



COMPACT (CP)



Bobcat ALAO Onboarding Guide

Welcome to the Bobcat Family – Your Journey Starts Here



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- 01. Introduction**
- 02. Support Team**
- 03. Dealer Systems**
- 04. Complete/Parts Order**
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Dear Bobcat Dealer,

Welcome to the Bobcat family!

We are delighted to have you as our new dealer and partner.

This onboarding guide will help you quickly understand essential processes and available resources for your business success. By fully engaging with the onboarding steps, you will build a strong foundation for growth in your market.

If you have any questions, our team is always here to support you.

We look forward to a great partnership and shared achievements.

Best regards,

The Bobcat Team

ONBOARDING – “THE JOURNEY STARTS”



CHECKLIST

Foundation Building (1~10 days)

“Welcome to Bobcat”

- Dealer information registration
- System/Account set-up
- Welcome letter by President
- New dealer announcement in the ALAO Newsletter
- Dealer onboarding meeting

Engagement (11~30 days)

“Orientation”

- Basic training by relevant teams
- Bobcat brand, product, policy, financing program introduction
- Initial order input

Activate (31~60 days)

“Prepare ready to sell”

- Onboarding progress check (~Engagement)
- Advanced training by relevant teams
- 1st order product arrival check-up & feedback

Management (61~90 days)

“Settle down to market”

- Onboarding progress check (~Activate)
- Receipt of dealer VOC
- Sales & AM/PS monitoring & Dealer support

Completion (90 days~)

“Become part of Bobcat Family”

- Final onboarding progress check with Dealer
- Gift for completion of onboarding
- Dealer certification

ONBOARDING PROCESS



Foundation Building (1~10 days)

“WELCOME TO BOBCAT”

Functions	Tasks	Reference
CS (Sales)	<ul style="list-style-type: none">• Creation of dealer order account and platform account• Dealer Admin training (user management)	<ul style="list-style-type: none">• iStore, Dealer Platform• Admin training conducted by CS team
Parts	<ul style="list-style-type: none">• Dealer order account and necessary accounts creation	<ul style="list-style-type: none">• Doobiz & Parts Catalog
Service	<ul style="list-style-type: none">• Dealer service and warranty related accounts creation	<ul style="list-style-type: none">• IRW, My Machine, Service Cloud
Marketing	<ul style="list-style-type: none">• Official announcement of new ALAO dealer	<ul style="list-style-type: none">• ALAO newsletter
CD	<ul style="list-style-type: none">• New dealer welcome letter sending• ALAO new dealer onboarding guide handout• Bobcat-dealer onboarding meeting	<ul style="list-style-type: none">• ALAO President Welcome letter• Dealer biz essential items (inc. key system manual)• Set-up onboarding schedule

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Sales	<ul style="list-style-type: none">• Sales organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Main products introduction<ul style="list-style-type: none">– product specs & key features• Sales policy introduction• System access check for dealer sales personnel• Requirements discussion for initial order• Delivery of Essential sales processes & related info. :<ul style="list-style-type: none">– Bobcat customer database for new dealer territory– Sales program– Market data (AEM or other agencies)• Sales-related systems introduction and training :<ul style="list-style-type: none">– iStore, Dealer Platform	<ul style="list-style-type: none">• Distribute brochures, catalogues, and price pages<ul style="list-style-type: none">– Family brochure distribution, Q&A session• Payment terms, lead time, pricing, commercial terms• Receive dealer requirements for first product order• Discuss possible product line-up and positioning for Bobcat equipment based on market data• Provide iStore user manual

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Parts	<ul style="list-style-type: none">• Parts organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Bobcat parts policy introduction• Order discussion for initial parts• System access check for dealer parts personnel• Parts-related systems introduction and training :<ul style="list-style-type: none">– Parts Order– Parts Searching• RSG* sharing according to complete product order plan	<ul style="list-style-type: none">• Including payment and shipping method discussion• Order (Doobiz) & Searching (Parts Catalog)

* RSG: Recommended Stock Guideline

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Service	<ul style="list-style-type: none">• Service organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Bobcat service policy introduction<ul style="list-style-type: none">– Warranty & service policy (Including ACR, DR)• System access check for dealer service personnel• Service-related systems introduction and training :<ul style="list-style-type: none">– Warranty system– Service information portal	<ul style="list-style-type: none">• Including explanation of current product issues• Warranty (IRW) & Service (My Machine)
Marketing	<ul style="list-style-type: none">• Marketing organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Dealer locator update (Bobcat.com)• Initial dealer marketing plan discussion & support• Marketing system & guide introduction and training :<ul style="list-style-type: none">– Bobcat Dealer Portal– Bobcat Brand & Resource Guide	

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Training	<ul style="list-style-type: none">• Training organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Training curriculum guide• Online training user set-up status check• Introduction and training of training-related systems:<ul style="list-style-type: none">– Online training platform	
DBCS	<ul style="list-style-type: none">• DBCS* organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Financing introduction <p>* DBCS : Doosan Bobcat Capital Solution</p>	

ONBOARDING PROCESS



Activate
(31~60 days)

“PREPARE READY TO SELL”

Functions	Tasks	Reference
Sales	<ul style="list-style-type: none">Feedback session on initial product arrival and sales preparation status checkHandling of sales information discussion :<ul style="list-style-type: none">IRW for Inventory check & Delivery reportDiscussion on market research and demo	<ul style="list-style-type: none">Including payment discussion
Parts	<ul style="list-style-type: none">Bobcat AMDP products introduction and regional parts sales opportunities discussionProceed with the initial order	
Service	<ul style="list-style-type: none">Advanced training on service systems :<ul style="list-style-type: none">IRW (warranty management including recovery)Service CloudBobcat soft program introduction	<ul style="list-style-type: none">Service Cloud : Tool for dealer inquiries and supportExtended warranty, Bobcare

ONBOARDING PROCESS



Activate
(31~60 days)

“PREPARE READY TO SELL”

Functions	Tasks	Reference
Marketing	<ul style="list-style-type: none">• Bobcat digital marketing guidance and support discussion• Dealer branding status check (site & online)	<ul style="list-style-type: none">• Website management, digital campaigns, digital/product/brand (incl. communication)• Signboard & office interior
Training	<ul style="list-style-type: none">• Bobcat core product training conduct by VILT* * VILT: Virtual Instructor-Led Training• Service training plan development	<ul style="list-style-type: none">• LDRs & MEX Basic

ONBOARDING PROCESS



Management
(61~90 days)

“SETTLE DOWN TO MARKET”

Functions	Tasks	Reference
CD	<ul style="list-style-type: none">Dealer onboarding status check and receive VOC	
Sales/Parts /Service	<ul style="list-style-type: none">Regular monitoring of sales/parts/service business	
Marketing	<ul style="list-style-type: none">Final review and discussion on marketing tasks	

Completion
(90 days~)

“BECOME PART OF BOBCAT FAMILY”

Sales

- Onboarding completion gift for the dealer
- Awarding of the Official Bobcat dealer certificate

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BOBCAT SUPPORT - DEALER CONTACTS



All Bobcat Dealers have regional Bobcat team assigned to them to maximize sales, parts availability and service performance.

Country Manager

Responsible for sales of machines, including attachments and machine options, dealer sales business development, machine specifications, and territory management.

Customer Service (Sales)

Supports machine and attachment order management, lead times and availability, shipping, and logistics.

Parts Manager

Sales of Bobcat Spare Parts, dealer aftermarket development, and parts warehouse and stock management.

Technical support for parts technical questions, compatibility, and issues.

Customer Service (Parts)

Supports for parts retail and shipping.

Service Manager

Dealer service business support, Dealer service review and general management of service and warranty

Product Support and Troubleshooting

Technical support for machine technical issues or repairs.

Marketing Manager

Provides support for marketing and communications.

Channel Development Manager

Sets up and checks the onboarding status for new Bobcat dealers.

Bobcat Training

Bobcat Training develops and provides learning offerings.

BOBCAT SUPPORT – YOUR DEDICATED TEAM



	PICTURE	PICTURE	PICTURE	PICTURE	CS Included
SALES	Team Leader Name	Country Manager Name	Title Name	Title Name	
AM	PICTURE	PICTURE	PICTURE	PICTURE	
PS	Team Leader Name	Parts Manager Name	Title Name	Title Name	
	PICTURE	PICTURE	PICTURE	PICTURE	
	Team Leader Name	Service Manager Name	Title Name	Title Name	

CS Included



BOBCAT SUPPORT – YOUR DEDICATED TEAM



		Key Person			
SALES		PICTURE	PICTURE	PICTURE	PICTURE
		Team Leader Name	Country Manager Name	Title Name	Title Name
AM	PICTURE	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Parts Manager Name	Title Name	Title Name	
PS	PICTURE	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Service Manager Name	Title Name	Title Name	

CS Included



BOBCAT SUPPORT – YOUR DEDICATED TEAM



Key Person			
SALES	PICTURE	PICTURE	PICTURE
AM	PICTURE	PICTURE	PICTURE
PS	PICTURE	PICTURE	PICTURE
	Team Leader Name	Country Manager Name	Title Name
	Team Leader Name	Parts Manager Name	Title Name
	Team Leader Name	Service Manager Name	Title Name

CS Included



BOBCAT SUPPORT – YOUR DEDICATED TEAM



				CS Included
				Key Person
SALES	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Country Manager Name	Title Name	Title Name
AM	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Parts Manager Name	Title Name	Title Name
PS	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Service Manager Name	Title Name	Title Name



BOBCAT SUPPORT – YOUR DEDICATED TEAM



Key Person			
SALES	PICTURE	PICTURE	PICTURE
AM	PICTURE	PICTURE	PICTURE
PS	PICTURE	PICTURE	PICTURE
	Team Leader Name	Country Manager Name	Title Name
	Team Leader Name	Parts Manager Name	Title Name
	Team Leader Name	Service Manager Name	Title Name

CS Included



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Dealer Platform



Sales



iStore



Doobiz



Parts Catalog

Parts

Service



IRW



My Machine



Service Cloud

Marketing



Bobcat Dealer Portal



Bobcat University

Dealer Communication



Bobcat News
(bobcat_news-doosan.com
@bobcat.ccsend.com)



For more information, please visit [here](#)

[View More](#)

Training news
(alao.training@doosan.com)

BOBCAT DEALER PLATFORM



BOBCAT Dealer Platform

Link : [Dealer Platform](#)

The Bobcat Dealer system is a system where dealers can access all applications necessary to operate their Bobcat business, such as product information, orders, parts, service, marketing and training.

It is very important for dealers to ensure that only active and current employees can access Bobcat Dealer Systems and internal Bobcat information.

KEY POINTS

Dealer Administrator

Dealership administrators are responsible for the creation and management of user profiles at their dealership. This guide will serve as an overview of these tasks.

MANUAL

Administrator Roles & Responsibilities

- Creating and modifying user profiles
- Managing application permissions
- Deactivating user profiles
- Conducting periodic user reviews
- Managing Singular Permissions

Asia, Latin America and Oceania

Dealer Management & Sales

[Bobcat University](#)

[Dealer Portal](#)

[Inventory, Retails, & Warranty Management \(IRW\)](#)

[Media Library](#)

[Doobiz](#)

[iStore](#)

Parts

[Bobcat Parts](#)

Service

[My Machine](#)
[Salesforce](#)

Manage Users

Administrator tasks are completed under Manage Users on [dealer.bobcat.com](#)

SYSTEM SUPPORT - HELP DESK



Bobcat provides help desk services (system support) aligned with each region's time zone.

Region	Notes	Application	Language	Role of Help Desk
SEA/OC	<p>Chat: <u>Support for 10 languages with translation</u> Hours: 07:00-20:00 (KST) Chat URL SEA/OC/Korea External Chat</p> <p>Phone: <u>English only</u> 920-541-4058 Hours: 07:00-20:00 (KST)</p>	Enigma (Dealer Platform)	English only	<ul style="list-style-type: none"> User password errors and inability to connect to specific sites New user registration and granting permissions Sharing user guides and notices
		iStore		<ul style="list-style-type: none"> Immediate response to new user registration and permission-related requests <ul style="list-style-type: none"> - Password reset, user lock release, etc.
		IRW / My machine		<ul style="list-style-type: none"> Responding to inquiries such as missing serial numbers and price differences Responding to various user inquiries about IRW (usage guidance, etc.)
		Service Cloud (Trouble shooting case)		<ul style="list-style-type: none"> User permission and license management Responding to requests related to data analysis, such as data extraction, data differences, or missing data
		Bobcat University		<ul style="list-style-type: none"> Responding to inquiries related to web page usage <ul style="list-style-type: none"> - Input errors, menu guidance, etc.
		Bobcat.com		<ul style="list-style-type: none"> Responding to inquiries related to web page usage <ul style="list-style-type: none"> - Input errors, menu guidance, etc.
LA	<p>Chat: <u>Support for 10 languages with translation</u> Hours: 07:00-17:00 (CT) Chat URL LA External Chat</p> <p>Phone: <u>English only</u> 920-541-4057 Hours: 07:00-17:00 (CT)</p>			

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ORDER – ISTORE & DOOBIZ



iStore – Machines/Attachments Order

MANUAL

iStore is an ordering system for genuine Bobcat machines and attachments. Dealers can select equipment options and configure the required specifications directly in the system.

Additionally, iStore enables dealers to select extended warranty options, further enhancing their competitiveness in the market.

- Product information, status, and history for ordered items can be handled through IRW. For more detailed information about IRW, refer to the IRW manual in the Service & Warranty section.

Link : [iStore](#)

Doobiz – Parts Order

MANUAL

Dealers can order genuine parts through the Bobcat Doobiz.

On Doobiz, they can check parts availability and pricing, and place orders directly according to their needs.

In addition, dealers can view the delivery status and backlog status of their orders and can also submit a claim in accordance with the Shipping Discrepancy Report (SDR) Policy.

Link : [Doobiz](#)

The screenshot shows the Bobcat iStore interface. At the top, there is a navigation bar with links for Home, Cart, Orders, Profile, and Logout. Below the navigation bar, there are language links for Deutsch, Español, English, Français, and Italiano. The main content area is titled 'Browse' and shows categories for Loaders, Skid Steer Loader, Compact Track Loader, and Excavators. Under 'Skid Steer Loader', there is a sub-section for 'Skid Steer Loader' with a list of models: S100E, S450B iT4, S570B iT4, and S650B iT4. Under 'Compact Track Loader', there is a sub-section for 'Compact Track Loader' with a list of models: T590B iT4. On the right side of the page, there is a sidebar with links for S450B T2, S550B iT4, S590B iT4, and S590 V2 T4.

The screenshot shows the Bobcat Doobiz interface. At the top, there is a navigation bar with links for Home, Order, SDR, Status, and Parts Search. Below the navigation bar, there is a 'Parts Contents' section with links for Home, Order, SDR, Status, and Parts Search. The main content area includes sections for 'Notice' (with links to shipping discrepancy reports), 'Q&A' (with a link to 'More'), and 'Price Book' (with a link to 'More'). The 'Notice' section lists several policy documents, and the 'Price Book' section lists various price updates.

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PARTS – BOBCAT PARTS CATALOG



Bobcat Parts Catalog

MANUAL

The online Bobcat Parts Catalog (BPC) is the Parts Portal and contains parts catalog information for Bobcat products.

The system is used to find the correct parts for servicing your Bobcat equipment. It also includes Bobcat Technical Information, parts bulletins, and kit Installation instructions.

For more detailed information about BPC, refer to the bobcat catalog manual in the bobcat part section.

Link : [Parts Catalog](#)



KEY POINTS

Bobcat Parts Catalog – Part Searching

The Parts Catalog provides the ability to search through all Bobcat parts catalogs to locate parts information in a quick and easy manner. The application also contains support documents including Installation Instructions.

The Parts Catalog is available to Bobcat dealers through the Bobcat parts portal and Dealer Portal page, and to public users via Bobcat.com.

The screenshot displays the Bobcat Parts Catalog interface with several functional areas:

- Create New Parts Order:** Allows users to create a new order for Genuine Bobcat Parts. It includes a shopping cart icon and a list of options: Create a New Order, Parts Recommended Stocking Guides, Parts Catalog, Upload an Excel parts list, View saved shopping carts, Check Price & Availability, Bobcat Merchandise, and Parts Product Manual (Big Red Book).
- Search Account History:** Provides access to account history for details on orders, shipments, and invoices. It includes a list of options: Search Invoices, Product Diagnostics, Default Shipments, Search Orders, and Search Shipments.
- Shipment Discrepancy Reports:** Helps users search and create discrepancy reports and surplus returns. It includes a list of options: My Open Parts Claims, Search Claim History, and Create a New Parts Claim.
- Reporting:** Allows users to access and download Bobcat provided parts reports. It includes a list of options: Access Parts Reporting and Default Shipments.
- Support & Training:** Provides information for parts questions. It includes a list of options: Cases, Parts News, Bobcat University Training, Parts Policies, and Dealer's Assigned Distribution Center.

The screenshot shows the search results page of the Bobcat Parts Catalog. The top navigation bar includes links for Loaders, S990, AR9R1001 & Above, All Results, and a search bar. The main content area is divided into sections:

- All Results:** A list of categories including Maintenance Items, Main Frame, Drive Train, Hydraulic System, High Flow Hydraulics, Hydrostatic System, Electrical System, Power Unit, and Accessories & Options.
- View as Images:** A grid of images for various maintenance items, such as Main Frame, Drive Train, and Hydraulic System components.
- View as List:** A grid of text-based descriptions for the same maintenance items.
- Maintenance Items (Service Parts):** A grid of images for service parts like filters and sensors.
- Maintenance Items (Literature):** A grid of images for literature and documentation.
- Maintenance Items (Fluid Capacities):** A grid of images for fluid capacities and requirements.
- Maintenance Items (Scheduled Maintenance) (Carburetor Cooling Fan Filter):** A grid of images for scheduled maintenance items.
- Maintenance Items (Scheduled Maintenance) (Spin-On Cooling Fan Filter):** A grid of images for spin-on cooling fan filters.
- Main Frame:** A detailed diagram of the Main Frame with part numbers AR9R17281 - AR9R17280, AR9R17287, AR9R17305.
- Operator CAB (Cab Replacement):** A detailed diagram of the Operator CAB (Cab Replacement) with part numbers AR9R11001 - AR9R17817.
- Operator CAB (Gas Spring):** A detailed diagram of the Operator CAB (Gas Spring) with part numbers AR9R17818 & Above.

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IRW System

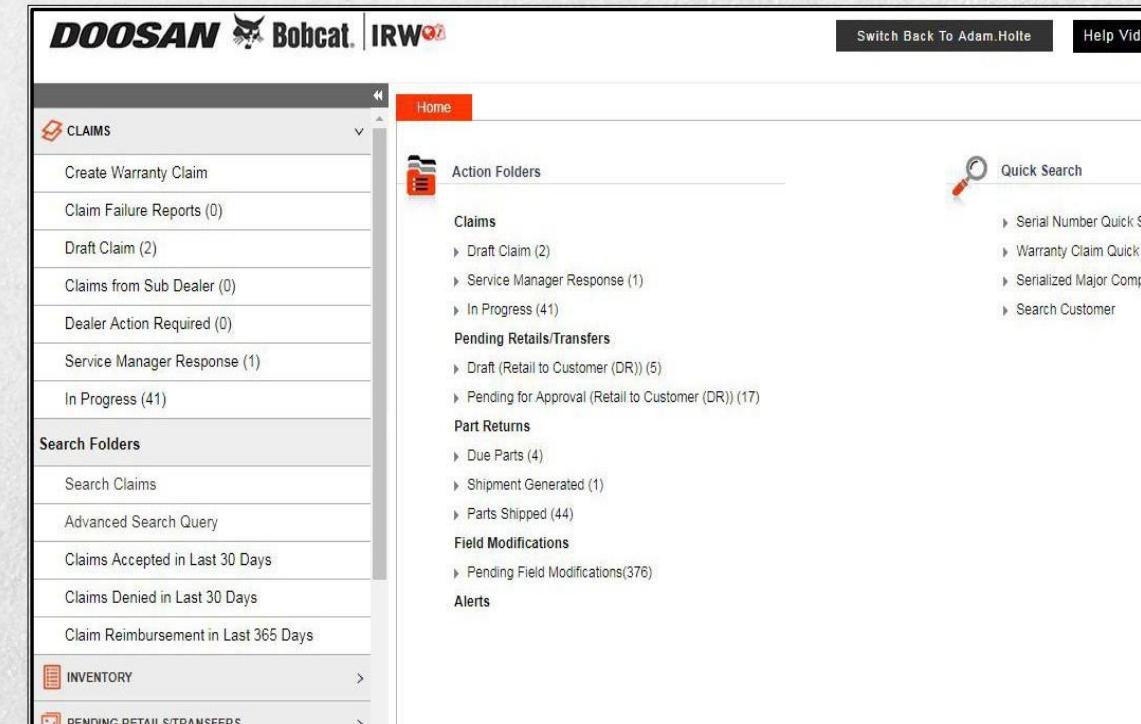
MANUAL

The Inventory, Retails, & Warranty (IRW) system is used to manage all aspects of Inventory, Retails, and Warranty.

The operational resources are available in IRW:

- Creating warranty claims for reimbursement
- Arrival Condition Reports (ACR), Equipment Transfer Reports (ETR), Delivery Reports (DR), Stolen Reports, and Move to Pre-Owned (MTP)
- New, Dealer Rental, Retailed, and Pre-Owned Inventory Listing
- Retailed Machine Transfers
- Serial Number Quick Search & Equipment History
- Outstanding Field Mod List & Field Mod Status Changes
- Machine, Parts, Attachment, and Field Mod Claims
- Your Customer Address Book

Link : [IRW System](#)



SERVICE & WARRANTY - MY MACHINE



My Machine

MANUAL

My Machine brings together service support contents in one dashboard view and provides guided troubleshooting for the service technician. Entering a machine serial number will display the contents specific to that machine, including Machine IQ information. (if the machine is equipped and assigned to your dealership)

Link : [My Machine](#)

KEY POINTS

Service Library

The online Service Library is home to the most up-to-date Bobcat service information. It provides easy access to:

- Manuals (Service Manuals, Operation & Maintenance Manuals, etc.)
- Bulletins (Technical Service Bulletins: Safety Notices, Field Modifications, General)
- Kit Installation Instructions

You can search the library by entering machine serial number, model, manual number, instruction or kit number, or keyword.

SERVICE & WARRANTY - SERVICE CLOUD



Service Cloud – Troubleshooting Cases

MANUAL

The 'Troubleshooting Cases' on Service Cloud provides online support from Bobcat for service and parts.

Dealer staff can log a case and continue with other important work. A Bobcat representative will respond promptly.

'Service Troubleshooting Case' is the final support step, to be used only after all other methods have been tried. Therefore, a service case should only be submitted through 'Service Cloud' after you have completed a 'Guided Troubleshooting' session through My Machine and reviewed all procedures in system.

Link : [SERVICE CLOUD](#)

Case Nu...	Subject	Primary...	Status	Date/Time ...	Case Recor...
1 00082012	Class 5 Forklift (IC Pneumatic tires) - Diesel D100S7/D120S...	abc123	In Progress	21/05/2025, 14:27	ALAO MH Servi...
2 00082014	Class 5 Forklift (IC Pneumatic tires) - Diesel D100S9/D120S...	1818	Waiting on Bobcat	21/05/2025, 14:27	ALAO MH Servi...
3 00082078	CLASS 1 B10R-5/B13R-5/B15R-5/B16R-5 - MH ENGINE - E...	MH TEST	In Progress	01/07/2025, 12:45	ALAO MH Servi...
4 00082082	Attachment Fork extension - MH MAST AND ATTACHMENT...	products te...	Waiting on Bobcat	01/07/2025, 18:51	ALAO MH Servi...
5 00082089	CLASS 5 GAS G20E-7/G25E-7/G30E-7/G33E-7/G35EC-7 - ...	test12345	New	03/07/2025, 18:44	ALAO MH Servi...
6 00082257	CLASS 5 DIESEL D100S-7/D120S-7 - MH ENGINE -- STAR...	ACS713867	In Progress	14/10/2025, 11:18	ALAO MH Servi...

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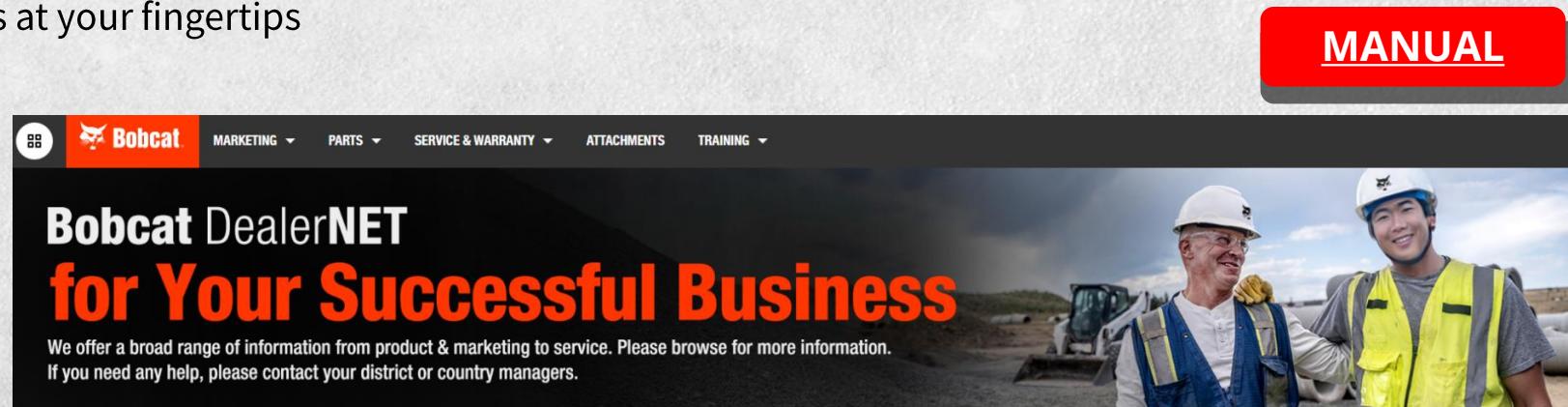
Bobcat Dealer Portal

Bobcat Dealer Portal is our internal dealer platform that holds valuable information for dealers.

The site includes marketing, parts, service, and training information and more.

The information available on Dealer Portal is at your fingertips every day and helps dealers succeed.

Link : [Bobcat Dealer Portal](#)



Key Links

[Marketing](#)

We provide useful resources for your marketing activities.

[Parts](#)

Choosing genuine parts for your machine helps minimize downtime as well as maintain top machine performance and convenience.

[Service & Warranty](#)

Browse resources to help you keep your machine in top operating condition.

[Attachments](#)

Explore attachment information and resources for our machines and attachments.

[Training](#)

Discover the recent training information to boost your product knowledge.

MARKETING - BOBCAT BRAND GUIDELINE



Bobcat Brand Guideline

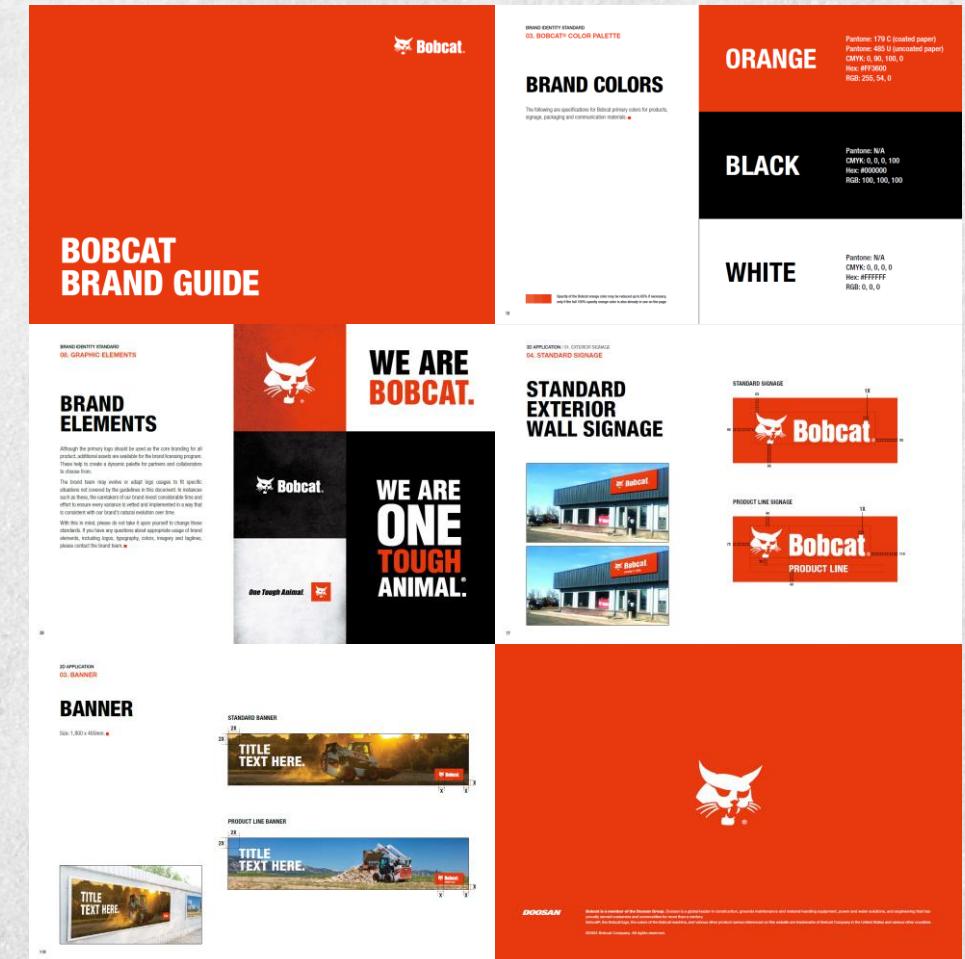
GUIDE

The Bobcat Brand Guideline is a comprehensive set of rules and standards that ensure our brand is represented with a consistent identity across all dealers and markets.

This guide will help dealers communicate, advertise, and represent the brand clearly, professionally, and consistently, reinforcing a strong global identity.

What it contains :

- How to correctly use the logo, colors, and typography
- Tone of voice and messaging principles
- Photography, visual style, and branded layout examples
- Do and Don't for maintaining brand consistency



MARKETING - DEALER RESOURCE GUIDE



Dealer Resource Guide

GUIDE

A guide containing the tools which dealers need to market, sell, and service our product effectively.

It provides clear guidance on where to find key resources and what information is available, so dealers can easily access marketing-related materials without hassle.

This will help them operate confidently, win more business, and deliver the best customer experience.

1. HOW TO GET STARTED

DEALER PROFILE

First and foremost, an active Bobcat dealer profile gives you access to all the necessary sales and marketing resources. You should have an individual account that identifies your primary and secondary business function at your dealership. This information identifies you to Doosan Bobcat and ensures that you receive the right information and are eligible for the right programs.

Log in to Bobcat dealer platform at <https://dealer.bobcat.com/> and enjoy all the tools Doosan Bobcat provides! For user inquiry, please contact your district or country manager.



USER MANAGEMENT CONTACT Your District or Country Manager

3. DEALER COMMUNICATIONS

Bobcat is successful when dealers are successful, we communicate with you through three important channels: print, online and email, always keeping the most current and critical information in front of you.

BOBCAT NEWSLETTER

Dealers receive an email from Bobcat Marketing (BOBCAT_NEWS@doosan.com) that highlights timely business-critical information. The email includes product information, ordering and administration, marketing, announcements, and more.

Dealers receive email by being identified with business functions. Or please contact your marketing manager to be included in the mailing list.

DEALER UPDATE CONTACT Your District or Country Manager

DEALER UPDATE CONTACT Your District or Country Manager

2. FACILITY & BRANDING

BRAND GUIDELINE

A brand is more than a logo. It represents a promise to your customers and Bobcat's promise is to deliver a consistent customer experience that no other equipment manufacturer can match. We depend on our dealers to help us keep that promise every day.

[Go to DealerNET > Marketing > Brand Guidelines](#)



BRAND CONTACT Marketing Manager

4. MEDIA RESOURCE

MEDIA LIBRARY

It is critical for Bobcat dealers to get access to high resolution images for developing successful marketing materials. Please enjoy all the high-quality assets curated by product models for your local marketing activities.

[Go to dealer.bobcat.com > Media Library](#)



MEDIA LIBRARY CONTACT Marketing Manager

5. PRINT MARKETING TOOLS

PRODUCT LITERATURE

Bobcat product literature provides machine-specific pictures, specifications and selling information. You can use the literature as your own reference to refresh yourself on specific machines, as well as a "leave-behind" for customers.

[Go to DealerNET > Marketing > Publication Library \(<https://dealer.bobcat.com/marketing/publication>\)](#)

PUBLICATION LIBRARY CONTACT Marketing Manager

MARKETING - BOBCAT NEWS



Dealer Newsletter

When important things take place at Bobcat, we share with the dealer first and foremost. It is very important to share the most up-to-dated news in advance with our partners to make sure you are well informed and prepared. Please add our newsletter email to your inbox and stay connected with us!

Bobcat Asia LA & Oceania newsletter email :

bobcat news-Doosan.com@bobcat.ccsend.com

- WE ARE BOBCAT : Leadership News connect with dealers and share the Bobcat philosophy and the Bobcat way of doing business as well as important leadership announcement
- Brand Hustle : A monthly newsletter to connect with Team Bobcat and build the brand together, focusing on hands-on knowledge for your successful brand marketing activities
- Product & Service News : An ad hoc newsletter to share important news regarding product, service, parts, training, and sales

WE ARE BOBCAT.

WE ARE ONE TOUGH TEAM

BRAND HUSTLE.

Hello One Tough Team!

Brand Hustle is monthly newsletter to connect Team Doosan Bobcat in Asia, Latin America and Oceania with up-to-date news and practical brand & products info!

Brand Hustle # 11: Exciting digital updates to boost business!!

We're excited to announce two major **enhancements** on Bobcat.com that will improve customer's navigation to find dealers and submit sales inquiries. This new feature improvement will make dealer-customer connection easier and help grow your business:

1. New Dealer Locator – Seamless Connections! Finding the right dealer is now effortless!

- **Auto-Detect Location:** Customers are directed to the nearest dealer automatically.
- **Get Directions:** Integrated with Google Maps for easy navigation.
- **Industry & Service Filters:** Customers can quickly find the most relevant dealer.
- **Dealer-Dedicated Landing Pages:** Showcase your business with relevant content and essential information for improved visibility.

Benefit: More visibility, easier access for customers, and increased engagement opportunities.

Market Creation for your business growth

To read more about key tasks and full article please click here

[Read more](#)

"The Bobcat T590 has become one of the most important tools in my daily work on the farm. It came in to solve a long-standing problem: how to mechanize mountainous areas and speed up tasks that previously required lots of manual labor."

Today, the T590 is everywhere—opening and maintaining terraces, cleaning access roads, transporting supplies, and preparing new areas. Furthermore, it has greatly facilitated logistics: now I can load and move bags of coffee, pallets, and heavy materials quickly and safely, something that previously required several people."

Happy Marketing!

BOBCAT ASIA LA & OCEANIA NEWSLETTER
PRODUCT UPDATES

[Visit DealerNET](#)

Summary

We've listened to our Voice of the Customer! As a result, we are introducing these product changes to improve our Skid-Steer Loader and Compact Track Loader portfolios.

Feature & Benefit

NEW RADIO WITH BLUETOOTH™ ('24 4Q & '25 1Q)



The new radio module includes built-in Bluetooth technology while supporting all radio broadcasting frequencies. This lets you connect this head unit to Bluetooth devices to stream audio playback. This will apply to all M-Series and R-Series LDRs.

S500/ 600 Series DRIVE BELT TENSIONER IMPROVEMENT ('24 4Q)



Bobcat improve the part's design to reduce the downtime and warranty of 500/600s models caused by the drive belt tensioner. This update increases Bobcat loader reliability and reduces downtime due to drive belt tensioners. This improved design will apply to both Kubota and Bobcat engine models.

MR SERIES LDR 3-POINT SEAT BELT IMPROVEMENT ('24 3Q)



DISCONTINUE M-SERIES S770, T770 HEATER OPTION ('24 3Q)



To reduce factory complexity, we will stop offering low-take rate options. The S770/T770 heater option will be discontinued in 3Q 2024, but aftermarket parts remain available.

Warm regards,
Bobcat ALAO Team

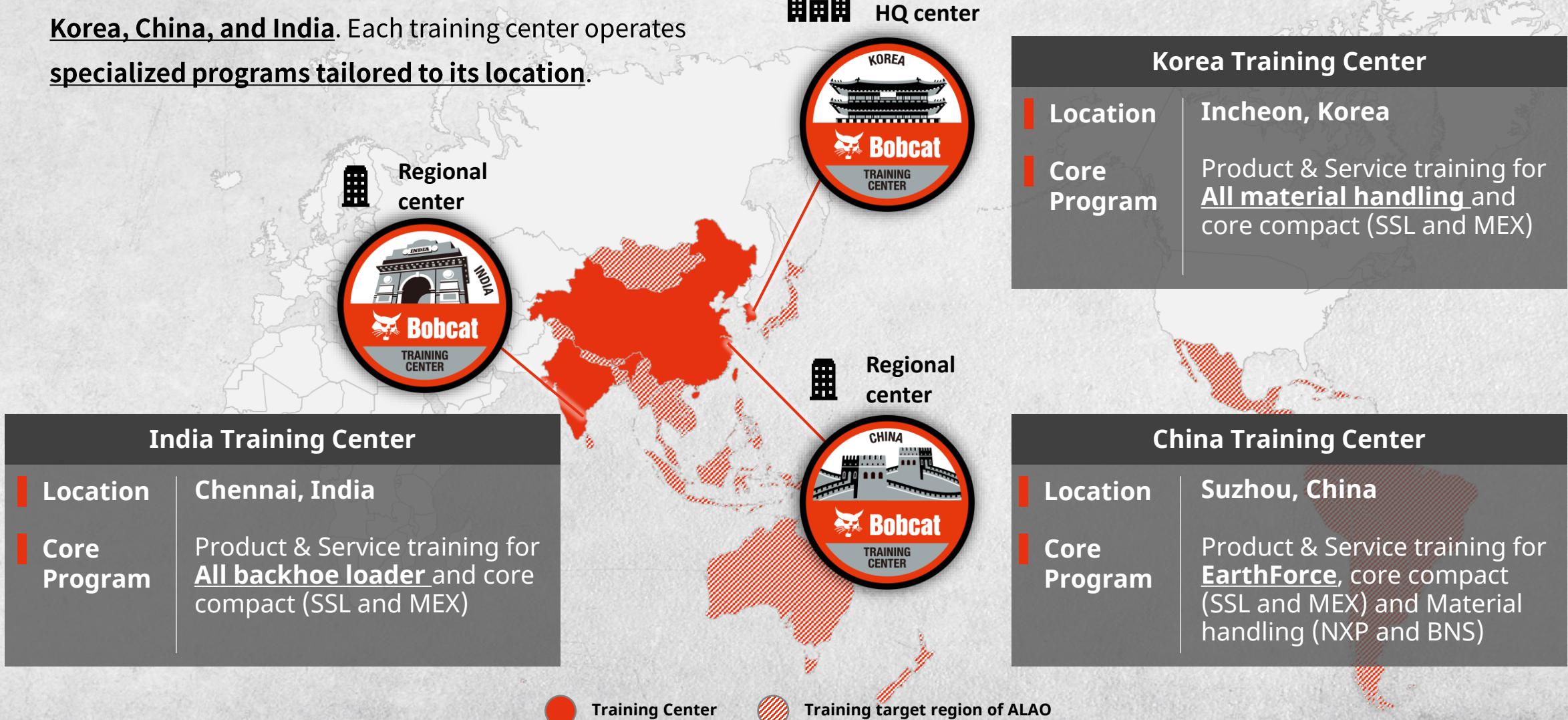
CONTENTS

- 01. Introduction**
- 02. Support Team**
- 03. Dealer Systems**
- 04. Complete/Parts Order**
- 05. Parts**
- 06. Service & Warranty**
- 07. Marketing**
- 08. Training**

TRAINING - ALAO TRAINING CENTER



The ALAO Training Centers are located in three countries : **Korea, China, and India**. Each training center operates **specialized programs tailored to its location**.



TRAINING - ONLINE TRAINING



Do you want to know more about Bobcat Product & Service?

Take Bobcat Online training and be a specialist on your job – **Bobcat University** will help you!



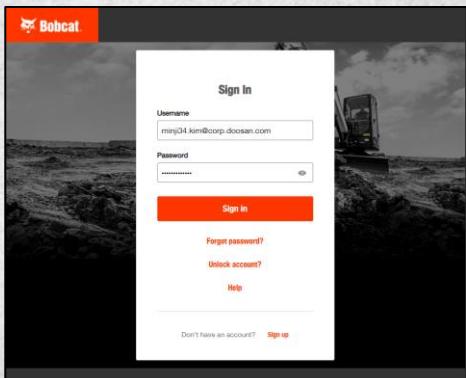
- Knowledge on **Product/Service**
- **Specialized training** by models
- **Registration** for offline training



- Easily browsing training contents with **PC & mobile**.
- Taking courses **anytime & anywhere**.

Follow 3 steps to join.

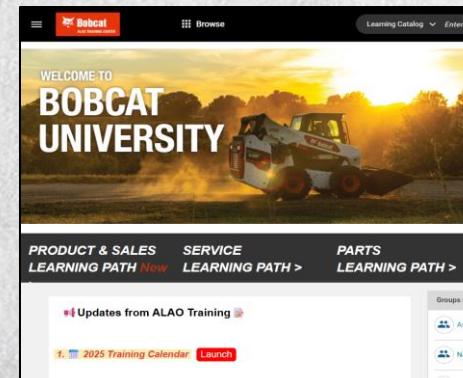
1. Sign into Dealer Platform



2. Click Bobcat University



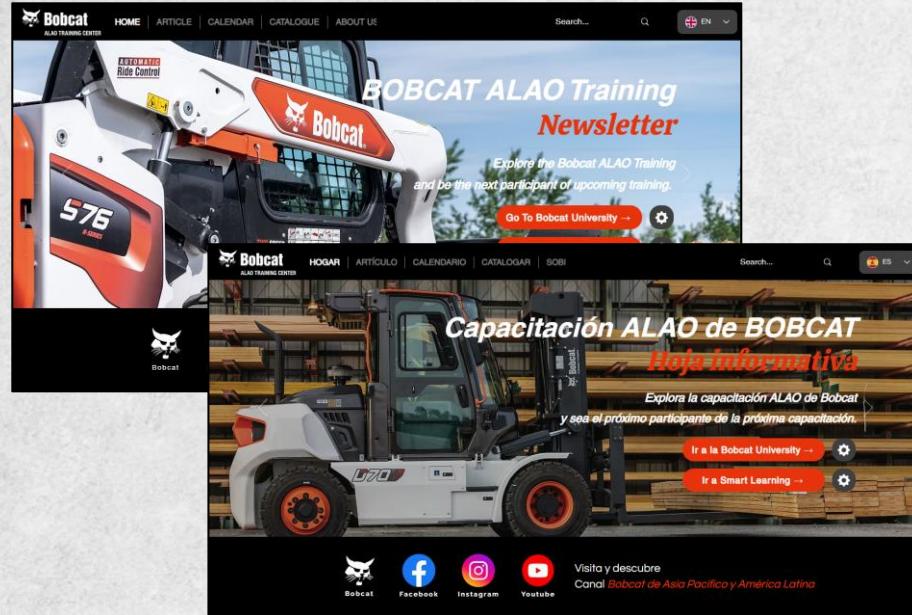
3. Enjoy online training



Discover
Bobcat University more

MANUAL

TRAINING - TRAINING NEWS



Bobcat ALAO Training team provides lots of training sessions and regularly updates online training contents on Bobcat University.

You can review our training programs and find next offline training schedule, get alarmed about newly updated contents.

Stay connect with **Bobcat ALAO Training Newsletter** and take latest information monthly.

We are waiting for your participation. Come and join us!

Newsletter is available in English and Spanish; you can choose the language.

Link : [Newsletter](#)

Training Calendar/Course Catalogue



Articles (Training news, New Contents, Training Review)