

October 2009

Sales update

Thomas Equipment is pleased to offer our dealers a **"Fall Parts and Service Incentive Program."** How will this work? Effective immediately we are offering our valued dealers:

- An extra **incentive** off all filters that are ordered. The additional discount will be received automatically when you enter your online parts order.

PLUS

- A rebate **incentive** for every service you complete on a Thomas loader.

For further information on this program contact your local sales representative or call **1-866-BE-TOUGH**. Watch for your **"EXTENDED REBATE PROGRAM"** notice, as this program has just been extended until November 30th, 2009.

Our product guide has a new face and look. We are excited to share our new product guide, which can be viewed in the Dealer lounge under Brochures. You can now get the guide in **English, French and Spanish**. Take advantage of this great brochure for any of your upcoming shows, mail outs and other events you may be participating in.

Technical Service

Thomas Tech support would like to thank all participants of our September service school for taking time

out of their day to day activities to attend our training. We hope you enjoyed hearing from both Thomas speakers and guest speakers from our major suppliers. We are grateful to have had the opportunity to meet each of you in person. We will be following up our training with a brief questionnaire and all thoughts are welcomed – your input is used to improve future service schools.



News @ Thomas



The **"MATEXPO Construction Fair"**, Kortrijk, Belgium took place from the 5th to 9th of September, 2009. Our Benelux Dealer, Nadia and Marc Torfs from Torfs Machinery BVBA had a large location with many pieces of equipment on display. They were joined by John Andrews and Mary Jane Clark from Thomas Equipment.

The show was well attended and everyone was busy with the constant flow of people seeking information. This was of course due to the excellent reputation and relationships Nadia and Marc have with existing and past customers. I even heard there may have even been some deals completed on the day.

Torfs Machinery will also be exhibiting at **"AGRIBEX 2009"** in Brussels on December 2 – 6, 2009. AGRIBEX is one of the biggest agricultural fairs in Europe, with over 450 exhibitors from all agricultural sectors presenting their products and services, attracting approximately 185,000 visitors. We wish Nadia and Marc another successful show.

Our dealer in Ireland, Conor Breen-Breens Farm Machinery Ltd., had a number of machines at **The National Ploughing Show** in Athy, Co. Kildare, which attracted the largest crowd for many years. This is the largest Agricultural Show in Ireland, and is very much a family affair, with lots of attractions to keep the children happy. This was another busy show and I understand several leads need to be followed up, let's hope they turn into sales for Conor.

CONGRATULATIONS GOES TO UNICOM, SLOVAKIA – Thomas mountain bike racing team

On Saturday, September 26th, 2009 the championship races of Slovak republic was held at Skalka (Kremnica Mountains).

UNICOM's team (Thomas dealer in Slovakia) was one of the main patrons of the Slovakian championship 2009. We are very pleased and proud to announce the results:

Masters B category - 1st place, Mr. Kovacic

Junior category - 3rd place Arnold Gross

Most successful team: Unicom - Thomas racing team



New Dealers

Hill Valley, Ontario



Thomas Equipment is pleased to welcome **Hill Valley** to our dealer family for the growing Ontario market. Hill Valley took all the equipment from the Woodstock Farm Show and is very eager to push the tough Thomas brand.

Mark and Cindy started their operations 20 years ago, and have grown their repair and service facilities into one of Ontario's most respected equipment dealers. When asked how they have become so successful, both commented, 'customer service'. Hill Valley can be reached at 1-905-873-2469 or by visiting their web site at www.hillvalleyequip.com

Mark, Cindy and the complete team are ready to answer all your skid loader needs with new Thomas units on site. As a full line dealer, Hill Valley can supply parts for your older Thomas and provide top notch service. Thomas welcomes Mark, Cindy and their entire family to Thomas. Please reach out and contact Hill Valley Equipment.

We appreciate you taking the time to read this newsletter, and welcome any comments and feedback you have. Please send your thoughts to newsletter@thomas-equipment.com.