

A new dimension of KUBOTA

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Until now, KUBOTA has been known in Europe as a leading manufacturer of groundcare equipment, compact tractors, engines and construction equipment. By investing in its new factory in France, (KUBOTA Farm Machinery Europa S.A.S.), KUBOTA is creating a new dimension for further growth in Europe by putting particular emphasis upon the development and manufacturing of large size agricultural tractors from 130 hp to 170 hp.

Kubota Farm Machinery Europa S.A.S.

The factory has been officially established in December 2013. Kubota Farm Machinery Europa S.A.S. is located in Bierne city in Northern France. The site covers approximately 115.000 m² while the factory covers 37.000 m² under roof. This location is central to the main markets of Europe with major ports, ideal for logistics and export, as well as easy access to components procurement from Europe. Annual estimated production volume is 3.000 units by 2017. By building its first tractor factory in Europe KUBOTA confirms its commitment to the mid-size farming segment and will endeavor to expand its market share in Europe.

M7001 Series

Powerful

In order to contribute more to world farming productivity improvement, KUBOTA has developed full-scale M7001 series tractors. With an impressive 9-ton lift capacity, these tractors are capable of carrying heavy implements like power harrows, seeder combinations and can pull heavy large trailers.

The M7001 series is equipped with the functions to meet the expectations of mid-size farmers, livestock farmers and mixed farmers.

The KUBOTA-built, high-displacement 6.1L V6108 engine complies with the latest strict European Environmental Regulations. These engines ensure best tractor performance by integrating control of transmission with implements. The M7001 Series offers high operational efficiency, enabling farmers to save costs of agricultural inputs like seeds, fertilizers, agrichemicals and fuel resulting in lower operating costs.

Ease of operation

The second main feature of the M7001 Series is its ease of operation, thanks to intuitive joystick and monitor controls.

Comfort

The third main feature is the comfortable operator's environment. The M7001 series is equipped with a wide cab, and operators can enjoy low in-cab noise levels as well as excellent all-round visibility.

Perfectly matched Tractor – Implement choice

For optimum usage, tractors must be matched perfectly with the appropriate implements. In order to ensure best possible tractor-implement matching opportunities, KUBOTA acquired Kverneland AS – the globally renowned implement firm – in 2012.

Thanks to this acquisition, KUBOTA is well placed for full-scale expansion into the grassland and arable farming segments by combining the synergetic effect of Kverneland AS Implements to the technological advantages of KUBOTA Tractors.

Already, KUBOTA now offers a broad product range of implements featuring high quality and maximum operability. The extensive package of systems and solutions available to the professional farming community covers soil preparation, seeding, forage and bale equipment, spreading and spraying, and advanced precision farming solutions. The latter originates from Kverneland Group Mechatronics – the dedicated technology centre that combines electronics and mechanical engineering for the electronic controls and systems of all KUBOTA agricultural implements. Following the already known Phase I and Phase II introduction of implements, KUBOTA is launching the final, Phase III of implements which include ploughs and sprayers at Agritechnica 2015.

By offering a full KUBOTA-branded implement range, we support our dealers to offer complete tractor implement package solutions to fulfill their customers' needs. This is in line with our 'Dealer First' strategy, to help our dealers to further develop and grow with KUBOTA.

KUBOTA Finance

To further support dealers and customers, KUBOTA provides KUBOTA Finance, which is a partnership between KUBOTA and BNP Paribas. This partnership will cover Germany, UK, France, Spain and Italy. It may expand to other markets in future. The official German launch of KUBOTA Finance will take place at

Agritechnica 2015.

Raising KUBOTA brand awareness in European Agriculture

Thanks the introduction of the new M7001 series combined with the largest range of implements in the farming market and the introduction of KUBOTA Finance solutions, KUBOTA is putting more effort to raise global recognition of the quality, value and reliability of the KUBOTA brand.

Source: Kubota Holding Europe B.V.