Bobcat of Iowa City features quality products and convenience for customers

In real estate, experts will tell you it's all about location, location, location. Fortunately for Bobcat of Iowa City and its customers, the business couldn't be in a more convenient location, along Highway 1 in Iowa City, just off I-380.

A division of Rexco Equipment, Bobcat of Iowa City moved to its current location as a way to carry more inventory and offer better service to its customers. It had clearly outgrown its previous location and now has much more space to showcase its full line of Bobcat skid steers, compact track loaders, versahandlers and tractors, as well as Kubota tractors and mowers and eXmark mowing equipment.

"The products we carry are really No. 1 in their market share," said Branch Manager Doug Sebastian. "Most of our customers are already familiar with them and their reputation, so we really haven't had to introduce the products to the public here. They know they are getting a great product and a good dealership to back it up."

A full-service facility, the Bobcat of Iowa City store not only sells quality equipment, but also offers rentals, provides parts and accessories, and has outstanding service. Smaller equipment, such as generators and compressors, is available at the store as well. A 900-square-foot display area allows Bobcat of Iowa City to show off its latest equipment offerings and house smaller items such as oil, gaskets, tow straps, hats and T-shirts.

Large service bays, parts inventory

The new, larger store has three large service bays for Bobcat of Iowa City's highly skilled technicians to work on the lines of equipment it carries, as well as competitive brands. It carries a large parts inventory with common parts items on hand to keep downtime to a minimum. Technicians will also visit customer jobsites as needed.

"We have what I call a 'zero-downtime' dealership," said Sebastian of his four-person team. "We have loaners available for all products under warranty. We have an operation that's small enough to have a personal relationship with our customers and we are committed to taking care of them as quickly as possible."

Bobcat of Iowa City's location on Highway 1 offers space for a large inventory and easy access from I-380. The store carries all types of Bobcat equipment, as well as Kubota and eXmark products.