



Bobcat ALAO Onboarding Guide

Welcome to the Bobcat Family – Your Journey Starts Here



CONTENTS

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

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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">• SAP, 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+ & GPES
Service	<ul style="list-style-type: none">• Dealer service and warranty related accounts creation	<ul style="list-style-type: none">• Warranty & Service Portal, 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• Requirements discussion for initial order• Delivery of Essential sales processes & related info. :<ul style="list-style-type: none">– Sales program– Market data (WITS or other agencies)• Sales-related systems introduction and training :<ul style="list-style-type: none">– MH Order Sheet	<ul style="list-style-type: none">• Distribute brochures, catalogues, and price pages<ul style="list-style-type: none">– Explanation based on price page• 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 order sheet instruction 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 (GPES)

* RSG (RSP): Recommend Stock Guideline (Spare Part)

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
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 Brand & Resource Guide	<ul style="list-style-type: none">• Warranty (Doobiz Portal & Doobiz Mobile)• Service (Service Portal)

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">Discuss inventory management list (MH)Discussion 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">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">• Forklift 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



		Key Person			
		PICTURE	PICTURE	PICTURE	PICTURE
SALES		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	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



	PICTURE	PICTURE	PICTURE	PICTURE
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



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Dealer Platform



Sales

Until the new system is launched, all sales activity (order) should be discussed with Country Manager

Parts



Doobiz Plus



GPES

Service



Doobiz Portal & Mobile



Service Portal



Service Cloud

Marketing

Dealer Communication



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



Bobcat University



For more information, please visit here [View More](#)
ALAO TRAINING NEWSLETTER 

Training news
(alao.training@doosan.com)

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ORDER – MACHINE & PARTS



Machine Order Process

MANUAL

Dealers can place orders for machines through a standardized workflow :

1. (Dealer) Model and Options Selection from Price list
2. (Dealer) Completion of Order Sheet & Submit to Bobcat
3. (Bobcat) Order creation & option double check
4. (Dealer) Review & Final confirm

D25NXS Series			
Models : D20NXS, D25NXS, D30NXS, D33NXS, D35NXS			
STANDARD COMPLETE TRUCK PRICING			
Complied with Euro Stage V			
STANDARD TRIM	D20NXS (2000 Kgs CAPACITY at 500mm LOAD CENTER)		
(NXS)	FDA52		
	FDA53 (2500 Kgs CAPACITY at 500mm LOAD CENTER)		
	FDA54 (3000 Kgs CAPACITY at 500mm LOAD CENTER)		
	FDA55 (3300 Kgs CAPACITY at 500mm LOAD CENTER)		
	FDA56 (3500 Kgs CAPACITY at 500mm LOAD CENTER)		
For Functional Safety			
STANDARD TRIM	D20NXS FS (2000 Kgs CAPACITY at 500mm LOAD CENTER)		
(NXS)	FDA52		
	FDA53 (2500 Kgs CAPACITY at 500mm LOAD CENTER)		
	FDA54 (3000 Kgs CAPACITY at 500mm LOAD CENTER)		
	FDA55 (3300 Kgs CAPACITY at 500mm LOAD CENTER)		
	FDA56 (3500 Kgs CAPACITY at 500mm LOAD CENTER)		
Includes the following standard equipment.			
SEQ	Option Code	Option	Description
1	LOCATION		
2	CHASSIS		
3	BATTERY CONNECTOR		
4	TIRES		
5	GROUND STRAP		
6	HYDRAULIC CONTROL VALVES		

Order Sheet

Doobiz Plus – Parts Order

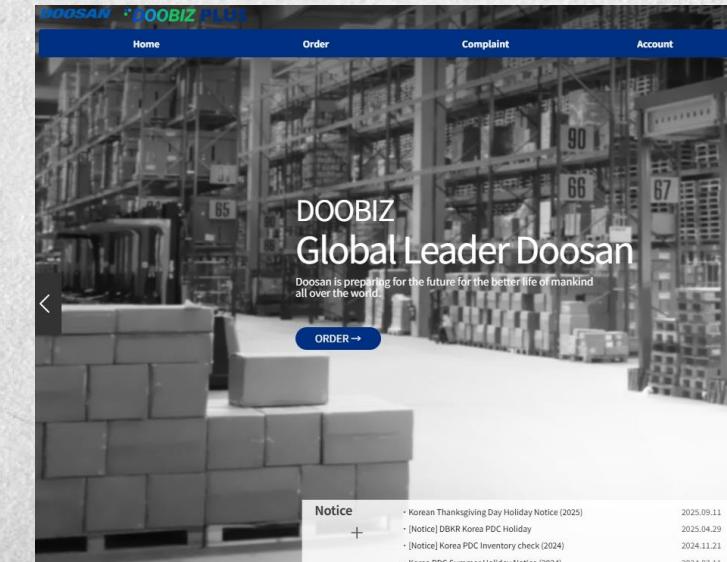
MANUAL

Dealers can order genuine parts through the Bobcat Doobiz Plus.

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

In addition, dealers can view the shipping document, delivery status and backlog status of their orders and can also submit a claim.

Link : [Doobiz Plus](#)



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PARTS – GLOBAL PARTS ENGINEERING SYSTEM



Global Parts Engineering System (GPES)

MANUAL

GPES is an online platform that enables users to quickly and easily search for genuine Bobcat forklift parts and related information.

GPES provides comprehensive details, including part numbers, descriptions, specifications, and availability.

In addition, the GPES offers access to essential support documents, such as picture of parts, ensuring correct part selection and application.

Link : [GPES](#)

DOOSAN

English ▾

**WE EMPOWER PEOPLE
WITH OUR MACHINE**

Doosan Bobcat Korea Co., Ltd.

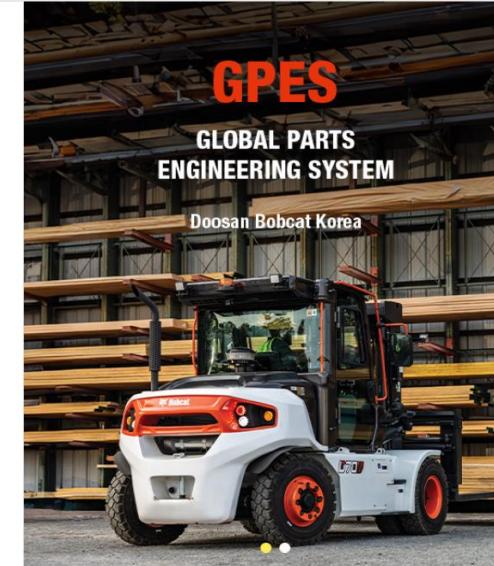
One Tough Animal.



Welcome! Young.Yoo [LOGOUT](#) English

[Change Password](#) | [Contact Point](#) | [Download & Manual](#)

DOOSAN GPES



Quick Search				
Model	Serial No	Part No	OPTN	
By Model				Search
SB1097	D3555/D4055/D4555/D405 C5/D455C5/D505C5/D555 C5/D505C5/D55C5 (DB58, TIER2)	EMON2	Driving Module	A433342
SB5253	D5059/D6059/D7059 (81KW)	FDB19	Chassis	620204-12863
SB5253	D5059/D6059/D7059 (81KW)	FDB19	Chassis	620204-12859
SB5233	D5059/D6059/D7059 (81KW)	FDB19	Chassis	620204-14696
DSB1266	B2057/B2557/B3057/B325 7/B3557/B205E7/B25E7	FBA30	Operatin g Module	410131-00082
SB1345	GC1559/GC1859/GC205C9	FGA1H	Operatin g Module	110946-00591
SB1282	New- GC2059/GC2559/GC3059/ GC359	FGA1D	Operatin g Module	110946-00445
SB5232	D50EV9/D60EV9/D70EV9	FDB19	Mast	A136586
SR5232	DSN109/DAN109/D71EV9	FDR1Q	Mast	DN0111R7

OLD GPES	Mobile
	Visit OLD GPES Here.

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SERVICE & WARRANTY – DOOBIZ PORTAL



Doobiz Portal (Warranty)

MANUAL

The Doobiz Portal is the official online platform used by the Material Handling(MH) to manage all warranty-related processes.

Key Features

- Warranty Claim Submission and Tracking
- Documentation & Guidelines

The Doobiz Portal streamlines all warranty operations, ensuring transparency, efficiency, and reliable support for Bobcat dealers.

Link : [Doobiz Portal](#)



KEY POINTS

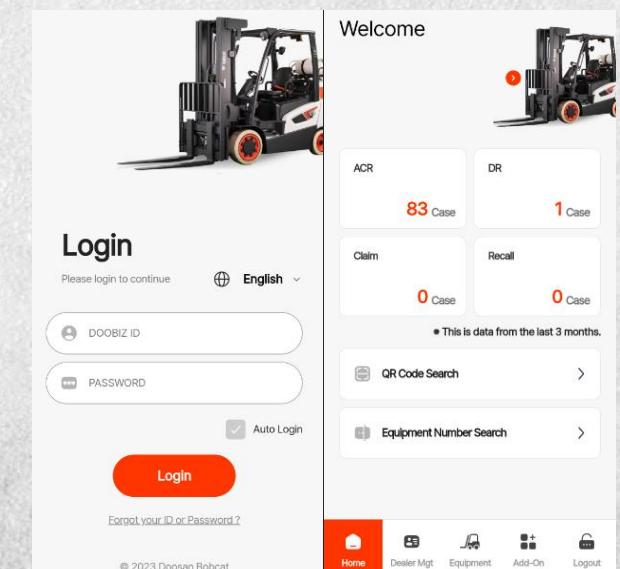
Doobiz Mobile Link : [Doobiz Mobile](#)

MANUAL

Doobiz Mobile is a mobile version of the Doobiz Portal to make on-site inspection and claim entry more convenient.

The mobile application includes only the essential functions from the Doobiz Portal that require on-site input by warehouse workers or technicians.

As a result, some features available on the web version are excluded from the mobile version, but **Arrival Inspection(ACR)** and **Delivery Inspection(DR)** can be submitted by Doobiz Mobile only



SERVICE & WARRANTY – SERVICE PORTAL



MH Service Portal

MANUAL

The MH Service Portal is an integrated online platform designed to support Bobcat material handling dealers with all aspects of service operations.

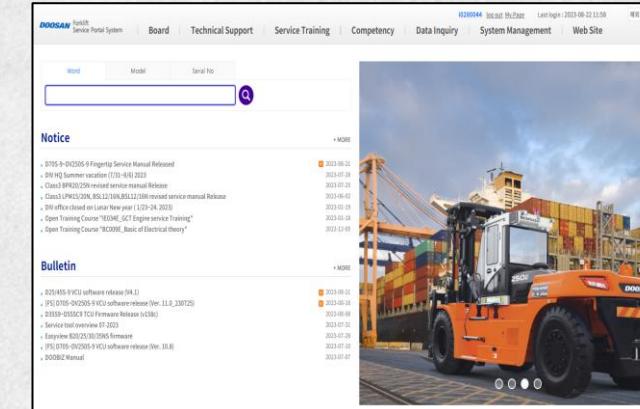
Through the portal, dealers can access technical resources, submit and track service cases, and communicate efficiently with the Bobcat support team.

Key Features

- Technical Information : Access to service manuals, technical bulletins, and troubleshooting guides for Bobcat forklifts
- Parts and Warranty Support : Direct links to parts catalogs and warranty claim submission
- Communication Tools : Receive updates, notifications, and communicate directly with Bobcat service representatives

The MH Service Portal streamlines service workflows, increases response speed, and ensures reliable technical support for all Bobcat dealers.

Link : [MH Service Portal](#)



SERVICE & WARRANTY - SERVICE CLOUD



Troubleshooting Cases

MANUAL

Bobcat ALAO MH has launched Salesforce Service Cloud as its new troubleshooting system to provide dealers with faster and more accurate technical support.

Key Features

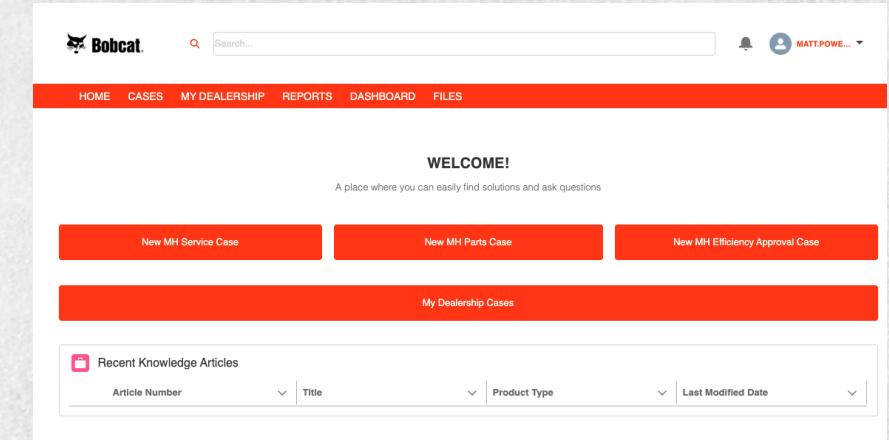
- Proactive search for similar cases
- Guided, step-by-step troubleshooting
- Faster, more efficient support with detailed case input
- Integrated diagnostics and structured feedback
- Automated case workflow from creation to closure

Benefits

- Faster response and resolution
- Improved on-site troubleshooting
- Better knowledge sharing across dealers

Bobcat remains committed to delivering faster and smarter support for all dealers.

Link : [SERVICE CLOUD](#)



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MARKETING - BOBCAT BRAND GUIDELINE



Bobcat Brand Guideline

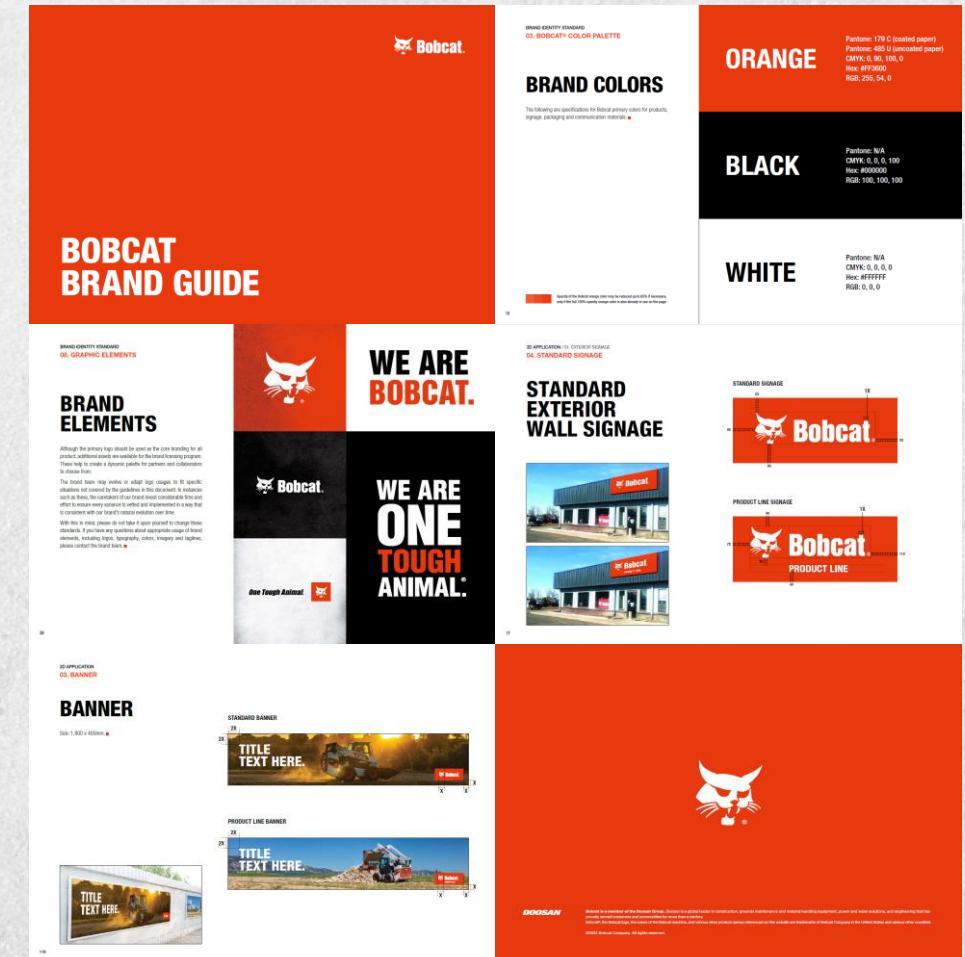
GUIDE

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.



1 Log in to your Bobcat dealer profile at <https://login.bobcat.com>



2 After you have logged in, you can find the central source for all the tools depending on your business function.

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.

[Go to dealer.bobcat.com](https://dealer.bobcat.com) ▶ DealerNET

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](https://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>)

MEDIA 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!

WHAT'S NEW IN THE BRAND HUSTLE

- 1 Our 2023 plan
- 2 Brand Ambassadors
- 3 Brand Ambassador's Conference
- 4 What's new

Brand Ambassadors

- 1 Brand Ambassadors
- 2 What's new

Brand Ambassador's Conference

- 1 What's new
- 2 How to build a Earthquake

Brand Ambassador's Conference

- 1 What's new
- 2 How to build a Earthquake

maggy 1st year anniversary

- 1 maggy 1st year anniversary
- 2 How to build a Earthquake

How to build a Earthquake

- 1 How to build a Earthquake
- 2 digital update

How to build a Earthquake

- 1 How to build a Earthquake
- 2 digital update

Editorial Plan 2025

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 rich 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](#)

Market Creation

"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 a lot 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

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)



< As-is >



< To-be >

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.

500/ 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)



< As-is >



< To-be >

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



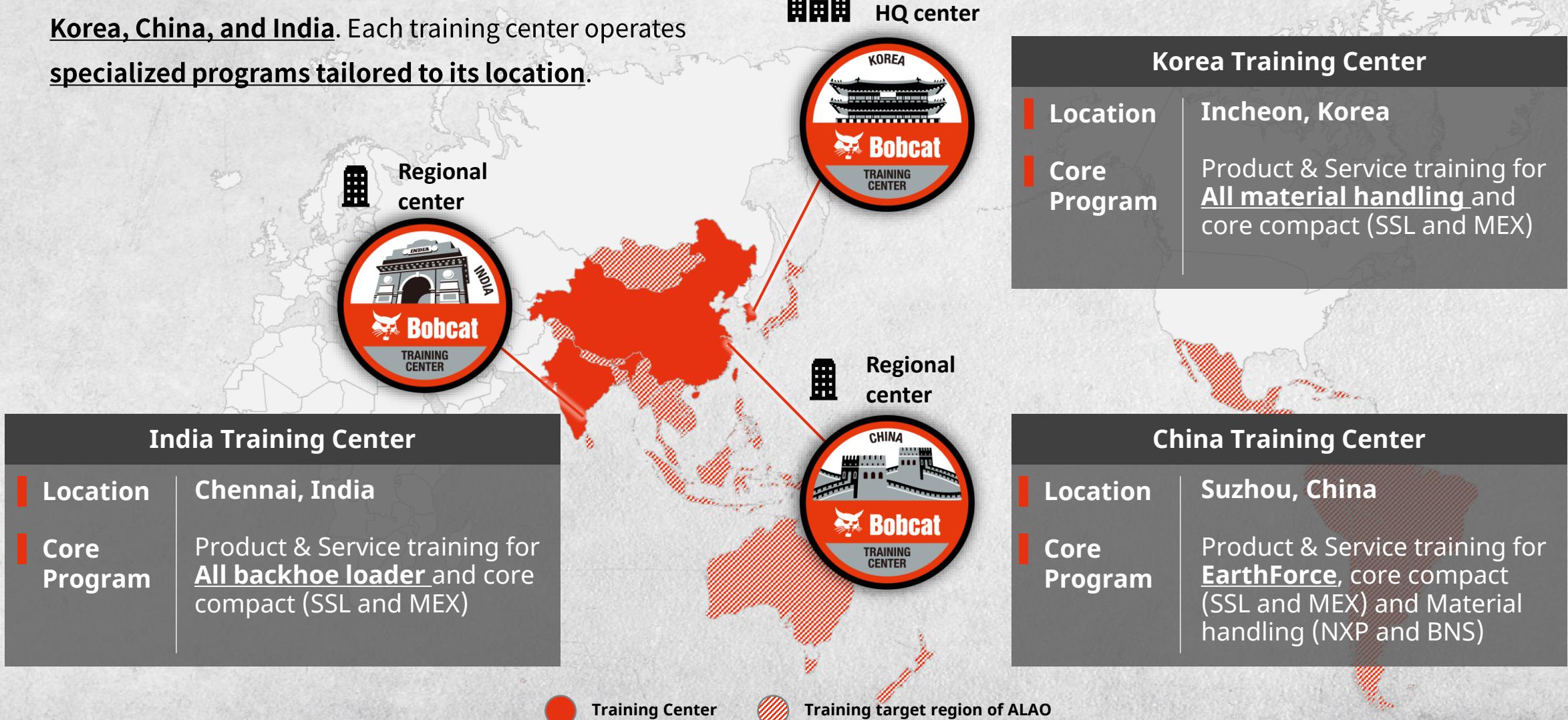
CONTENTS

- 01. Introduction**
- 02. Support Team**
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- 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!



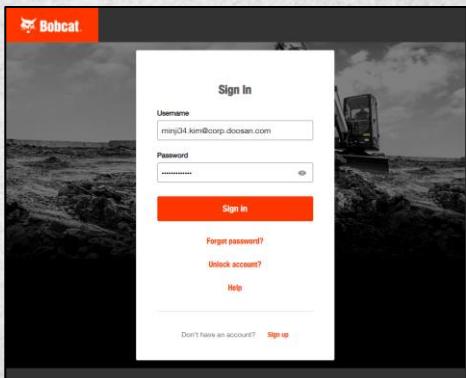
- Knowledge on **Product/Service**
- **Specialized training** by models
- **Registration** for offline training



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

Follow 3 steps to join.

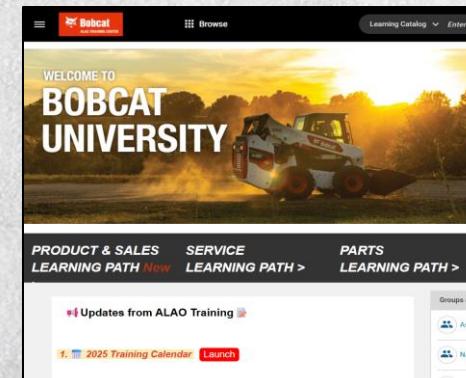
1. Sign into Dealer Platform



2. Click Bobcat University



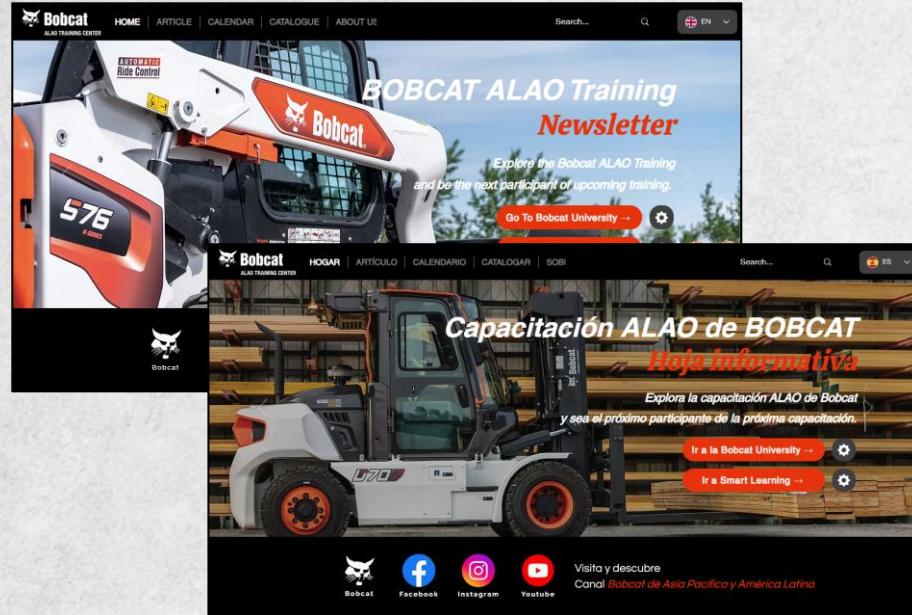
3. Enjoy online training



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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 : [Discover Newsletter](#)

TRAINING CALENDAR
You can discover the annual ALAO Training Calendar. Please be aware of its implementation date. You should check the actual training schedule with your regional Bobcat manager. Or check it in Bobcat University/Smart Learning, the registration date will be open before the training. You can manage your training schedule on your own.

2025 ALAO Training Calendar
2025 ALAO Training Calendar
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
LA, OC, SEA, KR, JP (D8K) China (D8C / D8CT) India (D8K)

Bobcat University Course Catalogue
Check out the courses of Bobcat University.

Training Calendar/Course Catalogue



Articles (Training news, New Contents, Training Review)