

EQUIPMENT NEWS

DowElanco increases research

Research and marketing programs have been established to help recently-formed DowElanco position itself in the specialty chemicals industry, according to William H. Culpepper, commercial director of DowElanco Specialty Products.

Culpepper discussed the status of the Dow and Elanco joint venture and the company's future in the \$190 million golf and turf and ornamental markets during February's 61st International Golf

Course Conference and Show in Orlando, Fla.

"To be successful in this business, we realize we must be a truly customer-focused organization said Culpepper.

"And to do that, we've created sales, marketing and research groups that specifically address the turf and ornamental business" he added.

The company plans to focus on improvements in fungicides, insecticides and biologicals.



Shuttlecraft's new management team, from left, President and CEO Allen Witters, Vice President of Sales and Marketing Gary Mertz and Vice President of Manufacturing Mike Sjoblom.

Shuttlecraft reorganizing

Allen Witters, who last fall obtained a majority interest in Shuttlecraft, has drafted an aggressive plan for financing and management reorganization of the golf car and utility vehicle manufacturer.

Witters, president and CEO of the Estherville, Iowa, firm, is seeking funds from private investors, local and government funding, and backing from a joint venture relationship with Engineering Products Co., Inc. of Milwaukee, Wis.

Witters has added staff and hired outside consultants for marketing, financial management and production.

"We've been working feverishly to redesign our corporate identity and improving the design of our product," he said. "We'll be into ... full production by the end of the first quarter."

Shuttlecraft's principal product is what it calls a "premium" personal golf car with unique four-wheel independent suspension, channel steel frame and space-age fiber glass body styling. Other products include utility vehicles for golf course and other grounds maintenance.

Witters designed the company's first prototype, developed in 1986. In addition to his involvement with Shuttlecraft, Witters is chief executive officer of DATAMAP of Minneapolis, Minn.

Shindaiwa names panel

Shindaiwa Inc. of Tualatin, Ore., has announced the roster of its newest Distributor Advisory Panel.

Members include Chet Pinto of Tru-Cut, Inc. in Los Angeles, Calif.; Chris Saxton of Plymouth Air Cooled Equipment in Plymouth, Mich.; Tom Petherick of Adirondack East Corp. in Saratoga Springs, N.Y.; Charles Winstead of Tidewater Power Equipment Co. in Virginia Beach, Va.; and Jack Hurst of Dyan-Power Products in Bolton, Ontario.

This group represents all Shindaiwa distributors and makes recommendations on various marketing and general business matters. Shindaiwa officials say past panels have contributed several excellent recommendations and ideas, and they "expect the same to be true of the 1990s panel."

For 37 years Shin-Daiwa Kogyo Co., Ltd. has manufactured power equipment.

Kubota finance rates change

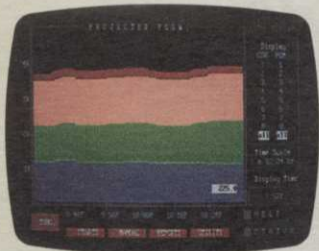
Kubota Tractor Corp. of Los Angeles has announced new financing rates beginning at 2.5 percent A.P.R. through Kubota Credit Corp.

Financing is available to customers buying new tractors and implements. The rates, in effect through June 30, range from a two-year contract at 2.5 percent, three-year contract at 5.5 percent, four-year contract at 7.5 percent, or five-year contract at 8.5 percent.



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