

Bobcat University user manual

CD/ Training Team
JAN 2026



Bobcat

ALAO TRAINING CENTER

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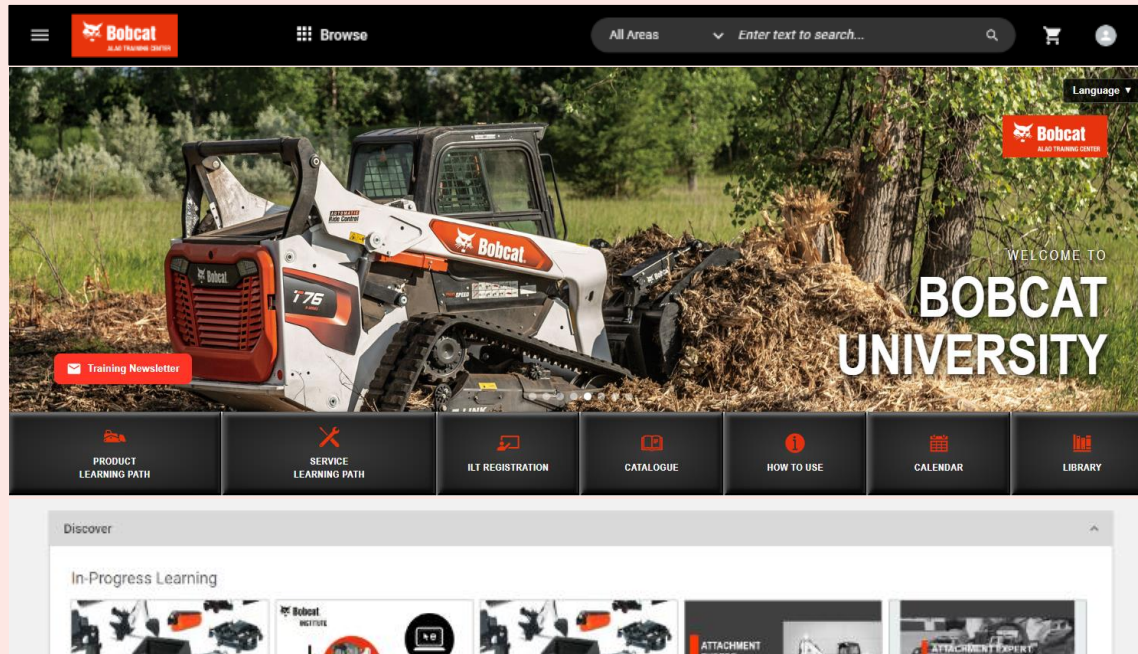


1. Introduction of Bobcat University



What is Bobcat University?

An online training platform
for Compact Equipment and Material Handling Product & Service training contents



Easy to find training contents
and take the courses whenever, wherever
you need



EASY



ANYTIME



ANY DEVICE



ANYWHERE

What is Bobcat University?

- ✓ Providing various training contents such as **basic knowledge, Application, Features and Benefits.**
- ✓ **Service fundamentals** and **specialized training by product & models.**
- ✓ Available registering for video/ offline training in the system.



Basic knowledge

- Product knowledge
- Understanding of Market & Business



Specialized contents by model

- Sales point, comparison
- Schematics, training by model
- Bobcat process and soft skills



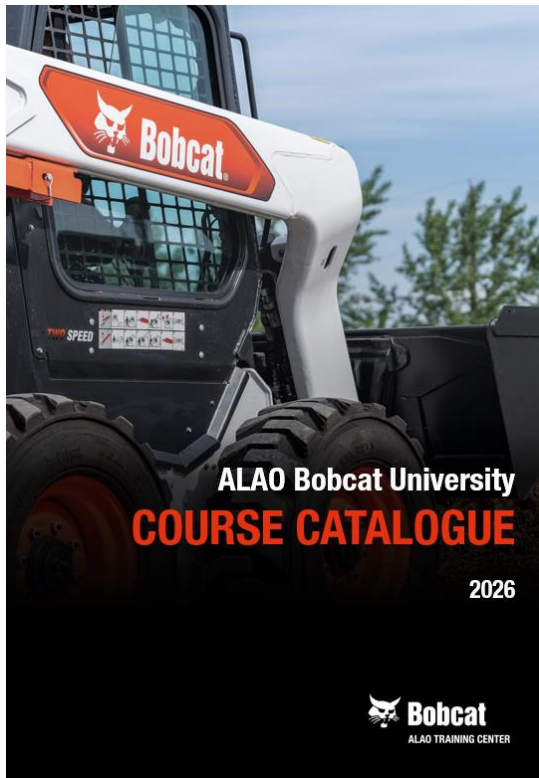
Register for video/ offline training

- Pre-notice for video/ offline training so that trainee can manage their own schedule

Course Catalogue – What Contents the Bobcat University provides

You can check every course in the Bobcat University.
Discover and make a learning plan by yourself.

[Check out Catalogue](#)



Bobcat Compact product training level system

Bobcat Compact Product Specialist path

Bobcat ALAO Training center provides 3-level product training system for 7 product groups of Compact Equipment. Follow our training journey and improve your product knowledge and sales skill. We support your growth!

Product Group	Bronze	Silver	Gold
Loader	★	★★	★★★
Mini Excavator	★	★★	★★★
Backhoe Loader	★	★★	★★★
Telehandler	★	★★	★★★
CWL*	★	★★	★★★
GME**	★	★★	★★★
Attachment	★	★★	★★★

* Compact Wheel Loader
** Ground Maintenance Equipment

Level	General product knowledge	Practical product sales knowledge	Understanding business & application
Bronze	Basic concept of product <i>"Deliver basic product explanation"</i>	Sales point by product series <i>"Convince and secure customer"</i>	Business & application <i>"Discover potential customer"</i>

Be a Bobcat Product & Sales Specialist.
There are 7 Product & Sales Specialists for Bobcat Compact Equipment. You should follow each product learning path to get it.

Compact Product | Compact Loader

Compact Product Compact Loader Bronze

Course ID	Description	Duration	Language
Introduction to Compact			
A2422101	This course will give you comprehend the history and overall business of Compact Equipment (Compact, CP).	40 mins	EN, KR, ES, CN, PT
Compact Loader Basic			
A2422102	You can learn about the basic design concepts and fundamental concepts of compact loaders.	50 mins	EN, KR
CTL Basic			
A2522101	You'll learn Bobcat CTL which has differences & advantages between SSL.	20 mins	EN, KR
Safety for Loader Operation			
A2522103	This is an operational safety guide for Loaders.	10 mins	EN, KR
EARTHFORCE Introduction			
ALAO-EF001-EN	This course will give you an introduction to Bobcat Earthforce Skid-steer Loader. You'll learn the loader types, terminology and key transmission information so that you have a foundation to build off for future EarthForce courses.	50 mins	EN, KR, ES
EARTHFORCE Concepts and basic principles			
ALAO-EF002-EN	This course will expand your knowledge of Bobcat Earthforce Skid-steer Loader.	50 mins	EN, KR, ES
CTL/SSL - Basics - Bobcat Loader R-Series Overview			
ALAO 0000019561	R-Series loaders tackle your everyday work and your toughest challenges with performance features that maximize every minute you spend on the job. Comfort is critical to your productivity, so these machines are loaded with features that keep you comfortable and focused on the work. This course will introduce you to the strategy, model alignment, features and benefits of this series.	9 mins	EN

ALAO Training Center Location

ALAO Training Center

Korea | Incheon China | Suzhou India | Chennai

DOOSAN

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2. Bobcat Training Level System



Bobcat Product & Sales training level system

- ✓ Level based training contents.
- ✓ Each product group has their own training level.

(7 product groups for Compact Equipment &
5 product classes for Material Handling)



**Product
Bronze**

- ✓ Essential product knowledge to start sales in Bobcat
- ✓ General market, business information
- ✓ Sales key point, how to approach



**Product
Silver**

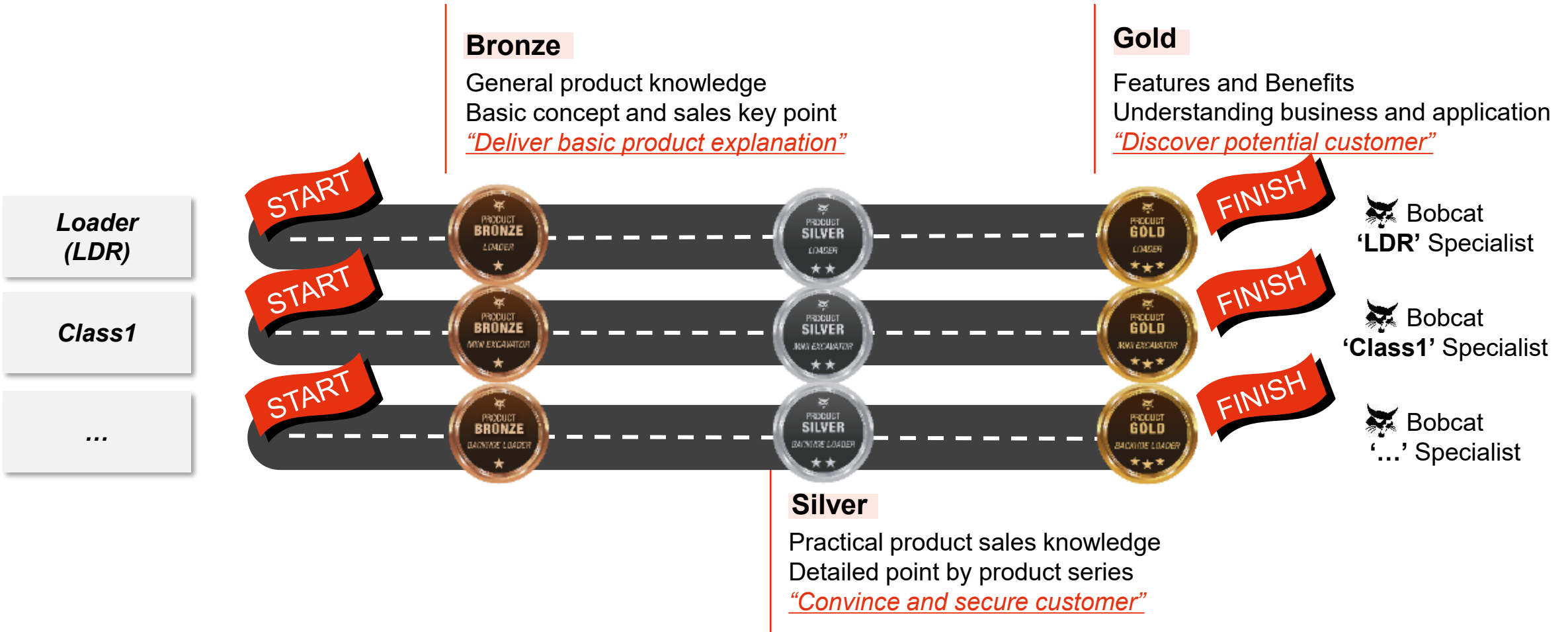
- ✓ Advanced knowledge about Bobcat products
- ✓ Comparing product series in Bobcat lineup
- ✓ Recommendation and persuading point by model series



**Product
Gold**

- ✓ Features and Benefits
- ✓ Comparing with competitors
- ✓ Business understanding and application

Bobcat Product & Sales Specialist Path



Bobcat Service training level system

- ✓ Level based training contents.
- ✓ Bronze, Silver, Gold levels are commonly applying regardless of models.
- ✓ **Platinum is dedicated by model groups.**

(6 product groups for Compact Equipment & 5 product classes for Material Handling)



Service Bronze



Service Silver



Service Gold



Service Platinum

- ✓ Background knowledge of product
- ✓ General market info, regulations
- ✓ Response to customer & claim

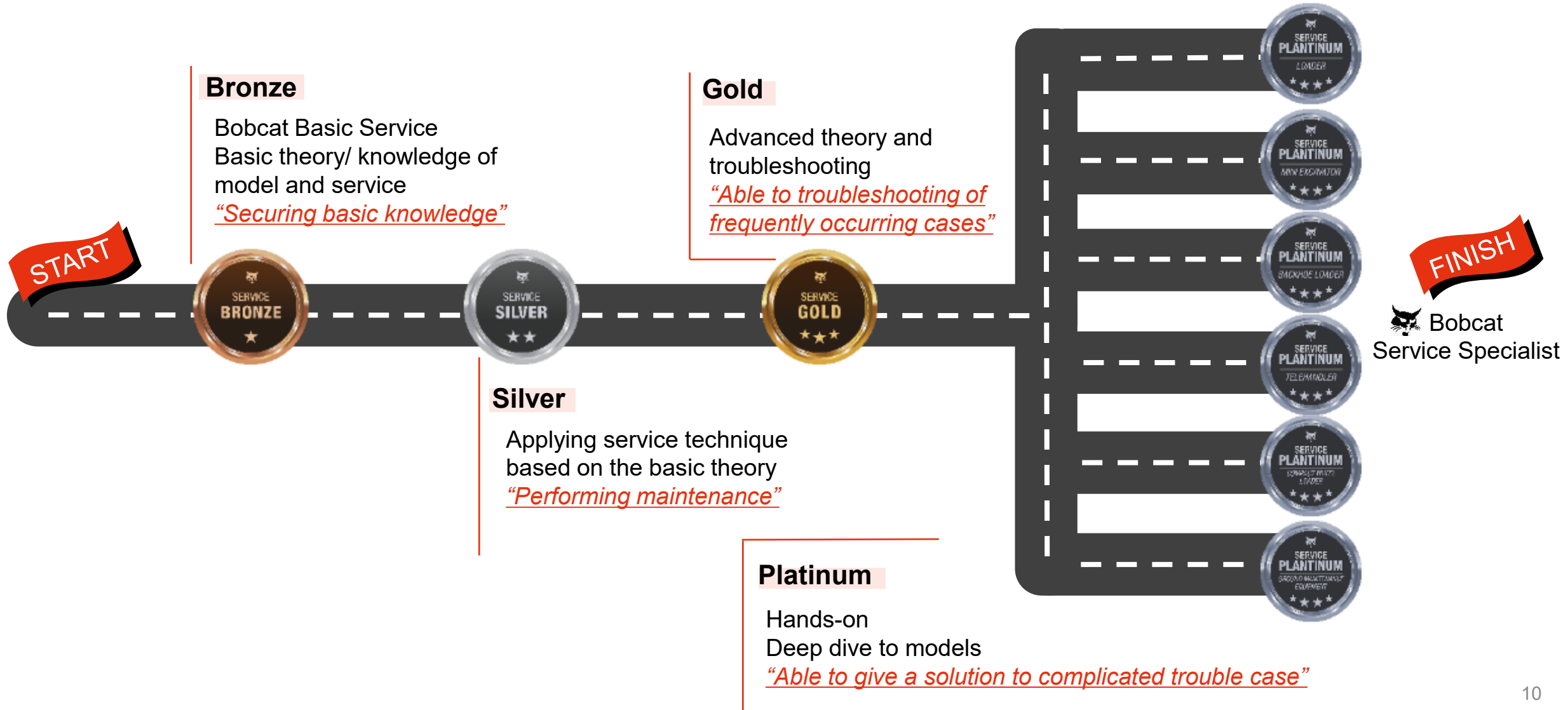
- ✓ Maintenance
- ✓ General knowledge for using system/ diagnostic tools
- ✓ System (Engine/ Hydraulic/ Electric)

- ✓ Advanced theory
- ✓ Engine assemble/ disassembly
- ✓ Schematics

- ✓ Service training by models
- ✓ Hands-on



Bobcat Service Specialist Path



Bobcat Soft skill training Level

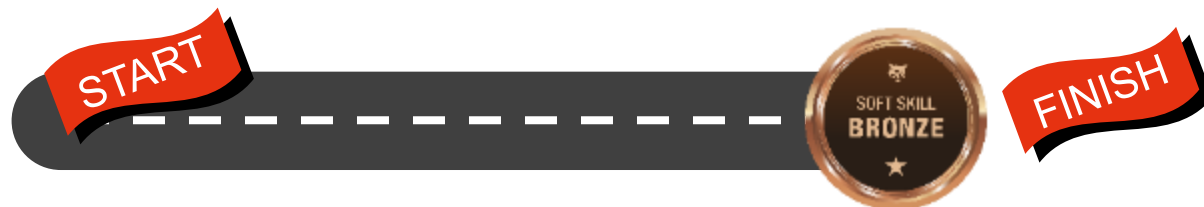
- ✓ Single level with Bronze



Soft skill Bronze

- ✓ Bobcat company introduction
- ✓ Communication skill with customer
- ✓ Business manner

Bobcat Soft skill Specialist Path



Bronze

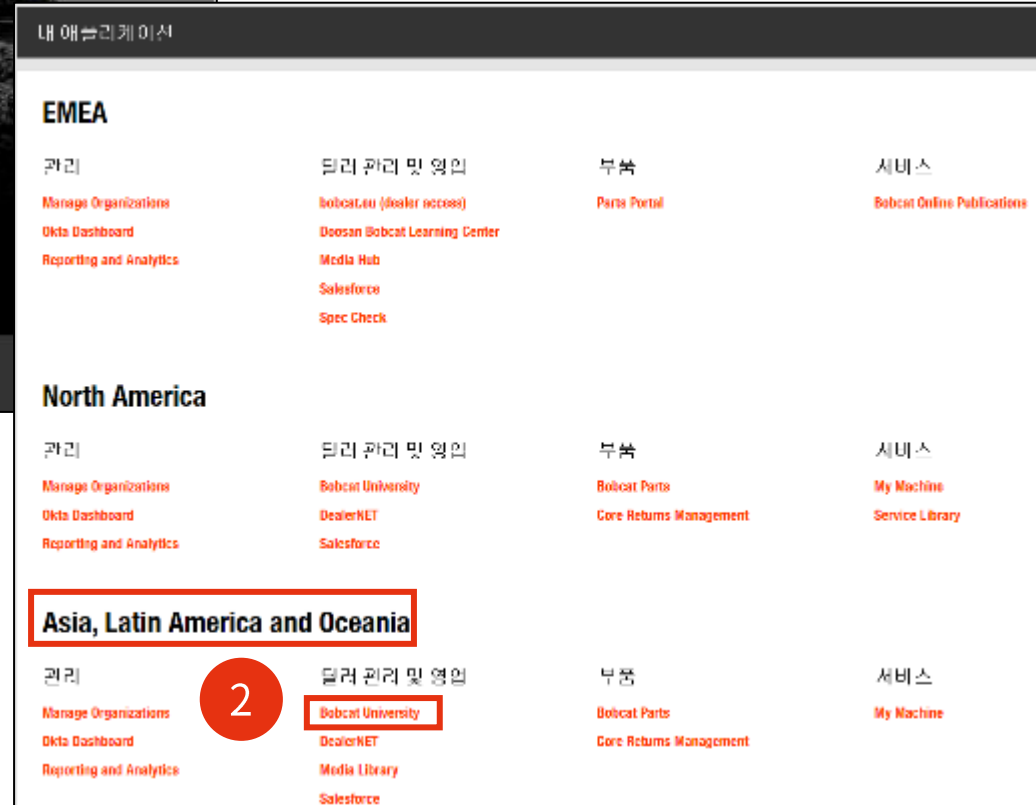
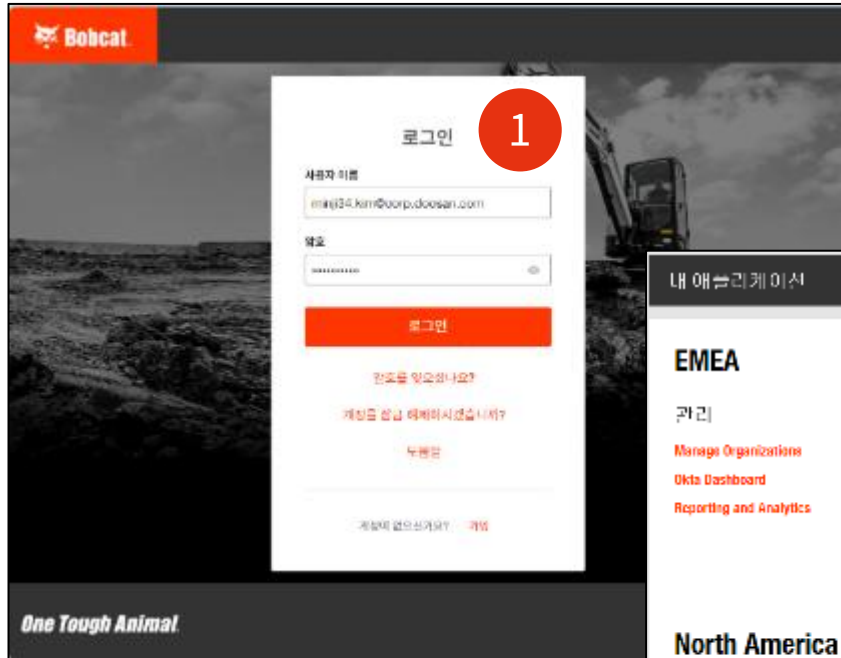
Understanding Bobcat Company
Developing a business mindset

"Securing basic capability as Bobcat dealer"

3. Bobcat University Manual



1. Access to the learning site



① Access to Bobcat dealer portal and sign in.

※ Bobcat dealer portal:
<https://dealer.bobcat.com/>

② In my application, Scroll down to the Asia, Latin America and Oceania and click “Bobcat University”

*Bobcat University only can be accessed via Bobcat dealer portal.

**You can access with your mobile device as well.

***Training contents are free of charge.

Access

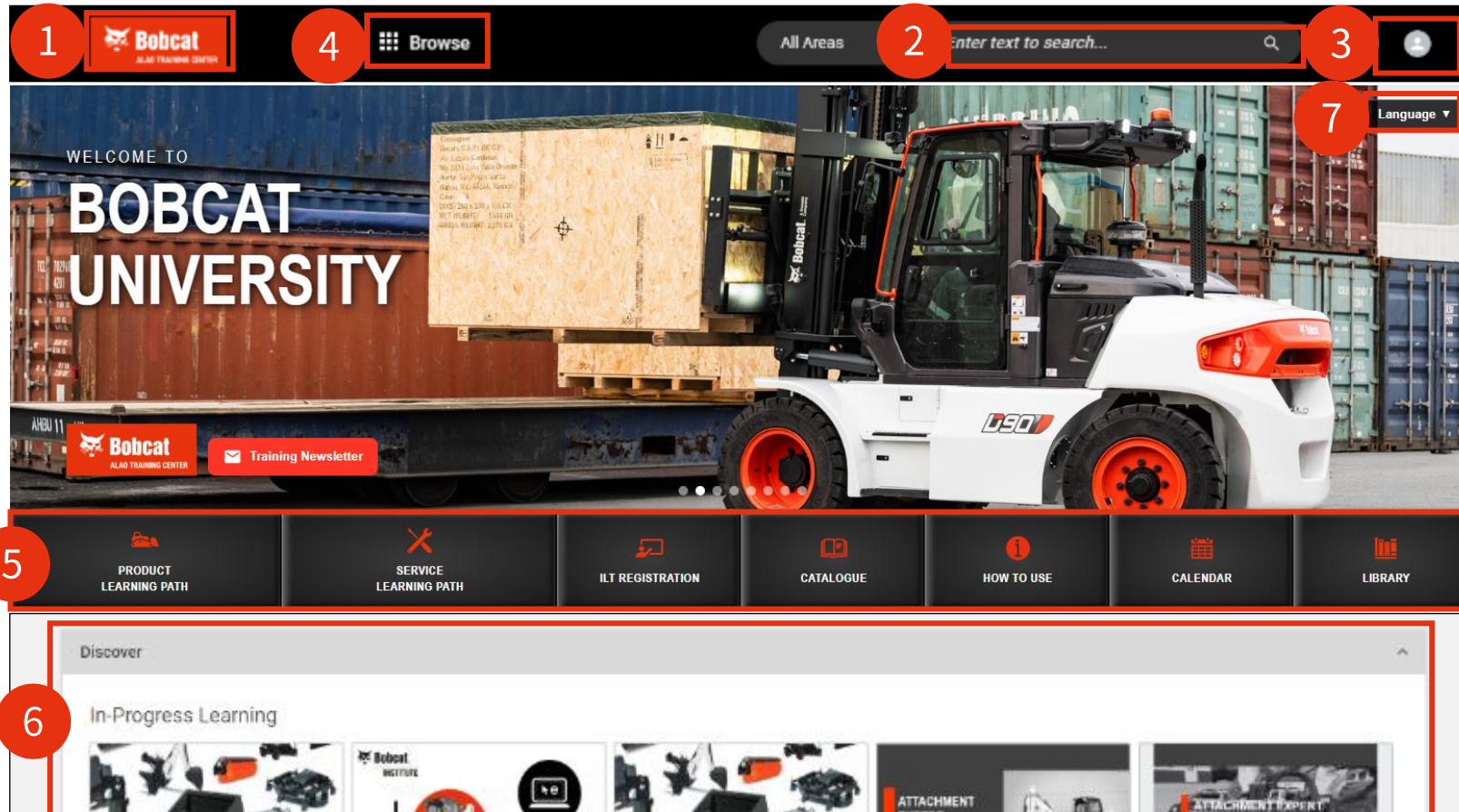
Site map

How to learning

Complete learning

Status

2. Site map



① Move to the main page when click this logo.

② Search : Use when find training contents and courses.

③ View my profile: Setting my language and site theme.

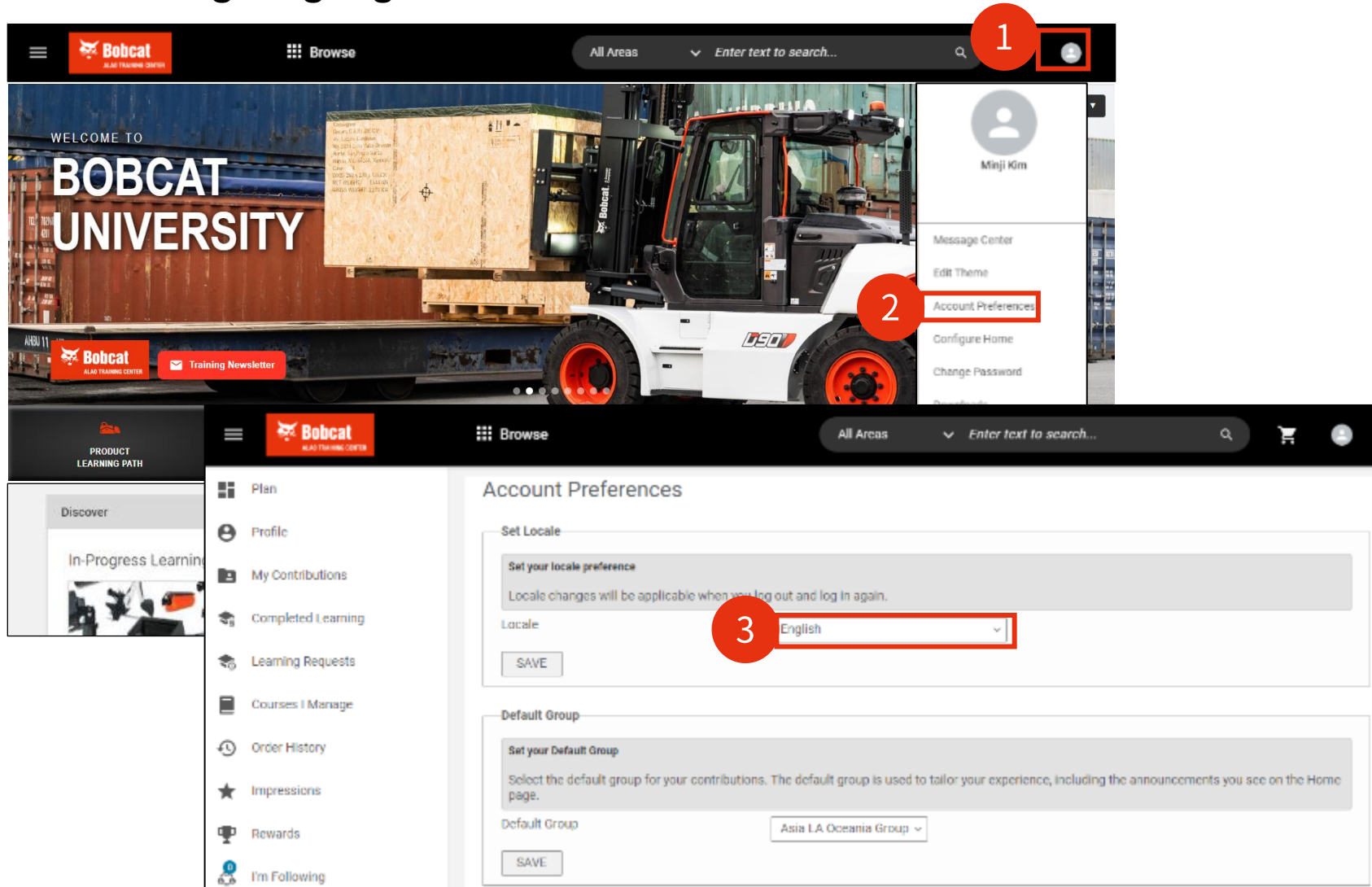
④ Browse menu for learning path

⑤ Main page menu

⑥ Check my learning status and courses.

⑦ This button is only for main page translation.

2-1. Setting language

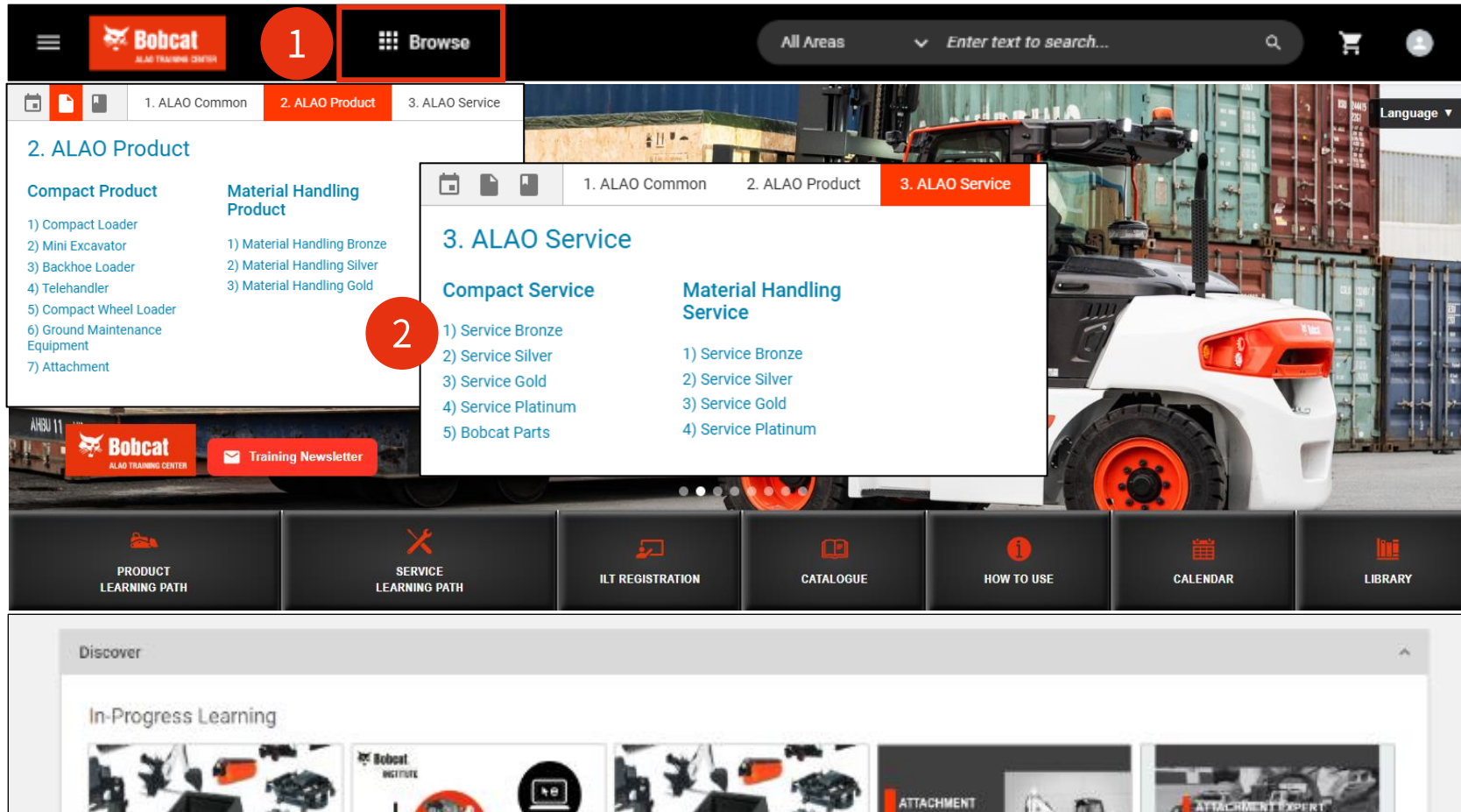


The screenshot shows the Bobcat University website interface. The top navigation bar includes the Bobcat logo, a search bar, and a profile icon (Step 1). A dropdown menu is open, showing 'Account Preferences' (Step 2). The 'Account Preferences' page is displayed, with the 'Set Locale' section highlighted. The 'Locale' dropdown menu is set to 'English' (Step 3).

- ① Click profile icon at the right top
- ② Click Account Preferences
- ③ You can change your account language at the <Set Locale> menu.

* It applies to the site. The contents language is depending on the course.

3. How to learning (1) Browse Menu



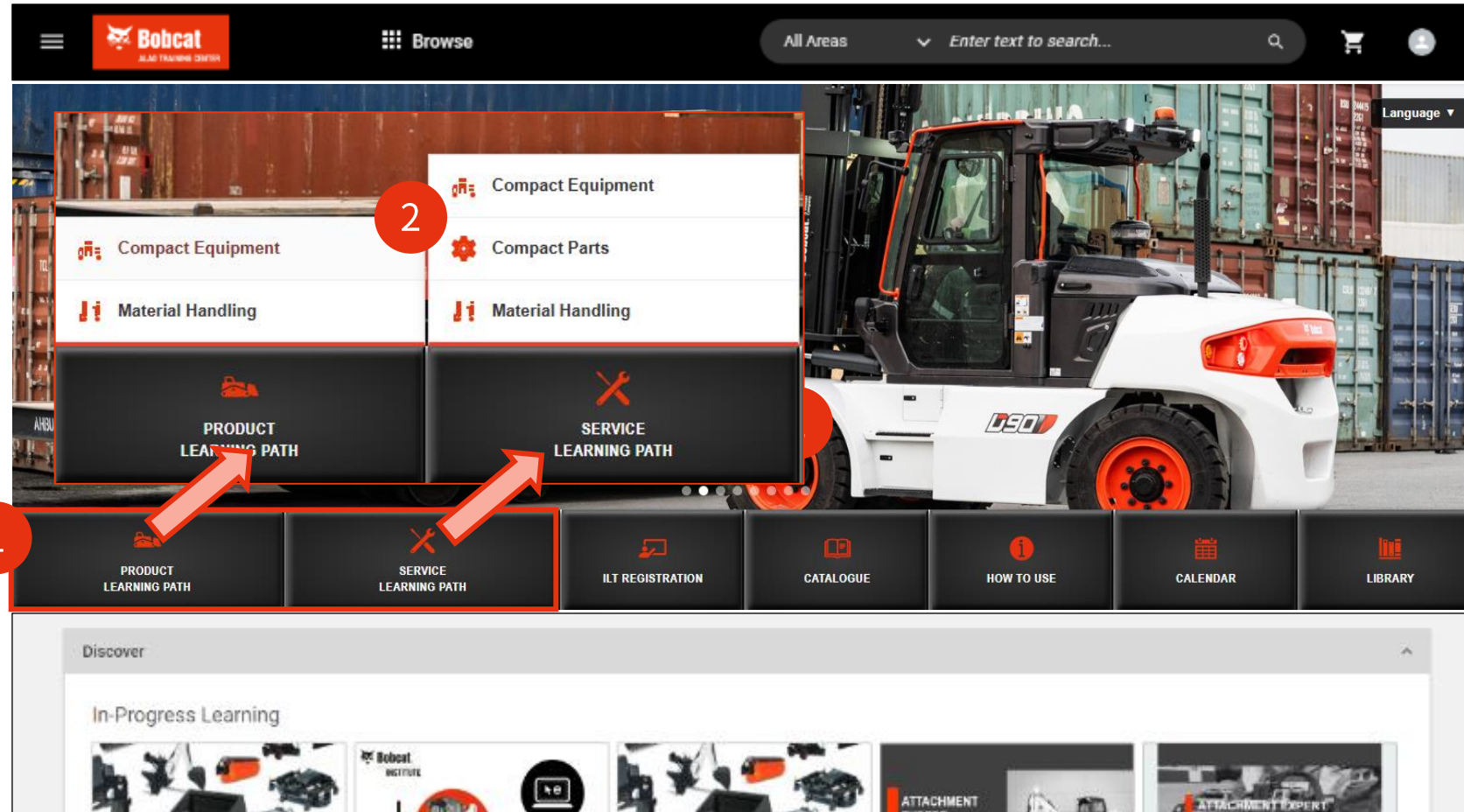
(1) Browse Menu

- ① Click the <Browse> button right top of the header.
- ② You can find ALAO Common/ ALAO Product/ ALAO Service

If you click the button, you can directly move to corresponding learning path.

Please be aware that some of learning paths are not allowed to open depending on the dealer's business type.

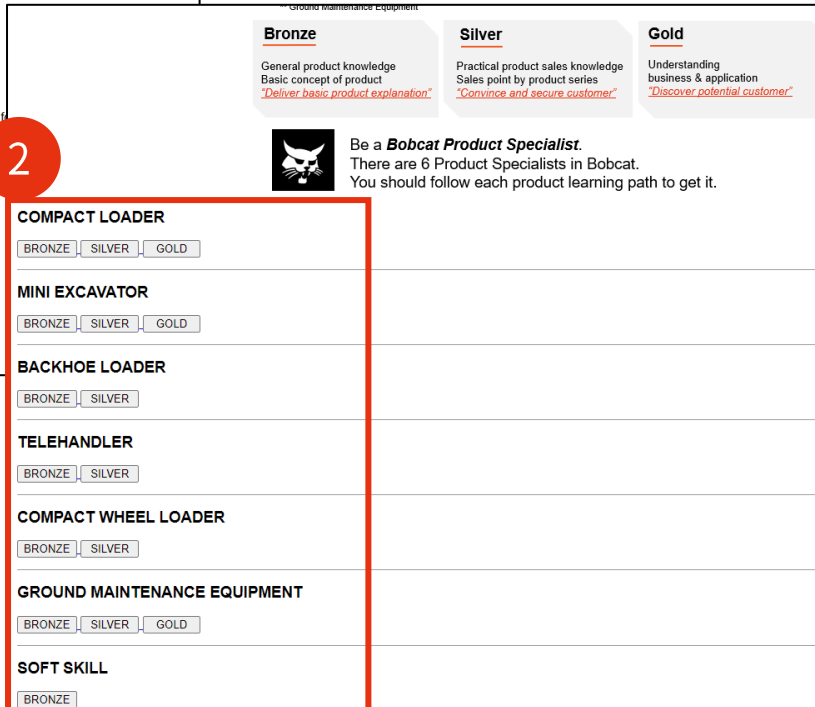
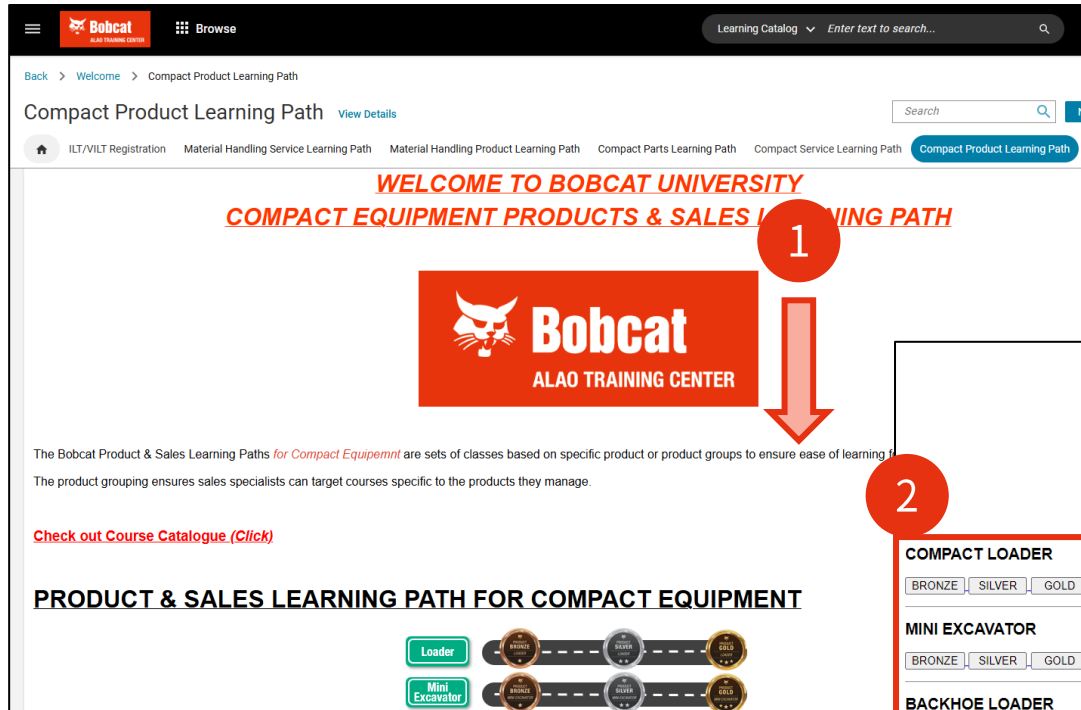
3. How to learning (2) Use Main page Menu



(2) Use learning path

- ① If you click the button on the main page, you can see the learning path menu.
- ② Click the product type which you would like to learn, then you can move to learning path introduction page.

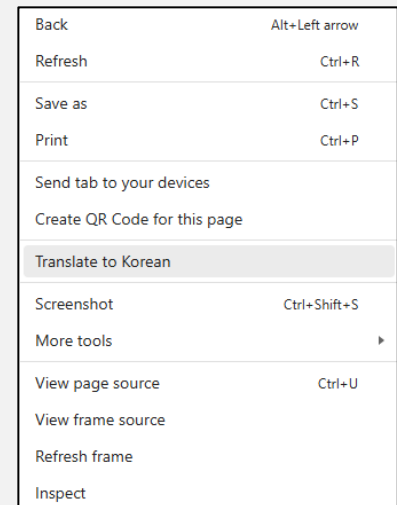
3. How to learning (2) Use Main page Menu



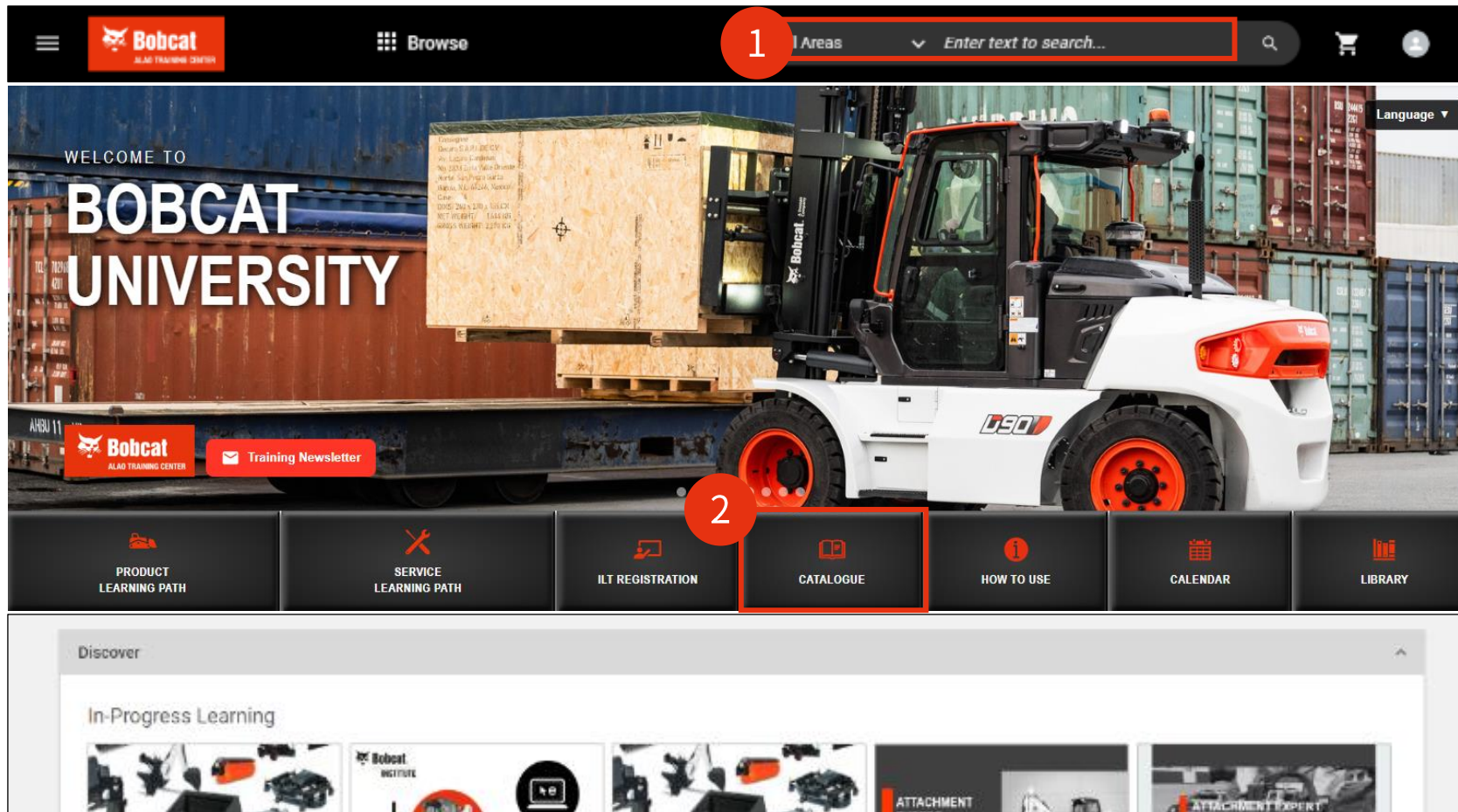
(2) Use learning path

- ① The introduction page will appear. Scroll down to the end of description.
- ② Then short cut button to the curriculum at the bottom.

*** If the page isn't automatically translated, use browser translate function actively.**



3. How to learning (3) Search course directly



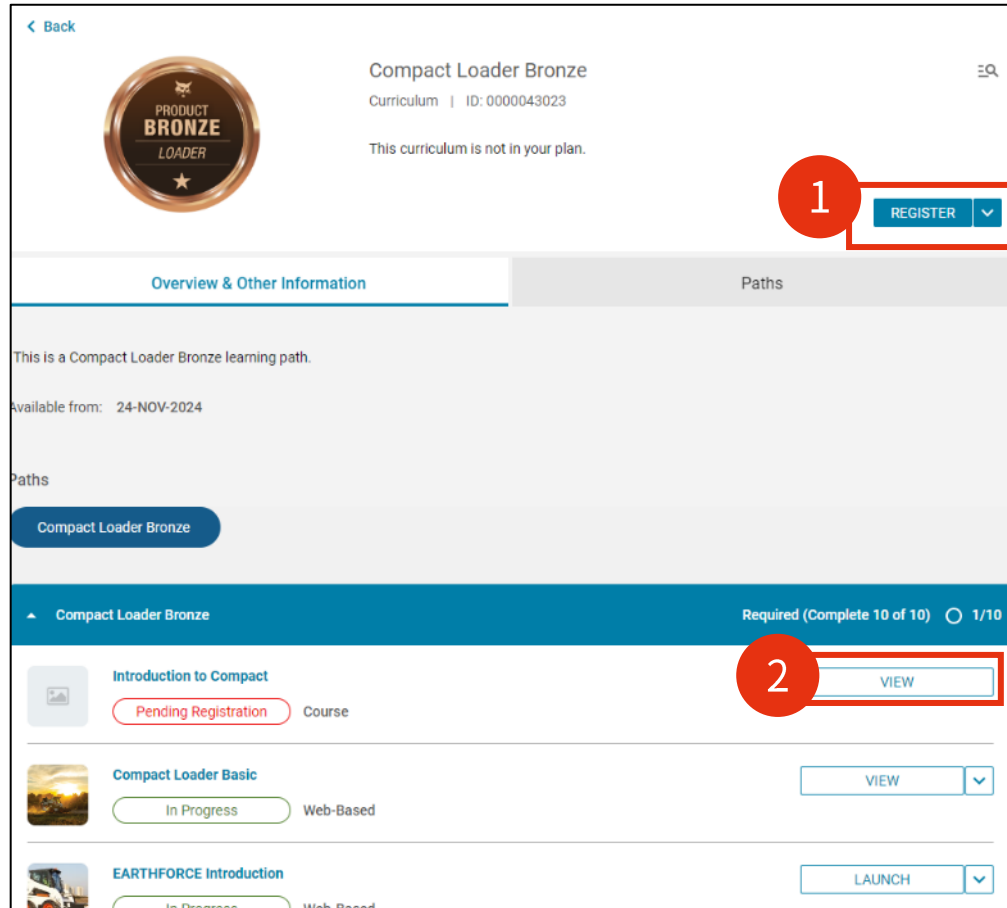
(3) Search course directly

① Use search menu at the top right of the main page.

* Put keyword or course ID retrieved from course catalogue.

② The course catalogue is available on the main page button.

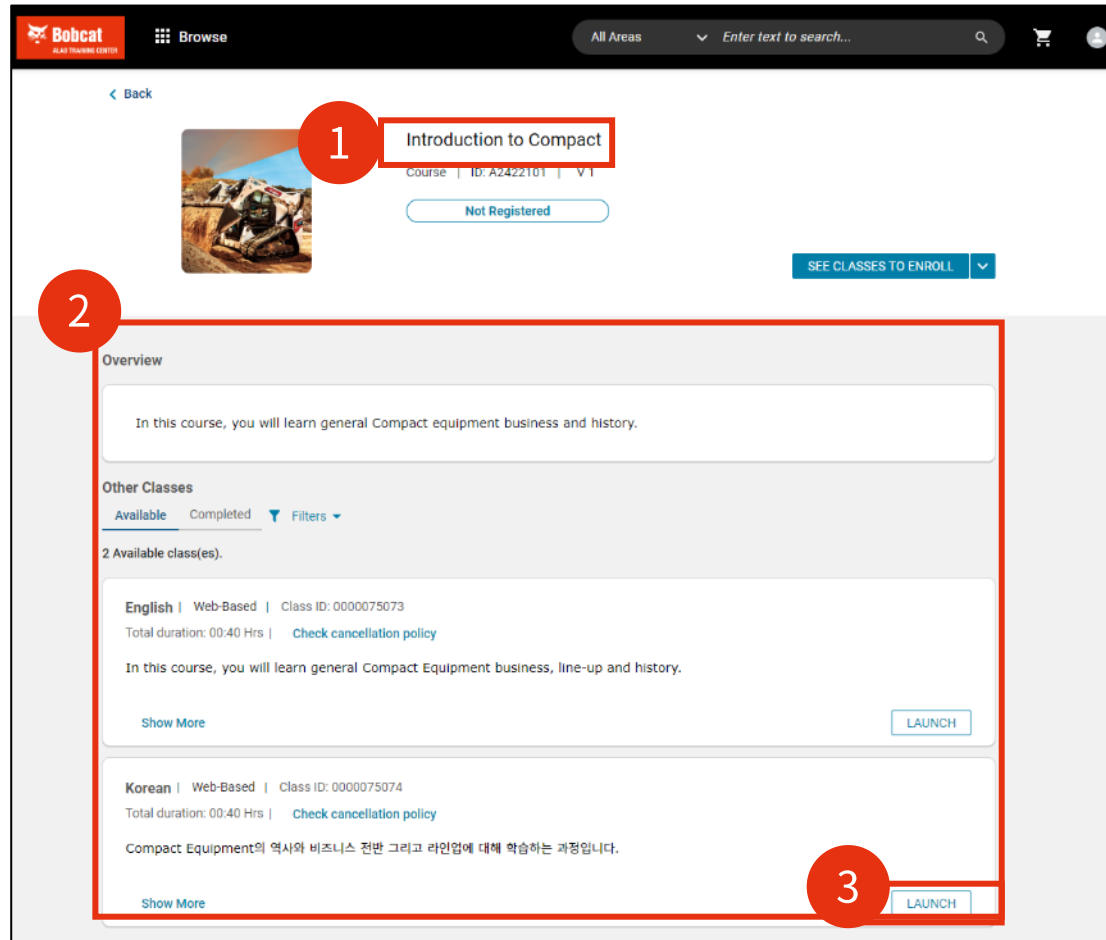
3. How to learning (4) Register/ Launch a course



(4) Register/ Launch a course

- ① If you click the curriculum, the curriculum page will be linked. When click the [REGISTER], you will automatically enroll the all courses in the curriculum.
- ② Or you can also register a course in the curriculum separately.
- ③ You can easily check how many courses in the curriculum/ is this courses are required or suggested.

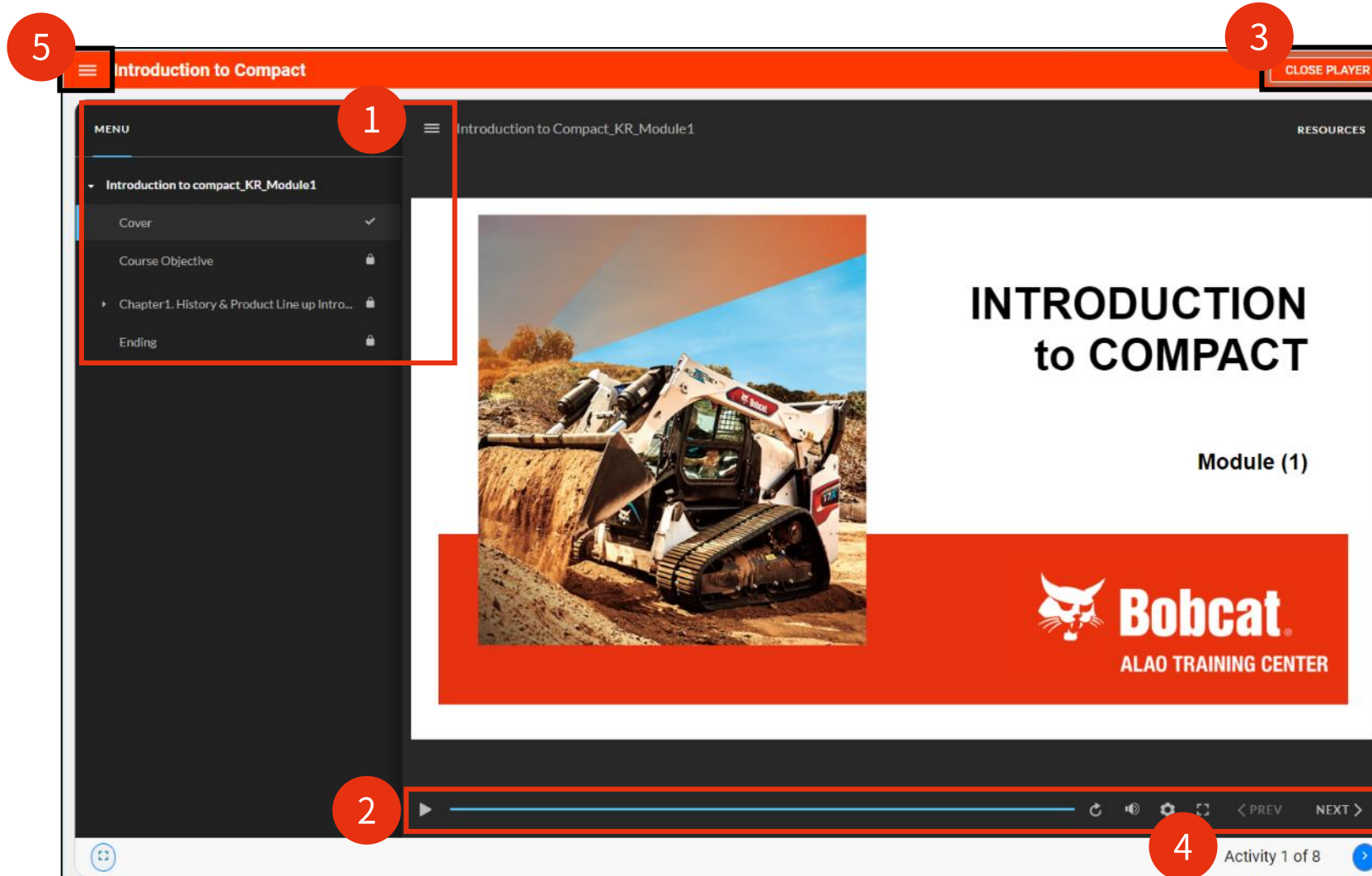
3. How to learning (4) Register/ Launch a course




(4) Register/ Launch a course

- ① Click the course title what you want to take.
- ② You can see the course description and check available language options.
- ③ Click [LAUNCH] at the class of language you want to take, then the player window will appear.

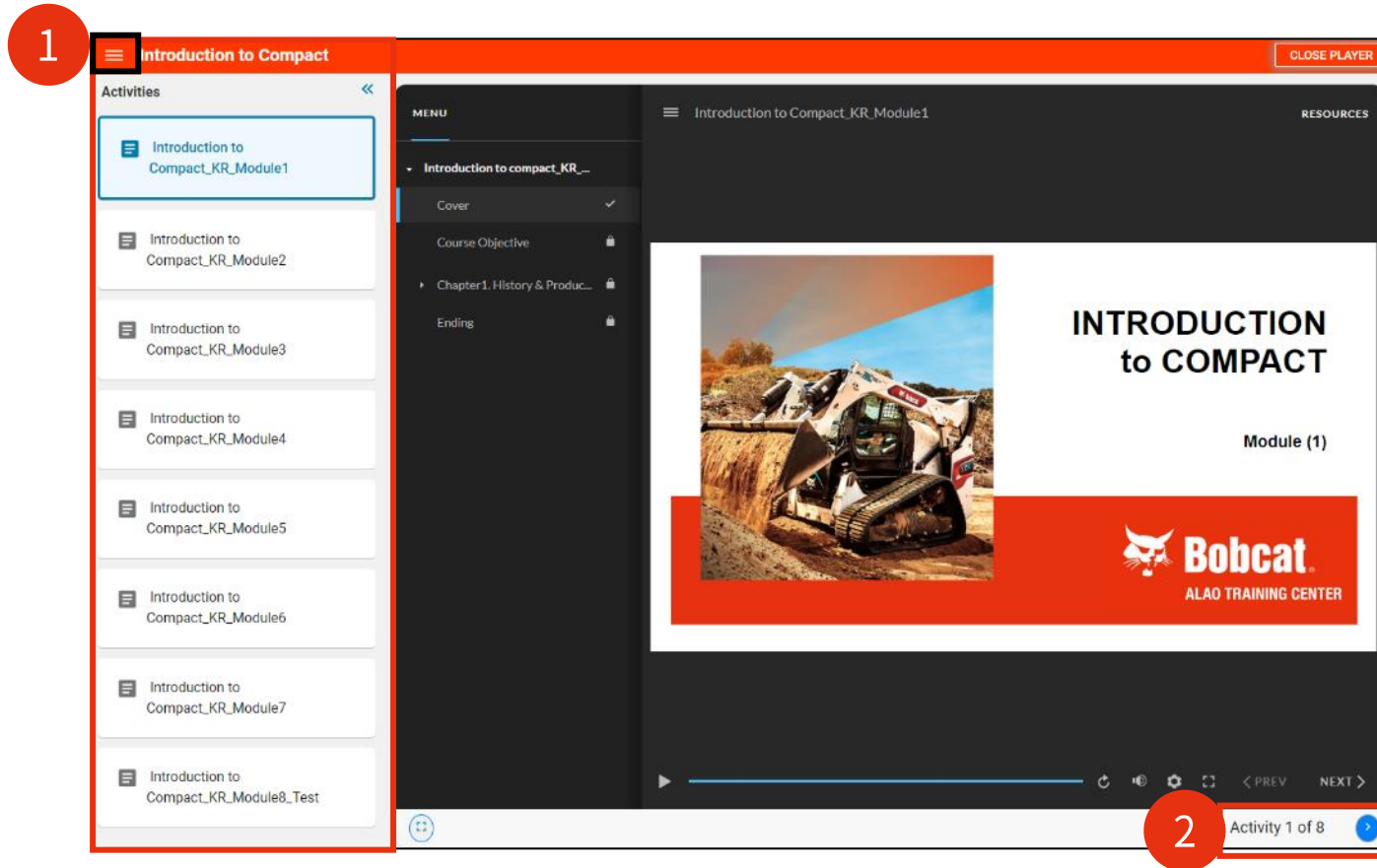
3. How to learning (5) Player window



(5) Player window

- ① Check your training status. If you click the menu icon , you can hide and view the list of contents.
- ② Play/ pause, full screen, subtitle menu.
- ③ If you click [CLOSE PLAYER], then the course will stop and close the player.
- ④ If you complete the current module, you can proceed to next module.
- ⑤ You can check all activities of this course. You need to take in orders. To mark this course complete, you need to complete every activity in a course.

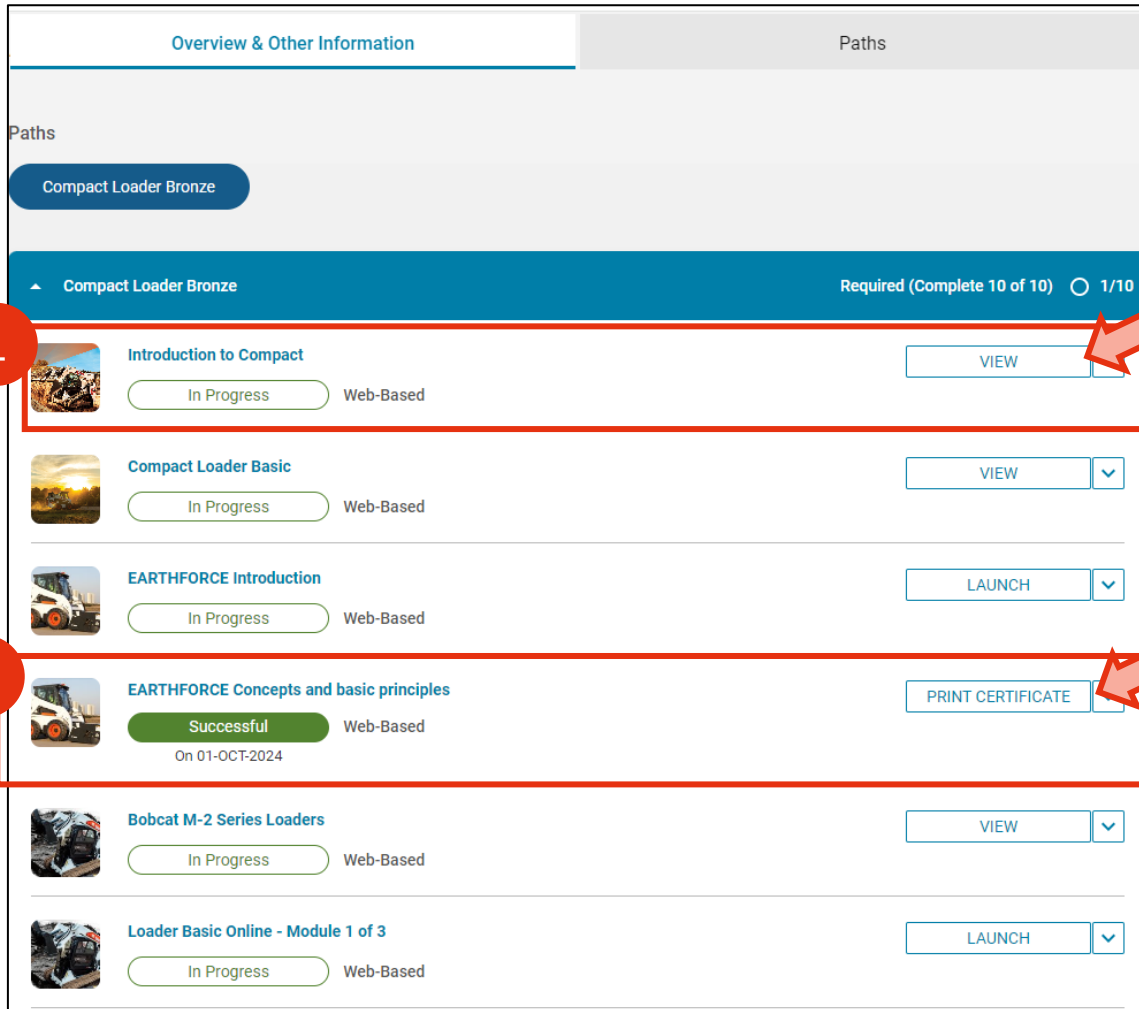
3. How to learning (5) Player window



(5) Player window

- ① A list of Activities
- ② Menu for moving between activities

4. Complete learning (1) Complete course



Course Name	Status	Platform	Action
Introduction to Compact	In Progress	Web-Based	VIEW
Compact Loader Basic	In Progress	Web-Based	VIEW
EARTHFORCE Introduction	In Progress	Web-Based	LAUNCH
EARTHFORCE Concepts and basic principles	Successful	Web-Based	PRINT CERTIFICATE
Bobcat M-2 Series Loaders	In Progress	Web-Based	VIEW
Loader Basic Online - Module 1 of 3	In Progress	Web-Based	LAUNCH

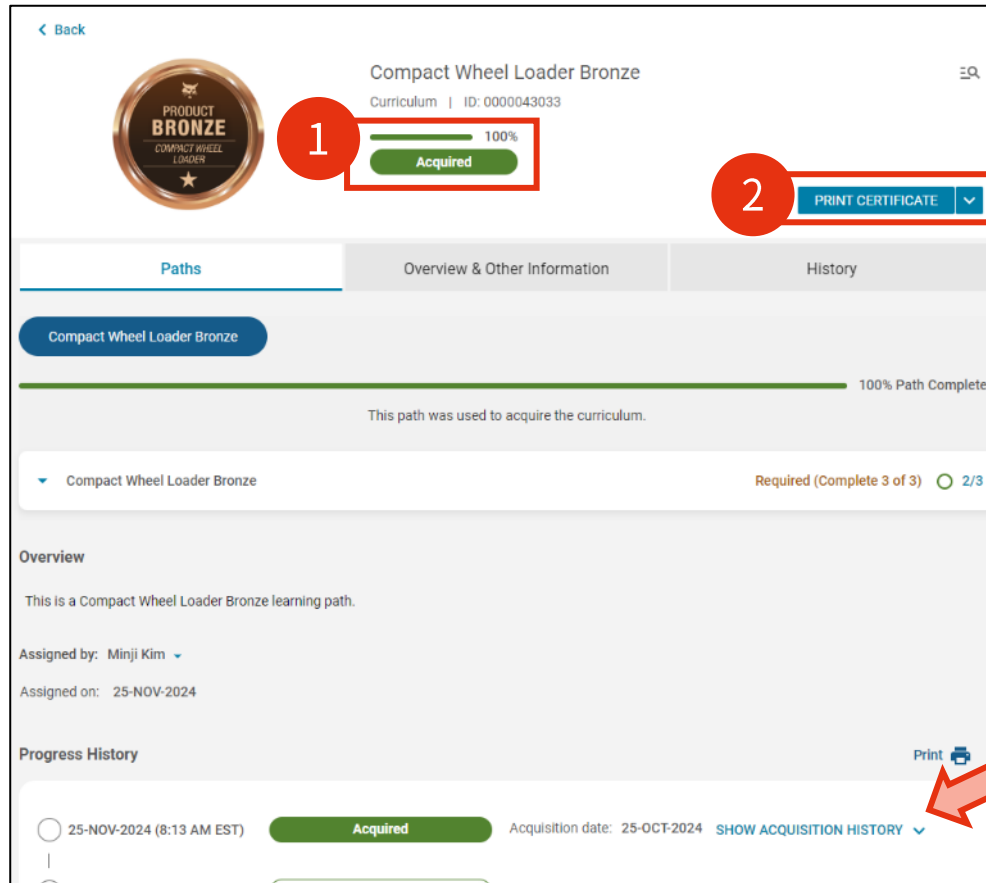
(1) Complete course

① If you are in the middle of taking the course, the course status will be appeared as [In Progress]. If you click the [VIEW], you can resume the course.

② If you complete the course, the status will be appeared as [Successful].

③ You can print your certificate of completion by clicking this button.

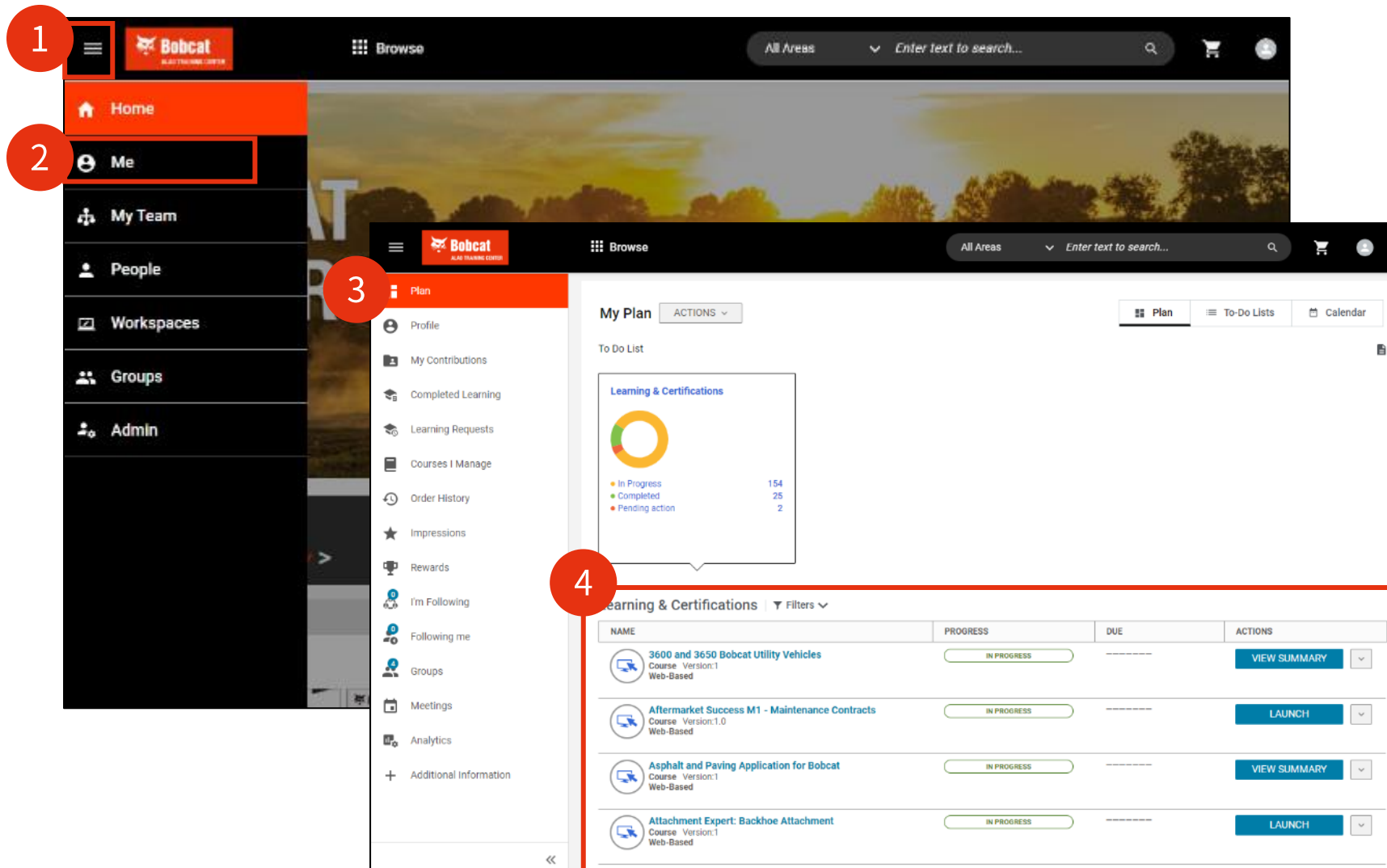
4. Complete learning (2) Complete curriculum



(2) Complete curriculum

- ① If you fulfill the conditions for completing curriculum, your curriculum status will be appeared as [Acquired] in green.
- ② If you click [PRINT CERTIFICATE], you can check certificate for the curriculum.
- ③ You can see your learning history.

5. Learning status



- ① Click menu icon on the left top.
- ② Click [ME] at the left list.
- ③ Then you can see [Plan] tap.
- ④ You can check your training status in the list.

4. FAQ



Q. I don't have an account in Bobcat dealer portal. How can I sign-up?

- A. Please contact to your Helpdesk to generate new account in Dealer Portal. Bobcat University use dealer portal as a gate.
- Asia & Oceania: [Click to Chat](#)
 - Latin America: [Click to Chat](#)

Q. What if I need some help about Bobcat University?

A. Please contact to alao.training@doosan.com for queries about Bobcat University.

Q. Can I check all the courses in Bobcat University?

A. Yes, please look <Course Catalogue> in the learning path description.
It will be updated regularly.

Q. I have trouble with playing contents.

A. Training contents are video or interactive type.
It takes few seconds up to the user's network environment.
If you have still trouble with loading contents over 1 minute waiting, ① Close your browser and try again,
② Still no contents or error message popped out, please capture your screen and send it to alao.training@doosan.com

Q. Can I download the lecture or training material?

A. No, the online training contents are also assets of Doosan Bobcat.
Please study repeatedly by using this online training system whenever you need.

Q. I am from service network/ parts dealer. Can I take the courses, too?

A. Training contents are provided for Bobcat dealers.

Enjoy Learning! 

