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Kubota Tractor Corporation Announces Senior Leadership Promotions and New Addition

*Greg Embury Promoted to Senior Vice President, Marketing & Dealer Development
Ted Pederson Promoted to Vice President, Construction Equipment and the Northern Division
Todd Stucke, new to Kubota, Added as Vice President, Agriculture & Turf Division*

TORRANCE, Calif. (April 8, 2013) – Kubota Tractor Corporation is pleased to announce new senior leadership roles within Marketing and Dealer Development and across the Construction Equipment, Agriculture & Turf divisions. The senior-level promotions and addition are part of Kubota’s ongoing efforts to further expand and strengthen its position in the U.S. marketplace.

“Kubota is growing into the future, and we are dedicated to improving organizational alignment and strengthening our core business,” said Mr. Yuichi “Ken” Kitao, president of Kubota Tractor Corporation. “These deeply experienced leaders within our organization bring tremendous knowledge, skills and industry depth that will help ensure Kubota’s continued momentum and success.”

Organizational changes within the Kubota senior leadership team include:

- **Greg Embury, Senior Vice President, Marketing & Dealer Development:** Embury began his career with Kubota in 2001 as vice president of sales and marketing. With more than 30 years of agriculture and construction equipment industry experience, Embury has led the nationwide Kubota team through significant company growth. In his new role, he will provide continued strategic direction for Kubota’s marketing efforts, while further fostering relationships and growth within the national dealership network.
- **Ted Pederson, Vice President, Construction Equipment and Northern Division:** Pederson joined Kubota in 1979 as a regional sales manager in the company’s Southeast Division and has held various positions of increasing responsibilities since that time. He has been an integral part of Kubota’s success throughout the years and is a long-tenured and dedicated employee. In his new role, Pederson will guide expansion of Kubota’s construction equipment line, while overseeing the activities of the Northern Division.

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- **Todd Stucke, Vice President, Agriculture & Turf Division:** Prior to joining Kubota in January 2013, Stucke spent 23 years at AGCO Corporation. While at AGCO, he held various positions of increasing responsibility and rose through the ranks in sales and marketing, most recently serving as director of marketing of the hay and harvesting division. His extensive experience and knowledge of the agriculture industry will serve him well in his new role where he will lead Kubota’s continued growth in the agriculture and turf markets.

The senior leadership team announcement coincides with the expansion of the Kubota Industrial Engineering (KIE) facility in Jefferson, Georgia. The KIE facility expansion will allow for greater manufacturing capacity and distribution of Kubota’s American-built tractor and turf products, while adding more jobs to the company’s growing workforce that assembles and delivers Kubota products in the U.S. KIE will host an official grand opening ceremony at the newly-expanded plant on April 8, 2013.

“At Kubota, we are deeply committed to the U.S. market, and are making strategic investments and decisions – such as the expanded manufacturing facility and recent leadership changes – to service the outstanding growth and strong customer demand for Kubota equipment, as well as to enhance our relationships with our nationwide network of loyal and valued dealers,” said Kitao.

About Kubota Tractor Corporation

Kubota Tractor Corporation, Torrance, Calif., is the U.S. marketer and distributor of Kubota-engineered and manufactured equipment, including a complete line of tractors up to 118 PTO hp, performance-matched implements, compact and utility-class construction equipment, consumer lawn and garden equipment, commercial turf products and utility vehicles. For product literature or dealer locations, contact Kubota Tractor Corporation at 3401 Del Amo Blvd., Torrance, CA 90503, (888) 4-KUBOTA [(888) 458-2682], Ext. 900, or visit www.kubota.com.

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Caption: Kubota Tractor Corporation senior leadership team members – from left to right, including Todd Stucke, newly hired as Vice President, Agriculture & Turf Division; Ken Kitao, Kubota Tractor Corporation President; Greg Embury newly promoted to Senior Vice President, Marketing & Dealer Development; and, Ted Pederson, recently promoted to Vice President, Construction Equipment and the Northern Division.