



Country Superstar Gord Bamford Announces Multi-Year Partnership with Kubota Canada Ltd.

Monday, September 24, 2018 — **TORONTO, ON** - On September 24, **Kubota Canada Ltd. (KCL)** announced their first ever music partnership with multi-platinum selling Canadian country music superstar **Gord Bamford**. At the annual dealer sales conference hosted at the Swan Resort Hotel in Florida, the multiple CCMA and CMA Award winner and his band hit the stage for a surprise performance before joining **Rob Allison**, National Brand Manager of **KCL** to announce the landmark agreement.

“This is Kubota’s first venture into a partnership in the music industry and we couldn’t have asked for a better fit for our brand than with Gord Bamford,” said **Rob Allison**, **Kubota’s** National Brand Manager. “Gord is a Canadian country boy through and through and shares the values that define our brand. We greatly value the relationships we have with our dealers and customers, in fact these relationships are everything. We build them together and we hope to build many more with Gord’s fans across Canada,” Allison continued. “And it’s not much of a stretch to understand why Kubota Canada would partner with a Canadian country music star - we have a lot of customers in rural Canada and that’s where country music lives large.”

The multi-year partnership will see **KCL** as the presenting sponsor of **Bamford’s** upcoming Canadian **Honkytonks & Dive Bar Tour**, a limited-edition line of **Gord Bamford / KCL** branded apparel, the Country icon appearing in **KCL** dealership POS promotions, at in-store events, in social media campaigns along with special dealership ticket packages and more.

“I’m very excited about the partnership with Kubota Canada, and the opportunity to work with all the great people I have met so far and the friendships I will be making in the future,” said **Gord Bamford**. “It’s a pleasure to be part of Team Kubota, and it couldn’t be a better fit for my brand and values.”

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About Kubota Canada Ltd.

Kubota Canada Ltd. is the Canadian marketer and distributor of Kubota-branded equipment, including a complete line of tractors up to 150 PTO HP, performance-matched implements, compact and utility-class construction equipment, consumer lawn and garden equipment, commercial turf products and utility vehicles. For product literature or dealer locations, please visit: www.kubota.ca.

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About Gord Bamford

Gord Bamford stands as one of the most decorated artists in Canadian country music history. No stranger to praise Bamford has amassed an impressive 24 Canadian Country Music Association (CCMA) awards, multi Canadian JUNO Award nominations and is the two-time winner (2013/2015) of Nashville's Country Music Association "CMA Global Country Artist" award. Gord Bamford's distinctive sound and song writing ability defines him as one of country music's best neo-traditional artists. www.gordbamford.com