

2021 KICKOFF RECAP

As a follow up to our Kickoff Meeting, here are the 2021 Objectives and goals to achieve on our way to the 2021 Albuquerque stop in our ultimate Route 66 journey!

	Takeaways
Compact and Utility Tractors	<ul style="list-style-type: none"> • Unpredictable 2021, support one another • Proven practices and market-based pricing • DO NOT LET UP ON 40 UNDER 40! <ul style="list-style-type: none"> ○ Must maximize 0-20, 20-30 and 30-40; be leader in each segment
Ag Products	<ul style="list-style-type: none"> • Contract ≠ Ag Dealer • Focus on 39 strategic dealers • Create an action plan, make it clear
Construction Equipment	<ul style="list-style-type: none"> • +1 unit/Construction Equipment dealer • CE-focused dealer selection
Turf	<ul style="list-style-type: none"> • Pent up commercial demand – get ready! • In-house share • Kubota & Land Pride—together, we do more
RTV	<ul style="list-style-type: none"> • Focus on customer interest and increased margin from accessory packages • Model Year 2022 launches in April • Special editions coming!
Marketing	<ul style="list-style-type: none"> • Use 1st time buyer marketing materials on 3/1 • Building CRM capabilities (need valid email addresses) • Evolving Digital (dealer website best practices & #KubotaCountry)
Parts	<ul style="list-style-type: none"> • Orange % and Dealer parts stocking – initial stock orders, DISOs, RSOs • 1 PSM/District – help on-board new staff • Encourage use of Lanter services
Service	<ul style="list-style-type: none"> • Winter and maintenance specials and integrated extended warranty marketing • Dealer claim efficiency improvements • Kubota Aftersales Certification (KASC)
Supply Chain	<ul style="list-style-type: none"> • Factory production to continue peak supply • RTVs shipped with ROPS assembled, no specialized trailers! • Warehouse assembly expanding • Select dealer supply moving from NDC to NADC
Dealer Development	<ul style="list-style-type: none"> • New mapping solutions & DDP with KPI's • John Deere and Bobcat Study – identifying countermeasures • Parts E-Commerce - testing begins in Q2
Technology	<ul style="list-style-type: none"> • KubotaNOW Telematics is live! Details in K-Service • Promote the telematics integration with DBS • Get that customer engaged with myKubota

2021 GOALS

40 Under 40
38.0%

+1 unit/CE Dealer

RTV Accessory Packages

Year Over Year

Parts: +\$47 M

Retail: Flat

Wholesale: +65,351
(We will ship more than sell)

Marketshare YOY

0<HP<40 +0.4%

0<HP<120 +0.4%

M7 +0.8%

0<8t MB +0.1%

CTL +0.1%

SSL +0.1%



OPERATIONAL EXCELLENCE