



Why should I buy a Kubota Tractor?

A lot of folks ask me why they should buy a Kubota product. There's lots of good choices out there when it comes to what color tractor to buy. As a consumer, you're assured plenty of good choices in today's crowded market. Most of the major manufacturers including Kubota, Case IH, New Holland, and John Deere make quality equipment. The real difference between Kubota and the competition is the actual build quality of the equipment. Kubota builds ALL of its tractors in either Japan, the U.S., or a combination of the two. This means a better quality finished product.

Another primary difference between Kubota and competitors is that Kubota chooses not to outsource its primary components. Kubota (with very few exceptions) designs and builds their own major components. This means that Kubota still builds their own:

- Engines
- Transmissions
- Front axles
- Final drives
- Frames
- And most other parts of the tractor

If you look at our competitors, you will find that there is not a single one who can say they design and build these major components as Kubota does. What this means to you, is a better quality machine that was completely engineered from scratch by Kubota. Competitors often use the lowest bidder to determine where to buy their major components.

Over the years, I've heard customers time and time again say something like "I've owned my Kubota for 30-odd years and all I've ever done is replace the battery and keep the oil changed". Comments like that are the result of countless hours of engineering excellence by Kubota that go into every new Kubota tractor.

Why Should I buy a Kubota Tractor from Houston County Equipment?

This is another question that comes up pretty often. The best way I can answer this question is with one simple word: *service*. And offering the best service means having the smartest, most efficient staff working to help you; that's what the "Power Team" is all about.

There are plenty of Kubota dealers around, and nearly all of them would just love to sell you a new tractor. Gosh, that's how they pay their bills!

How we are different from most other dealers:

- We have a full-time certified Kubota technician that assembles and predelivers all new Kubota equipment. He climbs up, on, over, and under every new tractor before we deliver it and he checks every detail to be sure everything is just right before it leaves our shop.
- We introduce you to our Parts and Service managers at the time of sale. This way, you'll know exactly who you'll be dealing with when the need arises.
- We happily let you operate any tractor on our lot prior to making your purchase.
- Our entire staff is trained to be friendly and treat you with respect – you will never leave our store feeling like you weren't treated fairly; after all, you are paying our salaries!
- We hold our service department accountable for only the best quality work. This is only possible by attracting the smartest, most experienced technicians in the area.
- Our Parts department has more personal knowledge about what we sell than you will believe. When you ask them a question, expect a clear answer that will help you solve your problems.