

Kubota Corporate Fact Sheet:

Geared For Growth



An American success story ...

AFTER NEARLY 50 YEARS OF PUTTING ITS PRECISELY ENGINEERED ORANGE MACHINES INTO THE HANDS OF AMERICA'S FARMERS, BUILDERS AND WORKERS, KUBOTA TRACTOR CORPORATION KNOWS SOMETHING ABOUT SUCCESS. YOU MIGHT SAY KUBOTA HAS BUILT EVEN MORE SUCCESS STORIES THAN IT HAS TRACTORS. (AND IT HAS BUILT AN AWFUL LOT OF TRACTORS.) KUBOTA ITSELF IS AN AMERICAN SUCCESS STORY WITH A TRACK RECORD OF SHAPING INDUSTRIES, GROWING BUSINESSES, CREATING JOBS AND SERVING COMMUNITIES.

... with global roots.

But in the round-about way extraordinary things often happen, the story of America's great orange machine began halfway around the world and more than a hundred years ago. A sobering fact of 1890s life in Japan was that the country's water was too often contaminated. And that was a fact Gonshiro Kubota was unwilling to accept. With a passion for manufacturing and a desire to contribute to society, the 19-year-old developed iron water pipes that protected people from infectious diseases. It was the beginning of a legacy. And the beginning of Kubota Corporation.

The company he founded still has a passion for manufacturing and for contributing to society. But today it is a global company that ensures reliable water infrastructure, streamlines the stable production of food, and contributes to a comfortable and sustainable environment.

Where there's work to be done, there's a Kubota to be found.

Within that global company is Kubota Tractor Corporation, based in Texas, building machines in Georgia, designing engines in Illinois, creating implements in Kansas and financing dreams across the U.S. Every morning as the sun wakens one time zone after another, more than a thousand Kubota dealers in local communities coast-to-coast unlock their doors and get to work helping others get to work.

Kubota Tractor Corporation was founded in California in 1972, three years after the first Kubotas — the L200s — came to America and filled a void in the U.S. marketplace for sub-compact tractors. Those first machines quickly proved themselves high performers ready to help America's farmers get more done and the new company

established itself as a force in small and commercial agriculture and residential, turf and utility vehicle markets. Today, under the leadership of president and CEO, Masato Yoshikawa, KTC continues to thrive in those markets, even as it expands into compact construction and other fields.

Today, the company employs more than 5,000 people in North America who help bring to market a complete line of tractors of up to 170 Gross horsepower, performance-matched implements, compact and utility-class construction equipment, consumer lawn and garden equipment, hay tools and spreaders, commercial turf products and utility vehicles. Kubota even makes the engine many of its own competitors use: It is the No. 1 builder of under-100 horsepower multi-cylinder, non-automotive diesel engines in the world.

Dealers and affiliates power the company that powers the industry.

SERVING END-USERS IN THEIR OWN COMMUNITIES IS A NETWORK OF 1,100 DEALERS ACROSS THE U.S. SUPPORTED BY KUBOTA.

In addition, Kubota has affiliates and facilities across the United States that support its customers in a variety of areas, they include:

- Kubota Credit Corporation in Grapevine, Texas
- Kubota Manufacturing of America in Gainesville, Georgia
- Kubota Industrial Equipment in Jefferson, Georgia
- Kubota Engine of American in Lincolnshire, Illinois

In 2016, Kubota Tractor Corporation acquired Great Plains Manufacturing, Inc., including its Land Pride Division. This strategic acquisition formalized Kubota's universal offerings of implements that are performance-matched to Kubota tractors, skid steers and track loaders. Great Plains Mfg., Inc., headquartered in Salina, Kansas, employs 1,500 employees and has been a leader in the agricultural implements industry for tillage, seeding, and planting since 1976, as well as a leading producer of Land Pride dirt-working, turf maintenance, and landscaping equipment throughout North America and select international markets since 1986.

Philanthropy programs power and empower those who move the earth.

Kubota's founder once said ...

“Our products should not only be technically excellent, but also useful for the good of society.”

In addition to marketing and distributing Kubota-engineered machinery and equipment, Kubota Tractor Corporation provides philanthropic support “for the good of society” through equipment and funding to organizations, including Future Farmers of America, American Farm Bureau Federation’s Young Farmer and Rancher Award Program and the Progressive Agriculture Foundation Safety Days Program.

The company launched “Geared to Give” in 2015. This partnership with the Farmer Veteran Coalition (FVC) provides financial support and donated Kubota equipment to U.S. military veterans pursuing a future in farming.

For Earth, For Life



Julie Hollars from Vallecito, Calif., was the first female military veteran to receive the Geared to Give award with her donated Kubota tractor.

For product literature or dealer locations, contact:

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