

PRESS RELEASE

October 24, 2024 | London, UK

Kubota celebrates 10 years of the M7 series with the launch of the new M7004 tractor

Kubota is proud to announce the launch of the M7004 tractor series, marking a decade of innovation in the flagship M7 tractor lineup.



Picture: The new Kubota M7004

The launch in 2014 of the first M7 series tractor signified a major leap for Kubota into a new segment, quickly establishing itself as a mainstay in the agricultural sector.

The M7004 is the latest evolution, featuring key updates designed to enhance operator experience, functionality, and performance. Powered by a proven 6.1-litre, four-cylinder Kubota engine producing 130-175hp, the three-model M7004 series maintains its reputation for class-leading performance.

Like its predecessors, the M7004 offers a choice of two transmissions; powershift or KVT (Kubota Variable Transmission), with the latter gaining updated pre-set droop settings for customisable transmission sensitivity and optimum fuel efficiency.

Key updates are geared around operator convenience, with a newly repositioned cooling pack at the front of the engine creating much better access to key components, while simplifying maintenance.

Operator convenience is further improved with repositioned fuel and DEF tanks, along with cab steps that create easier access and egress from the tractor. A new automatic assisted parking brake is integrated within the tractor shuttle in order to stop and park safely. In addition, the K-Monitor benefits from a new quad-core processor that delivers expanded functionality and faster processing speeds.

The launch of the new M7004 series also coincides with Kubota celebrating its 50th anniversary in Europe. To mark the occasion, 50 anniversary edition M7004 tractors will be produced, each featuring a striking orange and black wrap.



Picture: Kubota M7-174 KVT Anniversary Edition

The M7004 series integrates seamlessly with Kubota's existing packages, including extended warranty up to 5-years/5,000-hours, plus Kubota Connect – the very latest in tractor telematics that enables users to remotely access tractor location and key operating functions, to improve asset management.

About Kubota

Kubota has been a leading manufacturer of agricultural equipment, construction equipment, lawn mowers and Industrial Engines since 1890. With its global Headquarters in Osaka Japan, offices in more than 120 countries, and more than 55,000 employees in North America, Europe and Asia, Kubota had a turnover of \$21.4 billion in 2023. Although machinery equipment is its main products line, Kubota also produces a wide range of products such as city water purification systems, irrigation systems, piping systems, roof and home construction, and large underground valves.

Our Mission

Our Brand Statement, "For Earth, For Life," speaks to our commitment to the conservation of the environment while aiding the production of food and water supplies, which are vital to meet the needs of our society, as the world's population continues to grow. This mission is accomplished every time a Kubota tractor harvests the land to produce food or when our construction equipment excavates to transport water or provide shelter. For more information on Kubota, please visit www.kubota-eu.com or www.kubota.com.

For further information, please contact [\(please add your local contact details\)](#):

TBU Communication
Will Pike



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[M7004](#) The M7004 is the latest evolution, featuring key updates designed to enhance operator experience, functionality, and performance.



[M7004](#) Key updates are geared around operator comfort and convenience



[M7004](#) To mark the occasion, 50 anniversary edition M7004 tractors will be produced, each featuring a striking orange and black wrap




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