

December 21st, 2022

**TO: All Kubota Dealers**  
**SUBJECT: January 1<sup>st</sup>, 2023 Price Increase**

With the continued material procurement situation pertaining to rising cost and overall inflation, KTC will implement a price increase on January 1<sup>st</sup>, 2023. This price increase will apply to all active Wholegood Items within all Product Series (except Hay Tools). Please review the chart below for more details.

As stated in the August 30<sup>th</sup> Memo from the Kubota Executive Team, **KTC will no longer offer Price and Program Protection** for price increases until inventory levels stabilize.

The Price Increase is in effect January 1<sup>st</sup>, 2023 for all outstanding orders, except 2023 Hay Tools OWP (DSB-2023-091), Outstanding Dealer meeting orders, and Loaders, Backhoes, and Mower Decks that are eligible for Program DSB-2022-039. All other existing orders that ship on or after January 1<sup>st</sup>, 2023 will receive the price increase.

Details	% Increase
BX, B, & Grand L Series	6%
LX and Standard L02 Series	4%
MX Series	6%
M Series	6%
M7-2, M8 Series	6%
Turf Products	6%
All RTV's (except RTV520 & Sidekicks)	10%
RTV520	6%
K, SL, SC Series & Attachments	4%
S, R (Wheel Loaders) Series & Attachments	5%
Loaders, Backhoes, Attachments	6% - 10%

Please realize that new prices will be updated and visible in IKQ immediately on January 1<sup>st</sup> 2023, but there will be a slight delay on publishing the revised 2023 Price books in Kubotalink. Estimated publish date will be January 10<sup>th</sup>, 2023.

KTC continuously reviews competitive price position in the market before making any pricing changes and we are quite confident about Kubota's competitiveness in the marketplace.

Thank you for your support and we wish you continued good selling in 2023.

Sincerely,



Todd Stucke  
Senior VP – Marketing, Product Support, & Strategic Projects