

KUBOTA DEALER PROGRAM

BECOME A KUBOTA ENGINE DEALER.



Kubota

INTRODUCTION TO KUBOTA

Kubota is the world-leading manufacturer of compact, multi-cylinder, liquid-cooled diesel engines up to 200 HP.

Kubota Corporation was established in 1890 in Osaka, Japan, as a foundry. In 1922 Kubota started its production of the horizontal, liquid-cooled kerosene engine for agricultural use. Kubota engines were first introduced in the United States in the early '80s. Ever since then Kubota has become the market leader in the diesel engine market below 100 horsepower.

In 1982, the engine division was established within Kubota Tractor Corporation. The engine division commenced with 10 employees in Elk Grove Village, Illinois. The engine division was dedicated to the sales and service of the quickly expanding industrial diesel engine market in the United States. In response to the continued rise of the diesel engine demand in the U.S. market Kubota Engine America Corporation (KEA) was formed in 1998 as an independent company.

KEA oversees the sale of engines, generators and service parts through a vast distribution network in the U.S., Canada and Latin America.



Kubota

WHY YOU SHOULD BE A KUBOTA ENGINE DEALER

Don't be left behind.

Around every corner there is a Kubota engine under the hood.

There are over 3 million Kubota engines out in the field in hundreds of different applications. This means parts and service opportunities for you as an authorized Kubota engine dealer. As the population continues to grow Kubota wants to make sure that our dealer network is prepared to provide parts and service to any Kubota engine.

Emission regulations have made diesel engines cleaner for the environment but the technology has changed making them more complex to troubleshoot and troublesome to service. The days of using just a few tools are long gone. As an authorized Kubota engine dealer we will make sure that you have all of the required tools and the proper training to service Kubota's Tier 4 final engines. Kubota wants to make sure that you are armed with all of the proper knowledge and tools to make your business successful.



BENEFITS OF BEING A KUBOTA DEALER

You are recognized as the leader and are officially part of the Kubota team.

YOU ARE
the qualified expert!

YOU HAVE
access to and receive factory training through the Kubota Engine Academy.

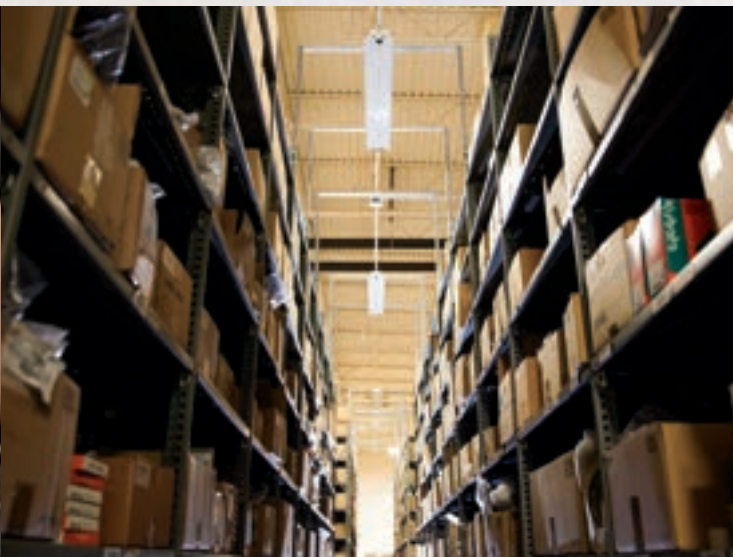
YOU ARE
listed on Kubota's Dealer Locator website.

YOU HAVE
access to over 18,000 active Kubota service parts.

YOU ARE
able to build your service business on a diverse base of machine applications – there are thousands of applications powered by Kubota and over 3 million Kubota engines in the field.

YOU CAN
access engine repair information manuals, illustrated parts lists, diagnostic tool software and other resources available through the Kubota Engine Park (KEP).

YOU ARE
supported by your signing distributor and Kubota Engine America.



ABOUT THE DEALER PROGRAM

Kubota Engine America offers three dealer types.

Each dealer type offers different benefits and authorization levels designed to integrate with your business model.

- Full Service Dealer
- Specialized Dealer
- Trade Partner

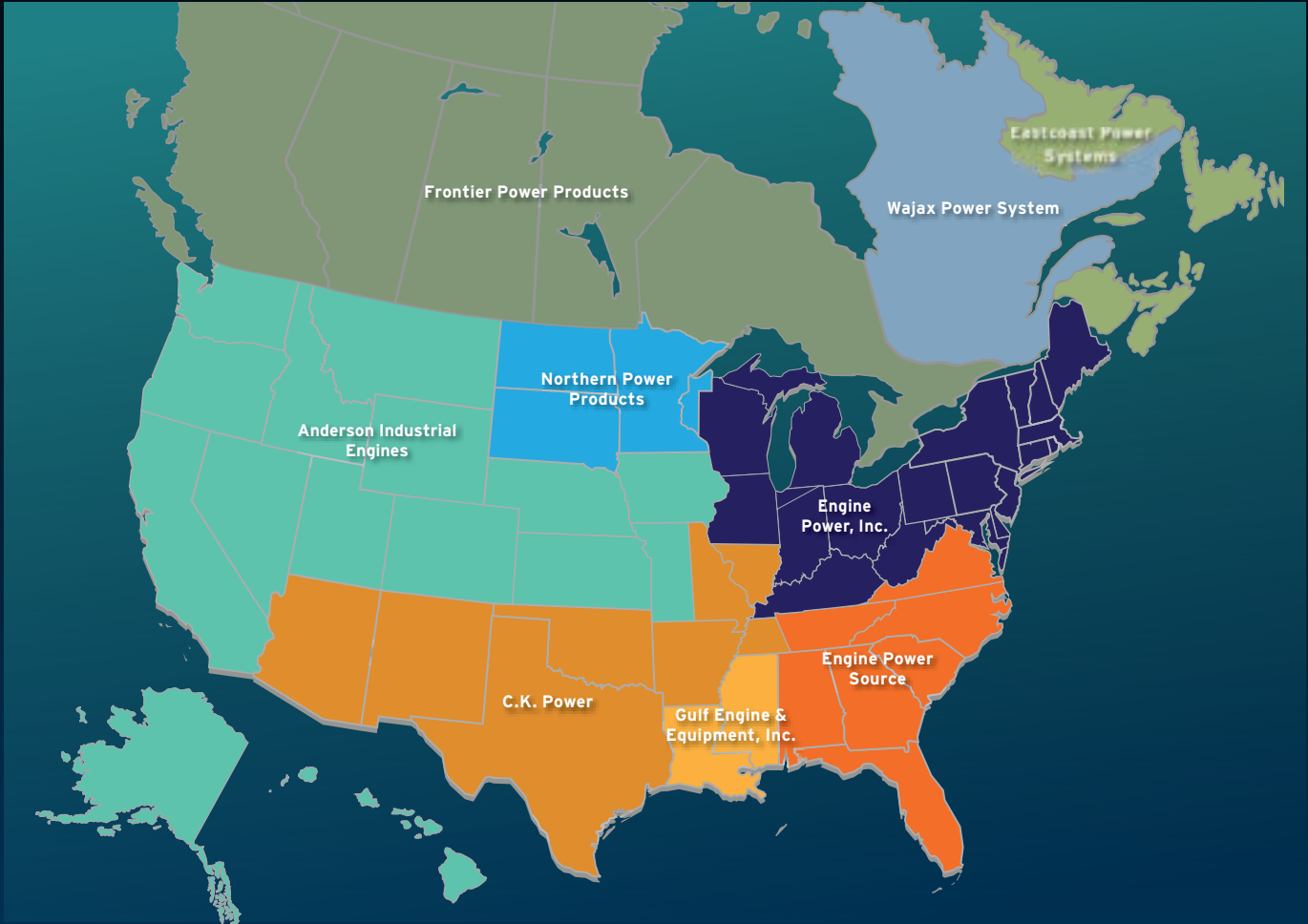
The table below summarizes the requirements for each dealer type.

DEALER TYPE	FULL SERVICE DEALER	SPECIALIZED DEALER	TRADE PARTNER
Service Authorization	Full Service Dealer is authorized to service Kubota engines within any model of OEM equipment that is not considered self-servicing by Kubota Engine America.	Specialized Dealer is authorized to service Kubota engines: 1) utilized within the specific OEM brands of equipment that they sell to end users or maintain within their fleet, 2) utilized within specific equipment markets (i.e., APU, turf, etc.) and/or 3) segmented by the dealer's capability to perform service for specific Kubota engine models/series (i.e., mechanically governed, CR, NSM, 05, 03, V3).	Trade Partner cannot perform warranty work.
Training	Within the first six months, service techs must complete all level 100 online courses (Course Catalog Fundamental and Engine Basic courses). Within the first year, at least one service tech must attend one instructor-led training event (level 300 course) presented by a Certified Kubota Master Trainer or KEA Trainer. The remaining level 300 courses must be completed by attending a minimum of one course per year until all four level 300 courses are completed.	Within the first six months, service techs must complete all level 100 online courses (Course Catalog Fundamental and Engine Basic courses). Within the first year, at least one service tech must attend one instructor-led training event (level 300 course) presented by a Certified Kubota Master Trainer or KEA Trainer for the Kubota product they represent. If applicable, any remaining level 300 ILT courses must be completed by attending a minimum of one ILT course per year.	Not available
Tooling	Must have all mandatory tools.	Must have all mandatory tools.	Not required
Minimum Parts Stocking Value	\$2,500	\$1,000	\$500
Kubota Engine Park (KEP)	Has access to Kubota Engine Park. This give dealers access to workshop manuals, parts lists and a wealth of other technical information.	Has access to Kubota Engine Park. This give dealers access to workshop manuals, parts lists and a wealth of other technical information.	No access
Warranty	Able to perform all warranty repairs.	Able to perform all warranty repairs on the models that they are approved for.	Not authorized to perform warranty work.
Service Shop	Must have a service shop and be able to provide mobile service.	Must have service capabilities (i.e., service shop).	Not required
Signage	Approved Kubota sign	Not required	Not required
Kubota Dealer Map	Listed	Listed	Not listed

HOW TO BECOME A DEALER

If you would like more information on how to become a dealer please contact your Kubota engine distributor.

To become a generator dealer, please visit kubotaengine.com/us-generator to find your local generator distributor.



Kubota Engine Distributor Network

	Anderson Industrial Engines	13423 Lynam Dr	Omaha, NE 68138	800-747-1438	www.ai-engines.com
	C.K. Power	1100 Research Blvd	St. Louis, MO 63132	314-868-8620	www.ckpower.com
	Eastcoast Power Systems	100 Upham Dr	Truro, NS B2N 6W8	800-565-2885	www.eastcoastpowersystems.com
	Engine Power, Inc.	1830 Executive Dr	Oconomowoc, WI 53066	262-567-8575	www.enginepower.com
	Engine Power Source	348 Bryant Blvd	Rock Hill, SC 29732	800-374-7522	www.enginepowersource.com
	Frontier Power Products	7983 Progress Way	Delta, BC V4G 1A3	877-946-5531	www.frontierpower.com
	Gulf Engine & Equipment, Inc.	2306 Engineers Road	Belle Chasse, LA 70037	800-925-4966	www.gulfengine.com
	Northern Power Products	2859 Lexington Ave S	Eagan, MN 55121	800-284-6247	www.nppi.com
	Wajax Power System	2997 rue Watt	Quebec City, QC G1X 3W1	888-717-7131	www.wajax.com