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release
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20/02/2026
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Press
For immediate release

Peninsula Kubota enters into agreement to purchase Vin Rowe Farm Machinery Kubota dealership

Peninsula Kubota will soon operate a second site, following an agreement to acquire the Vin Rowe Farm Machinery Kubota dealership in Warragul.

Peninsula Kubota owners Joe Otto and Brad Fisher are dedicated to supporting local farmers with their expert knowledge of Kubota equipment, and eager to offer the same exceptional customer service provided by Vin and Graham Rowe since 1961.

With 25 years of combined experience in agricultural machinery and farming, Mr Otto and Mr Fisher said they were looking forward to bringing their skills to the business and contributing to its 65-year legacy.

“Like Graham, we’re passionate about making sure Australian farmers have the right equipment and support to do their job well,” Mr Otto said. “This transaction will bring real, tangible benefits for customers, better access to parts, more service technicians on the ground, and improved availability of Kubota and Krone equipment across the region.”

“For customers of both Peninsula Kubota and Vin Rowe Farm Machinery, this means stronger backup, faster support and deeper product expertise, while maintaining the local knowledge they already trust.”

Peninsula Kubota places strong value on family-based culture and continuity. Brad Fisher’s son, Jackson Fisher, who joined the business 12 months ago, will be involved in supporting the continued growth of the organisation.

“Having the next generation involved helps reinforce the family values and culture that underpin our business,” Mr Otto said. “It’s about long-term commitment to our customers, our staff and the communities we operate in.”

The transaction is expected to be finalised on 1 May 2026.

Current Vin Rowe Machinery owner Graham Rowe said he was pleased with the agreement and confident in the future of the Warragul dealership.

“I’m very pleased that Vin Rowe customers will continue to be supported by leaders who genuinely understand Kubota products and farming,” Mr Rowe said. “That depth of knowledge will ensure a seamless transition for both customers and staff, and I wish Joe and Brad every success.”

Mr Otto and Mr Fisher also acknowledged Mr Rowe’s significant contribution to the agricultural industry over more than six decades, describing him as a highly respected and trusted figure.

“We’re grateful for the opportunity to build on what Graham and his family have created,” Mr Otto said. “We look forward to working alongside him as he continues to operate his import and distribution business supporting Australia’s vegetable growers.”

Peninsula Kubota is an accredited five-star dealer for Kubota tractors, mowers and utility vehicles, providing tailored advice and practical solutions for farmers and property owners. To learn more about Peninsula Kubota and its range of equipment and services, visit peninsulakubota.com.au.

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