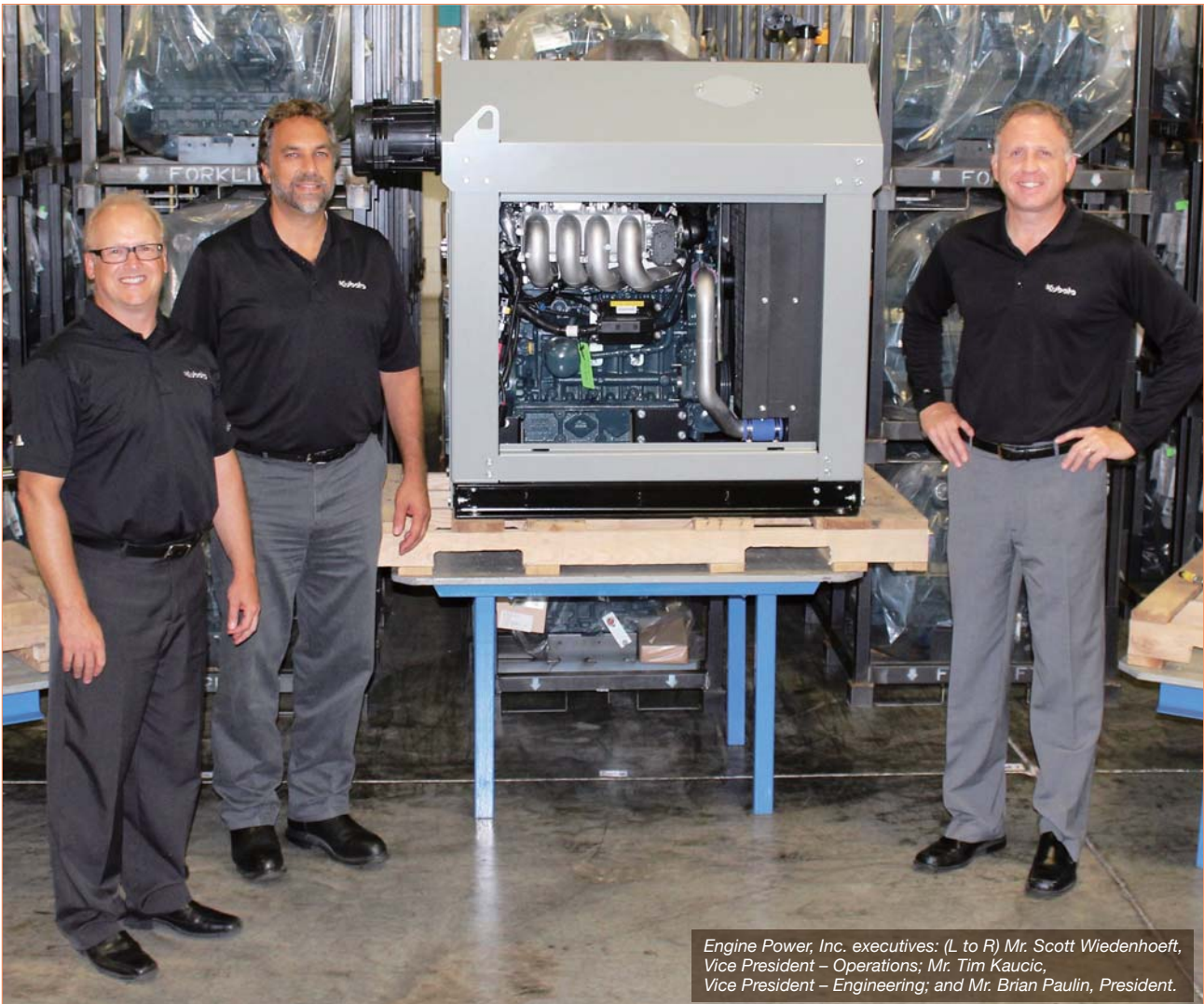
P. 21-24 **PARTS & SERVICE**
The 5th Kubota Group Technical Skills Competition

P. 25-30 **KUBOTA GLOBAL UPDATES**
Updates from the global members of the Kubota Family

ML **Questionnaire**

ML : Articles marked ML are available in Chinese, French, German, Indonesian, Italian, Japanese, Korean, Spanish, Tamil, Thai and Vietnamese.

Longstanding and Esteemed Distributor • The USA



Engine Power, Inc. executives: (L to R) Mr. Scott Wiedenhoef, Vice President – Operations; Mr. Tim Kaucic, Vice President – Engineering; and Mr. Brian Paulin, President.

Mr. Brian Paulin President

Distributorship: **Engine Power, Inc.**

Location: **Oconomowoc, Wisconsin, USA**

Established: **1981**

Main Product Lines: **Kubota Engines and
Honda General Purpose Engines**

Would you please describe Engine Power, Inc.?

Paulin: Including Wisconsin, Illinois, Michigan, and the northwest counties of Indiana, we are a regional distributor of engines for a variety of non-road equipment. Our customer base includes original equipment manufacturers, independent service dealers, self-servicing fleets, and governmental entities.



Kubota Engine power unit assembly area. ▲ ►



◀ Dynamometer and test equipment applied to a V2403-CR-TI-E4B Power Unit.



———— *How long have you been with this firm?*

Paulin: For my entire career! During my college days, I started by performing facility maintenance and warehouse duties. Later, I learned about the sales side of the business. After obtaining my degree in Industrial Management and Mechanical Engineering from Purdue University, I undertook the sales of engines and parts to both OEM and dealer customers. Several years later, I was promoted to operations management. In 1999, I was appointed President/CEO when the firm's founders – Harvey and Mary Paulin – retired.

———— *What is the firm's history?*

Paulin: Engine Power, Inc. commenced operations in November of 1981 offering the spark-ignited Ford Industrial Engine product line. In 1982, we became a distributor of Kubota Engines providing sales and support in Wisconsin and the Upper Peninsula of Michigan. In 2006, operations expanded as a result of purchasing Engine Works, Inc. – the distributor of Kubota Engines for the majority of Illinois, Lower Michigan and a portion of Indiana.



▲ Engine Power, Inc.

——— *How has the relationship with Kubota worked out?*

Paulin: For over 34 years, Engine Power, Inc. has positively developed extensive and complementary systems solutions for the Kubota Engines it handles. Customers purchase unique engine assemblies customized to fit the requirements of their specific applications. Such customizations encompass engine-mounting systems, power takeoff systems, cooling systems, exhaust systems, governing systems, electrical and control systems, fuel systems, enclosure systems, etc.

——— *How would you summarize your current business status?*

Paulin: In spite of occasional adverse economic conditions, business remains strong due to a diverse customer base in a variety of markets that include construction, agriculture, lawn and garden, airline ground support, rail maintenance, irrigation, dewatering, and power generation as well as for such products as fire-pumps, sweepers, air compressors, specialty lifts, wood chippers, forklifts, sewer-jetters, and industrial vacuums.

——— *What do you consider the advantages of the Kubota brand?*

Paulin: Our customers respect the solid global reputation Kubota has earned for superior quality, durability, performance, and service. They are, therefore, confident that they are making the wisest possible decision when selecting a Kubota Engine to provide the power for their OEM equipment. Further, they perceive that Kubota Engines deliver greater overall value over the years than that available from the models offered by competitors.

——— *What does the relationship with Kubota mean to you personally?*

Paulin: The business relationship with Kubota during the past 34 years has been an essential component of our success. Decisions to invest in our facilities, engineering capabilities, and assembly efficiencies have been directly related to our confidence in the design and quality of Kubota Engines.



▲ Group photo of personnel at Engine Power, Inc.

————— *What do you forecast as your future relationship with Kubota?*

Paulin: The engine business faces significant challenges. Foremost among them have been evolving emissions regulations worldwide. Thankfully, Kubota has taken all the steps necessary to ensure its engines adhere to all of the global emission requirements in our power categories. For our part, we have invested in such equipment as dynamometers, data loggers, vibration meters, and electrical test equipment to ensure that the engines we provide adhere to the exact requirements of our customers. I am confident that positively facing challenges as they arise will contribute to Kubota remaining a global market leader and to Engine Power, Inc. achieving ever-greater success in our areas of operation.

————— *Thank you very much for your cooperation.*

Promising New Dealer

INDIA



Mr. Santhosh S Valsalam
Managing Director

Dealership: **Nirmala Automobiles PVT Ltd. (NAPL)**

Location: **Trivandrum, Kollam, India**

Established: **1996**

Main Product Lines:

**Kubota Mini Excavators, SML Isuzu Trucks & Buses,
Case New Holland Construction Equipment,
New Holland Tractors, and Hyva Hydraulic Equipment**



▲ Mr. V R Harikumar, Director.

Please provide our readers with a brief profile of your firm.

Santhosh: In 1996, I incorporated Nirmala Automobiles Pvt. Ltd. (NAPL) along with Mr. V R Harikumar – my partner who is also the firm’s other director. In 1997, we commenced our business operations. As the Authorized SML Isuzu (SMLI) Dealer for the Trivandrum and Kollam districts of the southern Indian state of Kerala, we have sold nearly 6,000 SMLI Trucks and Buses to date. In fact, NAPL has achieved one of the highest Market Shares among all the SMLI Dealers in India.

Since 2014, we have also been providing customers with Case New Holland Construction Equipment, New Holland Tractors, and Hyva Hydraulic Equipment throughout the entire state of Kerala.



◀ The NAPL Office in Kasaragod North – a suburb of Kasaragod city in northern Kerala.

Making significant contributions to our ongoing success is an extensive parts supply, well-trained personnel, and workshops providing the finest possible service to customers.

—————*How about the relationship with Kubota?*

Santhosh: NAPL commenced the sales and service of Kubota Mini Excavators only about a year and a half ago. During this relatively short period, we have already provided over forty units to our customers. Such a result is extremely encouraging considering the fact that Kubota Mini Excavators were previously unavailable in our area of operations. Due to the fact that the market for mini excavators in India is continuously growing and future potential is quite high, NAPL is extremely proud to be associated with Kubota - the world's No. 1 Mini Excavator manufacturer. We look forward to being an integral partner of the Kubota success in India.

—————*How do you disseminate Kubota product information?*

Santhosh: In the realization that the Kubota brand is new to most of our customers, we hold introductory events such as customer meets as well as providing live demonstrations.



NAPL Showroom. ▲►





▲ Mr. Santhosh S Valsalam and Mr. V R Harikumar together with Kubota Mini Excavators.

—————*What, in your opinion, are the advantages of the Kubota brand?*

Santhosh: Outstanding quality and performance! In recognition of this, many of our customers have already made repeat purchases.

—————*Do you have any requests for Kubota?*

Santhosh: The Mini Excavator Market in India is currently restricted to relatively few geographical areas. With Kubota now focusing on expanding into new areas of the country, sales are bound to grow exponentially. To keep up with this, I feel that Kubota would do well to have a local manufacturing facility. That would not only enhance price competitiveness, but also contribute to Kubota becoming the market leader in a relatively short time.

—————*Thank you very much for your input regarding NAPL.*

Promising New Dealer

GHANA



Mr. Roger Klogo
President

Dealership: **Tanink Group Ltd.**

Location: **Tema, Ghana**

Established: **1998**

Main Product Lines: **Kubota Generators,
Kubota Engine Service**



▲ Exterior view of Tanink Group Ltd.

——— *Would you please give a brief outline of Tanink Group?*

Klogo: General merchants and manufacturers representatives, the Tanink Group was incorporated in 1998. A short time later, it acquired the Ghana dealership for O&K Mining – German manufacturers of mining excavators. Due to the diligence of its employees and by providing excellent customer service, O&K Mining quickly became the “go-to” company for mining equipment.

Since 2000 when CASE (France) and Astra Vehicoli (Italy) appointed Tanink Group as their sole agents, the firm has been strong competitors in Ghana’s automotive and mechanical industry. Currently, Tanink Group has 54 workers – 31 of which are mechanics.

——— *What has been your career with Tanink Group?*

Klogo: Along the way, the twisting, turning path has caused a few bumps and bruises. Fortunately, however, the Tanink Group and I have arrived safely and successfully at where we are because of our supportive and loyal team.

——— *What was the key element that led to establishing a relationship with Kubota?*

Klogo: Clear, convincing communication. I believe it is the key element when entering any business or personal relationship. When problems are encountered, clear, convincing communication by the parties involved makes it possible to deal with them successfully.

——— *How would you summarize the current business status?*

Klogo: I feel that Tanink Group has experienced growth and success through the hard work and dedication of everyone involved. At Tanink, we work with what we have and use what we have to grow as a company. That’s the secret behind our level of success.



Mechanics at work. ▲►



Do you have any information of impending expansion?

Klogo: To provide better access to customers and make it easier for them to reach us, we're currently expanding into two different locations. One in Kanda – a neighborhood located in the expansive northern section of Accra – and the other in Labone – a town in the Greater Accra Region. Things are moving at a pace with which we're happy and will better aid us in competing in Ghana's growing market.

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

Klogo: In a word – reliability! I say that because we haven't received a single phone call for service from those who have purchased Kubota generators from us. That is a good thing because customers tend to call only when there is an issue. The fewer the phone calls to the Customer Service Desk the better!



▲ Tanink Group warehouses.

———*What are your thoughts on the relationship with Kubota?*

Klogo: It means a lot! It's been a relationship of trust and understanding for both Tanink Group and myself. Honesty and openness are essential for two such firms to have that sort of relationship. When it comes to those two qualities, we couldn't have asked for a better partner.

———*What are your thoughts on the future relationship with Kubota?*

Klogo: With the kind of growth we're looking to achieve over the next couple of years, the future looks bright. We know we'll be able to increase the brand recognition of Kubota beyond what it is now through the development of strategic local partnerships and exploring other business areas that Kubota could help us with.

———*Thank you very much for your cooperation.*

Customer Testimonials

Indonesia



Kubota Combine Harvester DC-Series Models DC-70 and DC-35

As purchases of Kubota Combine Harvester models DC-70 and DC-35 steadily spread across Asian countries – particularly for wet paddy operations – they are winning strong acclaim for their superior quality and reliability. Below are testimonials from professional Indonesian users relating their experiences with these outstanding Kubota products.





Operator

Moving at a brisk pace, model DC-70 quickly, efficiently, and comfortably handles the job-at-hand. As steering requires only a light touch, turns – large or small – are completed efficiently with time-loss minimized.

When operating in wet paddies, the high ground clearance leaves room to spare. As a result, I have experienced negligible incidents of being stuck in the mud or stranded by engine halt. Smooth travel is always guaranteed. While harvesting a daily average of 4 hectares or so, I am able to perform the job-at-hand with utmost ease in virtually all field conditions.





Operator

Model DC-70 features a relatively rapid operational speed along with easy lever operation that results in harvesting operations being handled quickly and securely. A significant factor is that I am now able to harvest larger areas than previously. Moreover, I find that fatigue, even after long hours on the job, is kept to a minimum.

Another advantage of this Kubota Combine Harvester is that it delivers power to spare.

That means I can continue operations with ease of mind even in the wet paddies that used to pose a problems for me.





Machine Owner

Personal experience as the owner of three Kubota model DC-70 Combine Harvesters has proved to me that the Kubota Brand is indeed reliable. Parts are easy to obtain and maintenance is relatively easy. Operations in a variety of ambient conditions can be continued with confidence as the machinery is always in top-notch condition.

Since wet paddies abound in this area, such customers increasingly request I do the job

with Kubota machinery. This is due not only to a superb performance in adverse conditions, but also to the speed at which operations are completed as well as to the fact that threshing loss is minimal.





Farm Owner

Since requesting my harvesting contractor to use his model DC-35 Kubota Combine Harvester exclusively, results have been better than ever before. Checking the harvested grain, I find that it is cleanly finished with only a minimal amount of dirt or dust remaining. Besides, larger areas than before are completed in shorter periods of time.





Machine Owner

As the owner of four DC-35 and five DC-60 Kubota Combine Harvesters, contracted operations daily cover as much as 35 hectares. As this area is subdivided in small parcels and is home to numerous wet paddies, the DC-35 in particular delivers outstanding operational performances. Contributing to this are its compact body size, a tight-turn performance, and noteworthy ease of handling with no wasted movement.

When customers notice the cleanly finished harvested grain and minimal threshing loss, they pass the good news on to

other farmers. In this way, positive evaluations of the Kubota Brand are spread by word of mouth. In fact, requests for harvesting with my Kubota Combine Harvesters have not only continued, but are also increasing.



The 5th Kubota Group Technical Skills Competition

Held at the Kubota Sakai Plant from the 19th to the 21st of May 2016, the 5th Kubota Group Technical Skills Competition welcomed a total of 238 participants. Among the 56 from overseas companies, 4 won gold medals. Year-by-year this event is, in fact, becoming ever more international and the technical skills being demonstrated by all parts of the Kubota Group show significant improvements.

In his opening message, Mr. Masatoshi Kimata, Kubota Corporation President and Representative Director, remarked, “The primary goals of the Kubota Group Technical Skills Competition are to showcase the development of skills through ongoing training, to contribute to an enhanced sense of unity across the Kubota Group, and to provide an opportunity for employees from different participating firms to work toward a common goal. The Kubota Group has a long-term goal of establishing the ‘Global Major Brand Kubota.’ In the process of realizing this, Kubota seeks to manufacture products surpassing customer needs and thereby contribute to boosting customer satisfaction. To achieve this, it is essential for employees of the Global Kubota Family to continually strive to improve their personal skills. For all those gathered here for the 5th Kubota Group Technical Skills Competition, Kubota hopes that the honed skills being demonstrated will be fully utilized at GEMBA*¹ around the world as well as to provide positive support to the Kubota Group now and into the future.”



Mr. Kimata delivering the opening message.

*1 In business gemba refers to the place where value is created while for manufacturing it is the factory floor.



Mr. Kevin Lee

The Gold Medalist for Semi-Automatic Welding, Mr. Kevin Lee – representing Kubota Industrial Equipment Corporation [KIE] – reported, “Following a local competition event between Kubota Manufacturing of America [KMA] and KIE, practice took place 2 hours a day on 2 days a week. As a leader in Manufacturing Engineering, I have been able to interact with personnel from other departments in such a way as to share the skills I have acquired as well as to help motivate others.”

Mr. Saknarong Naddawong

The Gold Medalist for Preliminary Design Sketching, Mr. Saknarong Naddawong – representing Siam Kubota Corporation Co., Ltd. [SKC] – revealed, “Training for this competition took place for a total of 6 months. As a result, my skills improved significantly and contributed to the enhancement of my abilities in the complex designing of jigs and tools. I’ll introduce my experience to my colleagues in the hope that they, too, will experience good results in future competitions.”





Lathe



Preliminary Design Sketching



Semi-Automatic Welding



Assembly



Product (Engine) Servicing



Mechanical Maintenance



Measurement



Electrical Maintenance



Pneumatic Improvement



Casting



Slings / Crane Operation



Painting



Forklift



KAMS Celebrates the Production of 10,000 Tractors



▲ Mr. Minami delivers greetings.

The Ribbon Cutting Ceremony.▶



▲ Memorial 10,000th Kubota Tractor.

In 2010, Kubota Agricultural Machinery (SUZHOU) Co., Ltd. [KAMS] began production of Kubota tractors in the range of 75 HP. In the years since, the production range has been enhanced to include models featuring 85 and 95 HP. Then, on 18 July 2016, KAMS held a ceremony to commemorate the production of its 10,000th unit.

In his greetings to those present at the ceremony, former KAMS President Mr. Ryu-ichi Minami stated, "Allow me to take this opportunity to express my sincere gratitude to everyone – both here at KAMS and in Japan – whose contributions made it possible to

achieve this significant milestone. Looking to the future, a second production plant is planned to further enhance our production capacity.

We realize that simply expanding output is not all that is necessary. It is also vital to remain on the leading edge of manufacturing technology to achieve 'Global Major Brand Kubota'. By continuing our efforts to enhance quality, the dealer network, and the service system while taking steps to precisely grasp the needs of customers and the Chinese agricultural market, our tractor business will grow and thrive."



▲ The Kubota Booth draws avid visitor attention.

A triennial event often referred to as the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles, and Construction Equipment, bauma 2016 took place in Munich from the 11th through the 17th of April. Participants included 3,423 exhibitors from 58 countries welcoming approximately 580,000 visitors from 200 countries – a record-breaking increase of 9% more visitors than in 2013.

At the Kubota Construction Equipment Booth:

To make room for multitudes visitors as well as for the products on display, the Kubota booth encompassed 1050m² – a significant increase from three years ago when it was 750m² in size. In addition to the 50HP model R065HW Wheel Loader that has been on offer in the EU since the beginning of 2016, on display were the 8-ton prototype model KX080-4a Excavator, the 3.5-ton prototype model KX101-3a4 Excavator, and the new 2.7-ton model U27-4 Excavator.





▲ The impressive Kubota Engine Booth.

At the Kubota Engine Booth:

At the Kubota Engine Booth of KUBOTA (Deutschland) GmbH [KDG] Engine Division, visitors were treated to displays of the latest Kubota Engine products. According to Mr. Shinji Sasaki, a Senior Managing Executive Officer and General Manager of Kubota Corporation's Engine Division, "Not only did we secure significant orders at bauma 2016, we also developed promising business relationships that will enable us to enhance relationships with European and international customers in the coming years."

Attracting strong interest were Kubota's pre-assembled Diesel Power Packs that have been specifically created to provide Original Equipment Manufacturers (OEMs) with additional solutions in preparing to meet the impending EU Stage V Emissions Regulations that come into effect in 2019.

As cost-effective alternatives to diesel engines currently powering the products of various manufacturers, Kubota petrol, Liquefied Petroleum Gas (LPG), natural gas, and Compressed Natural Gas engines featuring (Diesel) equivalent footprint dimensions also attracted strong interest.



▲ Visitors scrutinize the technical details of a set of Kubota "twin footprint engines". On the left is the 86.4 kW model V3800-TIEF4B Kubota Diesel Engine while on the right is the 70kW model WG 3800 LPG Engine.

SKC Opens R&D Center



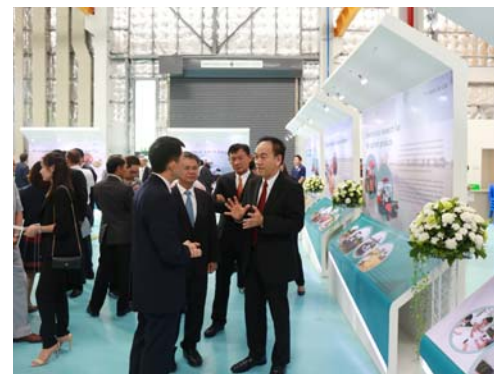
▲ Mr. Masatoshi Kimata, KUBOTA Corporation President and Representative Director, delivering greetings to KRDA.

Based on the global R&D structure concept envisioned by machinery R&D divisions within Siam Kubota Corporation Co., Ltd. (SKC), Kubota Research & Development Asia (KRDA) was established in Thailand with its commencement ceremony being held on 19 May 2016.

As a research and development center, KRDA focuses on agricultural machinery and implements tailored to the specific requirements of such growing Asian economies as Thailand, Cambodia, and Laos. Further, KRDA will strive to enhance the R&D efficiency of Kubota as a whole by implementing local endurance and conformity tests of products developed for South and Southeast Asia at the initiative of local personnel concerned.



▲ (From left) Mr. Hiroto Kimura, SKC Vice President; Mr. Hiroshi Kawakami, SKC President; Mr. Masatoshi Kimata; Mr. Chaovalit Ekabut President of Siam Cement Group Investment; and Mr. Opart Dhanvarjor, SKC Senior Executive Vice President.



▲ Panel displayed at the KRDA commencement ceremony describing the R&D structure concept of the Kubota Group.



▲ Exterior view of KRDA.

SKC Introduces U-Series Mini-Excavators



Siam Kubota Corporation [SKC] introduced two Kubota Mini-Excavators – models U35-6 and U55-6 – at the SKC Dealer Convention that took place on the 25th and 26th of August 2016. Previously, models in the Kubota KX-Series of mini-excavators have been the available standard. Due to rapid urbanization in and around Bangkok, however, there is an emerging need for zero-tail mini excavator matching civil engineering operational requirements in urbanized areas. In recognition of this, it was decided to introduce models in the U-Series.

SKC holds the overwhelming market share for mini excavator in Thailand partially due to the fact that it pioneered the Thai market well ahead of its competitors. Of course, those competitors are increasingly strengthening their sales offensive to challenge SKC's strong presence in the marketplace. In this sense, the timely introduction of these two new models is considered an important move for SKC to remain the market leader.



▲ Models U35-6 and U55-6 on display.



▲ Models U35-6 and U55-6 at the demonstration site.

KET 5th Anniversary Celebration



In 2011, Kubota Engine (Thailand) Co., Ltd. [KET] was established as the first overseas plant for the O3-Series of Kubota Vertical Diesel Engines mounted in Kubota agricultural and construction machinery. At the celebration of its 5th anniversary on 24 February 2016, top management and employees commemorated KET's overall progressive activities and safety record.



◀▲ KET celebrates 5 years of success.

SKL Decennial Celebration Party



To announce ten years of successful operation, Siam Kubota Leasing Co., Ltd. (SKL) held its Decennial Celebration Party on 23 January 2016 with the theme “A Decade of Stepping Forward.” Not only did the event make evident the pride employees feel in their company, but it also enhanced the confidence of customers, authorized dealers, banks, finance companies, and other business partners.

Throughout its history, SKL has made continuous progress as a pioneering leader in Thailand's farm machinery industry with its hire, purchase, and leasing programs for both individual and corporate customers. SKL has been so successful, in fact, that it surpassed a total of 350,000 customers by the end of December 2015.



◀ Suksri Punyakorn, Managing Director of SKL, delivers greetings.

Ceremony at the Decennial Celebration Party. ▶



KUBOTA TIMES

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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:

The *Kubota Times*
c/o Kubota Corporation
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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.