



Central Kubota, LLC

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Hours:

Monday-Friday: 8:00 a.m.-5:00 p.m.
Saturday: 8:00 a.m.-2:00 p.m.



Central Kubota’s mission statement is still to be a premier retailer of tractors. Their goal will always be to exceed the expectations of their valued customers.

Exceeding Expectations

The Widrick family is optimistic about what’s in the future for them. — By Sandra Strong

As the company continues to grow and the customer base increases, it’s only natural that things would change for Steve Widrick, owner of Central Kubota, LLC. The properties next door to the dealership’s original location were purchased, thus doubling the size of their “outdoor showroom.” More lot area meant the addition of a new line of Kubotas. “We added Kubota’s equipment line,” Steve said, “and that allowed us to add a great deal more inventory.”

The new line of Kubotas includes: excavators, compact track loaders and skid steers for construction, while hay tools and higher horsepower tractors are available for those in agriculture. “Our customer base still includes the weekend ranchers,” Steve shared, “but we are seeing a large growth in commercial contracts, both in construction and agriculture.”

Steve’s son, Justin Widrick, has taken on a much larger role in the company with the expansion. Currently, Justin’s duties include some sales, inventory control, invoicing all whole good sales and, as the yard manager, he makes sure the lot looks good. His philosophy about the company is spot on. “If you don’t grow,” Justin said, “you are actually going backwards.”

Inventory control for Justin means keeping six to nine months’ worth of inventory on the lot throughout the year. “I order in the fall. The shipment is received in the winter,” Justin explained. “That gets us ready for the spring and summer season, which overall is our busiest time.”

Other staffing additions to the family-owned business include Steve’s daughter, Jamie Widrick, and her husband, Christian, who just moved back to Texas from Costa Rica. As the receptionist,

Jamie's voice is generally the first one customers hear when calling and the first smiling face seen when visiting Central Kubota in person. Christian, along with several other long-term staff members, works as a shop technician.

Faithful employees who have been with Central Kubota for years include Steve's brother, Jay Widrick, and salesman, Larry Thedford. "Jay has been with the company as the controller since day one, but he didn't come on board full-time until a year-and-a-half ago," Steve added. The staff is now up to 13, counting all those previously mentioned.

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Kubota is continually expanding their product lines. Knowing he wanted to continue giving the best in customer service, Steve added a fully equipped service truck to provide quality care and repair for Central Kubota's customers. Each service call from Kubota customers is considered on a case-by-case basis.

Since the beginning, Steve has believed in offering what his customers want, when they want it. They are well-stocked on the lot at any given time. "Our mission statement is still to be a premier retailer of tractors, while implementing services that offer a lasting value to our customers," Steve said. "Our goal will always be to exceed customers' expectations today and into the future."

Central Kubota's location is great, and the visibility of Kubota's bright orange branding color seen from the interstate has helped grow the company to its current size. The large lot area is easily accessible for customer pickups and inventory deliveries. Steve foresees great things for the future of Central Kubota, as well as Waxahachie and its surrounding areas. "The 287 Corridor is going to continue to expand," he stated. "In time, North Ellis County and South Dallas will meet. It's inevitable." This merging together is sure to keep the growth coming for Central Kubota for years to come. **NOW**