

# For Earth, For Life



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Contact: (877) KUBOTA-NEWS [(877) 582-6826]  
[newsroom@kubotamedia.com](mailto:newsroom@kubotamedia.com)

## **Elliff Kubota in Harlingen Recognized with Kubota Elite Award of Excellence**

**GRAPEVINE, TX** (October 20, 2021) – Kubota Tractor Corporation is pleased to honor Elliff Kubota located in Harlingen, TX with Kubota’s Elite Award of Excellence, the company’s most prestigious dealership certification and designation. The certification program was created by Kubota’s senior leadership team in conjunction with its National Dealer Advisory Board to recognize dealers around the country that are providing customers with the “ultimate Kubota experience” from top quality equipment, to sales and financing, customer satisfaction and best in class service.

“Whether it is landscapers, contractors or large property owners, today’s customers expect equipment dealers to be top-notch, full-service partners. Kubota’s Award of Excellence program recognizes dealers that are already there, meeting and exceeding customers’ expectations,” says Todd Stucke, Sr. Vice President Sales Marketing & Product Support for Kubota. “Simply put, they are our very best, and they’ve set the bar high. For that, we thank and applaud them.”

Unique to Kubota’s Award of Excellence program is its designation criteria. The advisory board and Kubota worked together to narrow down the criteria to 22 Proven Practices that are the absolute most critical for longevity, segment growth and overall business success. These 22 Proven Practices fall into five categories:

1. Customer Experience
2. Financial Operations
3. Sales and Marketing
4. Building Brand Value
5. Service

There are two certification levels within the program: Premier and Elite. Elite is the highest Award level. In order to be recognized with a Kubota Premier Award of Excellence, a dealership must meet all requirements and achieve at least an 85 percent compliance percentage within the five categories as listed above.

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“This is the seventh year of Kubota’s Award of Excellence program and it is already setting a high standard that will pave the way for sustained growth and market segment leadership,” Kubota Sr. Director, Sales and Ops/Dealer Development adds. “We have built a strong reputation for top quality on

the manufacturing level and this award recognizes that Elliff Kubota is delivering on the Kubota promise before, during and after the sale.”

**About Kubota Tractor Corporation**

Kubota Tractor Corporation, Grapevine, TX, is the U.S. marketer and distributor of Kubota-engineered and manufactured machinery and equipment, including a complete line of tractors of up to 170 Gross hp, performance-matched implements, compact and utility-class construction equipment, consumer lawn and garden equipment, hay tools and spreaders, commercial turf products and utility vehicles. For product literature or dealer locations, contact: Kubota Tractor Corporation, 1000 Kubota Drive, Grapevine, TX 76051, (888) 4-KUBOTA [(888) 458-2682], Ext. 900, or visit [www.kubotaUSA.com](http://www.kubotaUSA.com).

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**Photo and Caption**

Please insert 1-2 photos of dealership owners/partners receiving award from RSM (ideally, in front of dealership sign).

Photo Caption: *Elliff Kubota in Harlingen TX Recognized with Kubota Elite Award of Excellence*