



New Kubota Equine Discount - KED March 30, 2009

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Kubota Equine Discount (KED) for Horse Owners



Kubota Canada Ltd. is pleased to announce the introduction of a new incentive program for horse owners in Canada. The **Kubota Equine Discount (KED)** will give horse owners with valid and current membership with Equine Canada or their provincial Equine Federation, Council or Association discounts on Kubota equipment and attachments.

Qualifying memberships for KED are:

Equine Canada
Standardbred Canada
Horse Council of British Columbia
Alberta Equestrian Federation
Saskatchewan Horse Federation
Manitoba Horse Council
Ontario Equestrian Federation
Fédération Équestre du Quebec
New Brunswick Equestrian Association
PEI Horse Council
Nova Scotia Equestrian Federation
Newfoundland Equestrian Association

The member can make a choice between taking current Kubota incentive programs **or** the **KED 18% discount off the Canadian MSRP** (Manufacturer's Suggested Retail Price) for **Kubota power units** (Tractors, Utility Vehicles, Excavators, Carriers and Wheel Loaders) and a **KED 10% discount off the Canadian MSRP** of any **Kubota branded attachment** (loaders, backhoes etc).

All the horse owner would need to do is to provide the Kubota dealer their valid membership card. The dealer will take a photocopy of the card and attach that to the sales contract as well as record the membership number when the sale is registered on line.

“After our very successful 4 year sponsorship term with the Kubota Cup Canadian Show Jumping Series we are pleased to be able to continue our support to the Canadian equine community through this Kubota program.” remarked John Gilliland – National Marketing Manager for Kubota Canada Ltd. “In these tougher economic times we are confident this type of program will be appreciated by those horse owners requiring equipment to keep their facility running efficiently.”

As a result of the Kubota Cup Canadian Show Jumping Series many dealers have also followed the lead and are working with local equine events of all disciplines.

“We are proud of our involvement with the equine community and look forward to continuing our relationship into the future with the Kubota Equine Discount Program.” commented Gilliland.

As the leading distributor of compact diesel tractors & construction equipment in Canada, Kubota Canada Ltd. has achieved its success by offering the Canadian Marketplace innovative products and outstanding service. As one of the 26 world affiliates of Kubota Corporation, based in Osaka, Japan, Kubota Canada is able to offer world leading technology rooted in over 118 years of experience.