

PRESS RELEASE

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Kubota brings together more than 400 sales professionals from across Europe for SalesPRO 2026

A hands on training programme designed to strengthen product expertise, field knowledge and sales confidence across Europe.



Kubota has launched SalesPRO 2026, bringing together over 400 sales professionals, product specialists and dealer representatives from across Europe for one of the company's largest hands-on training programmes.

Held at Kubota Research and Development Europe (KRDE) in Crépy-en-Valois, France, SalesPRO 2026 gives participants access to the facilities where Kubota machines are developed and tested. Combining classroom learning with practical field experience, the programme is designed to strengthen product knowledge, build sales confidence and give dealers a deeper understanding of how Kubota's technologies address the everyday challenges faced by customers.

Delivered across several training waves, the programme covers Kubota tractors, the new Utility range, material handling equipment, smart farming technologies and selected Kubota Group innovations. Participants rotate through live demonstrations, machine walkarounds, hands-on workshops, field exercises and competitive comparisons, gaining first hand experience of machine performance and customer applications.

For Earth, For Life



SalesPRO 2026 also brings together leading technology partners, including MX, UV Boosting and Kilter, demonstrating how complementary solutions can be combined with Kubota machinery to improve productivity, precision and efficiency. From loader applications and material handling to precision weeding, crop-care innovation and reduced-input farming, the programme helps dealers understand how complete solutions can deliver greater value for their customers.

"SalesPRO 2026 reflects our commitment to investing in our European dealer network," said Gianni Dobelli, Marketing Manager, Tractor Business Unit Europe. "The objective is not only to present products, but to help our dealers and distributors better understand customer needs, experience our machines in real working conditions and return to the market with greater confidence and practical knowledge."

"Training should be practical, engaging and closely aligned to the challenges our customers face every day. SalesPRO gives our network the opportunity to learn by doing, exchange best practices and strengthen the way we bring value to customers across Europe."

Alongside product training, participants take part in practical sales exercises designed to strengthen product positioning, improve customer conversations and demonstrate the advantages of Kubota equipment in real-world scenarios.

The programme also showcases Kubota's continued investment in smart farming, with demonstrations covering autosteering, TIM technologies, precision applications, autonomous solutions, digital tools and crop-care innovations. Each session focuses on practical implementation, helping participants understand how these technologies can support more productive and sustainable farming operations.

By bringing together Kubota expertise, Kubota Group technologies and trusted industry partners, SalesPRO 2026 reflects Kubota's continued investment in developing a knowledgeable, confident dealer network equipped to support customers across Europe.



For Earth, For Life



About Kubota

Kubota has been a leading manufacturer of agricultural equipment, construction equipment, lawn mowers and Industrial Engines since 1890. With its global Headquarters in Osaka Japan, offices in more than 120 countries, and more than 55,000 employees in North America, Europe and Asia. Although machinery equipment is its main products line, Kubota also produces a wide range of products such as city water purification systems, irrigation systems, piping systems, roof and home construction, and large underground valves.

Our Mission

Our Brand Statement, "For Earth, For Life," speaks to our commitment to the conservation of the environment while aiding the production of food and water supplies, which are vital to meet the needs of our society, as the world's population continues to grow. This mission is accomplished every time a Kubota tractor harvests the land to produce food or when our construction equipment excavates to transport water or provide shelter. For more information on Kubota, please visit www.kubota-eu.com or www.kubota.com.

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