

Performance you can count on
Equipment • Parts • Service • Rentals



PARTS & SERVICE

Southeastern 
EQUIPMENT CO. INC.

About Southeastern Equipment Co.

Our Company

Southeastern Equipment traces its beginnings to 1957 when Bill and Nancy Baker began selling motor grader blades to townships and counties. Within a year, the company had expanded its product line to include Adams motor graders and construction equipment from the J.I. Case Co.

The first location was housed in a Quonset hut in Old Washington, Ohio, and the company has steadily grown over the last fifty plus years. Today, Southeastern Equipment Company serves Ohio, Indiana, Kentucky and Michigan from eighteen locations with over 200 employees. The company has received accolades as the largest privately owned Case dealer in the world and the largest Kobelco dealer in the U.S.

Bill Baker has guided the company's expansion to insure that Southeastern's customers will consistently receive proper care for their equipment, strategically locating each branch for optimum service. He also developed an 8,000 ft² training center at the Cambridge location, equipped with a classroom that seats 200 and large shop bays to display equipment. Both employees and customers have access to learning about cutting edge innovations through this unique facility.

The employees at Southeastern Equipment care deeply about insuring that their customers receive first class treatment. The company has chosen equipment brands that perform all day, every day, and they always deliver excellent parts and service support.

Our Services

Southeastern Equipment helps maximize uptime for customers with same day parts delivery and on-site emergency service 24 hours a day. Technicians undergo extensive training and are factory trained for any equipment they service. They routinely troubleshoot a situation to identify problems and quickly offer solutions to enhance your equipment's performance.

When you need extra machines, Southeastern Equipment will deliver clean, well maintained rental equipment right to your job site. You can always count on getting good value by choosing a machine that meets your equipment needs from our used equipment fleet.

Our Customers

Customers who purchase equipment, parts and services from Southeastern Equipment represent a wide range of businesses—residential and commercial construction companies, road builders, excavating contractors, utility contractors, landscapers, government agencies, quarries and aggregate processors, farmers, municipality crews, and all sorts of industries with warehouses and routine maintenance needs.

Our Equipment

Whatever type of equipment you're looking for, you can probably find it at Southeastern Equipment. We carry the complete line of Case construction equipment, excavators from Gradall and Kobelco, Bomag road maintenance equipment, Etnyre distributors, sweepers from Schwarze Industries, Vacall sewer equipment, boomlifts and telehandlers from JLG, Genie and SkyTrak, Terex trucks, Eager Beaver trailers, Alamo mowers, and a wide variety of demolition tools, light equipment, and attachments.

Customer Training

Because it is important for you to understand every feature of your machines, Southeastern Equipment provides start-up training to you and your operators when you purchase a piece of equipment. This training includes operation, maintenance, and

safety information.

Finance Options

Whether you are purchasing, leasing, or renting your equipment, our in-house finance team will help find the best options to meet your needs. We work with several equipment finance companies and can identify a wide range of programs to choose from, including rental purchase and lease to own options. Southeastern also offers a Commercial Revolving Account provided by CNH Capital for convenient purchasing of parts, service, attachments, and accessories.

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Factory Trained Technicians

Southeastern Equipment assures technicians are trained continually

- Southeastern Equipment has a state-of-the-art training facility
- Service for most makes and models of equipment
- Southeastern Equipment's technicians are factory trained
- Case provides specialized training for their equipment
- Test machines with electronic and specialty tools
- Over 500 years of combined experience among our service technicians



Our Technicians Are Factory Trained

Southeastern Equipment has extensive training requirements for its technicians to assure that they are properly equipped to service your machines. Our technicians attend classes in our own state-of-the-art training facility in Cambridge, OH several times a year to learn any new diagnostic and service techniques and to understand changes in manuals or equipment requirements. Classes are also available at Case's training center in Racine, WI.

Our technicians are trained in equipment operation, diagnostics, maintenance, and repair. Southeastern combines classroom training with on-the-job experience for a thorough understanding of machine maintenance and repair. Safety regulations and procedures are emphasized throughout the training process.



Southeastern Equipment's Training Center

All classes at Southeastern's technical training center in Cambridge, OH are taught by factory specialists. There are courses on the functions and performance of specific machines, which include preventive maintenance inspections, adjustments, tests, troubleshooting techniques and repair procedures. There are also component courses, which provide more in-depth information for specialized technicians. As diagnostic equipment becomes more and more complicated, training is especially critical to maintain equipment properly and optimize operating time. Our technicians learn through both classroom education and hands-on experience.

Southeastern Equipment's technicians are trained to service most makes and models of equipment including: backhoes, motor graders, wheel loaders, excavators, dozers, skid steers, street sweepers, trailers, paving equipment, compaction equipment, dump trucks, asphalt distributors, sewer trucks, and more. Some of the brands we service include: Case, Kobelco, New Holland, Bomag, Etnyre, Gradall, Terex, and more.



Parts

When you need them

- Southeastern Equipment maintains a multimillion dollar parts inventory, one of the largest inventories of Case parts in the Midwest
- Most parts are available within 24 hours
- Order online to save time
- Parts for many makes and models
- Over 250 years of combined experience in our parts department

Fast Availability

Southeastern Equipment has a multimillion dollar parts inventory to deliver your parts as quickly as possible. Check online catalogs for the correct part number, and call the location nearest you. Our parts and service managers have extensive experience with parts to help you find whatever you need. If it's not in stock, we'll locate the part through our network of parts resources.

Parts Online

You can find the Southeastern Equipment online parts store at www.southeasternequip.com. Select the type and model of the equipment and follow the simple instructions to find your parts and

place your order. Multiple shipping options are available—you can have your parts shipped to your location, or you can pick up at one of our 18 branches. You can also order parts online through Case Parts Online at <http://partstore.casece.com/us>.

Call to Order

You can always call the parts department at the location nearest you to order your parts.

Extended Warranties & Damage Insurance

Protect your equipment with a Purchased Protection Plan or Physical Damage Insurance



Avoid the Cost of a Catastrophic Repair Bill

What Is a Purchased Protection Plan?

A Purchased Protection Plan (PPP) extends your Case warranty beyond the period that comes with your equipment. It includes all the genuine Case parts and the service performed by factory trained Case technicians that your original warranty covers.

Why Buy a Purchased Protection Plan?

- It protects you against the expense of unexpected repairs.
- Resale value is higher, because the plan can be transferred to the new owner.

What Equipment Is Eligible?

New Equipment

Add your PPP to your financing when you purchase any eligible equipment. You can purchase your PPP any time during the warranty period at standard new equipment rates. You can even add PPP up to four months after the base warranty expires.* New equipment plans can be transferred to a new owner, which can boost its resale value.

Used Equipment

Used equipment that is less than seven years old and has less than 7,000 hours at the time of registration** can be covered. An oil test for equipment with over 1,000 hours determines final eligibility. Most brands are eligible for coverage.

Payment Options

Finance It—Payments can be financed through CNH Capital retail installment contracts.

Charge It—Charge your PPP to your CNH Revolving Account. Ask about a credit line increase to accommodate your PPP payments.

Lease It—Add PPP to your lease agreement.

Special Rates

Discounts are sometimes available for equipment covered by government contracts. Ask if your equipment qualifies.



*A surcharge is added to the new equipment rate once the warranty period expires, and failures that occur within the first 30 days after registration are not eligible for reimbursements.

**Eligible repairs within the first 30 days after registration are reimbursed at 50% of the normal retail cost for parts and labor.

Insurance Options

Physical Damage Insurance (PDI)

PDI provides comprehensive coverage to repair or replace eligible equipment in the event of direct physical loss or damage.

Covered perils include, but are not limited to: collision, overturns, earthquake, theft, fire, tornado, flood, vandalism, hail, wind, ingestion of foreign objects, and vermin infestation.

Loss Damage Waiver

When renting equipment, you are responsible for any damage that occurs to the unit during the rental period. Most brands of new and used construction equipment rented through Southeastern Equipment are eligible for Loss Damage Waiver, which helps protect rented equipment against most causes of direct loss or damage during the period of an equipment rental contract.

Covered perils include, but are not limited to: collision, overturns, earthquake, theft, fire, tornado, flood, vandalism, hail, and wind. Note: Ingestion of foreign objects is not a covered peril.



Scheduled Maintenance Inspections

- Factory trained technicians
- Documented maintenance for warranty assurance
- Any brand
- On-site or in our shop

Reduce downtime with Scheduled Maintenance Inspections by our Factory Trained Technicians

On Time Inspections

You can count on Southeastern Equipment to complete Scheduled Maintenance Inspections for your equipment to avoid downtime and keep your machines performing their best. Most equipment manufacturers require some sort of maintenance every 250 hours. We can verify service hours periodically to assure that we perform maintenance activities that meet warranty coverage requirements.

Factory Trained Technicians

All machines are serviced by our factory trained technicians, on-site or in our shops. And we don't only service the equipment we sell—we can service any brand that's in your fleet.

Thorough Inspections

Each type of equipment has a thorough inspection regimen that is strictly followed to insure that all appropriate equipment functions are inspected to identify any possible problems. Ask about a fluid analysis with each inspection to identify potential issues, based on the presence of metals and contaminants in the machine's fluids.

Custom Hydraulic Inspections

Even the most experienced operators can't detect hydraulic system efficiency loss until it reaches 16 – 20%. To protect against such losses, we recommend that machines depending on efficient hydraulic systems undergo a Custom Hydraulic Service inspection every 12 months or 2,000 hours. The service includes engine and hydraulic system performance tests, hydraulic oil sampling, and a walkaround inspection. All results are compared against new machines to detect wear in your components and repair minor problems before a major failure occurs.

Our scheduled machine inspections are available for the following equipment:

Equipment	# of Inspection Points
Articulated Trucks	78
Compaction Equipment	74
Crawler Tractors/Dozers	79
Excavators	70
Forklifts	79
Motor Graders	80
Skid Steers/Compact Track Loaders	41
Tractor/Backhoe Loaders	79
Telehandlers	79
Wheel Loaders	78

On-Site Service

Factory trained technicians provide field services

Fleet of service trucks is ready with the latest repair and diagnostic tools



- Scheduled maintenance maximizes uptime
- State-of-the-art diagnostic tools and service trucks for job site repairs and service
- Less downtime

Scheduled Maintenance On-Site

Southeastern Equipment maintains a fleet of service trucks to provide on-site service for both repairs and routine maintenance. Our factory trained technicians are dispatched to your job site to perform maintenance activities recommended by the equipment manufacturer at specified intervals. We can schedule these maintenance procedures when your machines are idle to optimize your equipment productivity.

Emergency Service

When one of your machines is down, you can count on us to come to your job site to repair your equipment as quickly as possible. With 18 locations throughout Ohio, Indiana, Kentucky, and Michigan, Southeastern Equipment technicians can quickly respond to your emergency and help you reduce costly downtime.





Shop Services

The latest repair and diagnostic equipment, factory trained technicians



- Engines and transmissions can be repaired or rebuilt
- Hydraulic repairs are completed quickly, efficiently
- Remanufactured or rebuilt pumps, motors, and drive units are an economical alternative to buying new

Diagnostics

Southeastern Equipment's facilities are equipped with state-of-the-art diagnostic tools that provide accurate machine evaluations to pinpoint problems, whether they are with engines, drive trains, or hydraulic systems. Our shop staff is factory trained to correct equipment problems quickly and cost effectively, which minimizes your downtime.

Components Division

Southeastern Equipment rebuilds used components as a less expensive alternative to buying new. The components division works with a wide variety of brands and types of components.

Undercarriage Maintenance

- Schedule inspections at regular intervals to spot problems and avoid unscheduled downtime
- Monitor your undercarriage routinely
- Don't delay repairs or replacements on undercarriage components
- Install CELT to double wear life
- Any make, any model



Undercarriage Inspections

Southeastern Equipment's technicians are trained to identify undercarriage problems before major repairs are required. By measuring the thickness of the undercarriage components, our technicians can predict how long your undercarriage will last before replacements are needed. Undercarriage maintenance and replacement is available on any make and any model of machine. For no extra charge, we include an undercarriage inspection during our Scheduled Maintenance Inspections.

Double Wear Life with CELT

CELT is Case Extended Life Track that can more than double the wear life of a standard lubricated track design. With CELT, a hardened bushing is placed over a standard type track bushing. With this configuration, the larger bushing is free to rotate on the smaller bushing, reducing the scrubbing action between the bushing and the sprocket, which doubles the wear life.

Fluid Analysis

Analyzing system fluids provides a snapshot of internal conditions

- Identify minor problems to avoid major failures
- Extend equipment life—Contaminant levels in fluids dictate when to replace filters
- Increase oil drain intervals—The condition of your oil indicates when oil changes are actually necessary
- Increase resale value—Fluid analysis records prove your equipment has been maintained
- Any make, any model

What is Fluid Analysis?

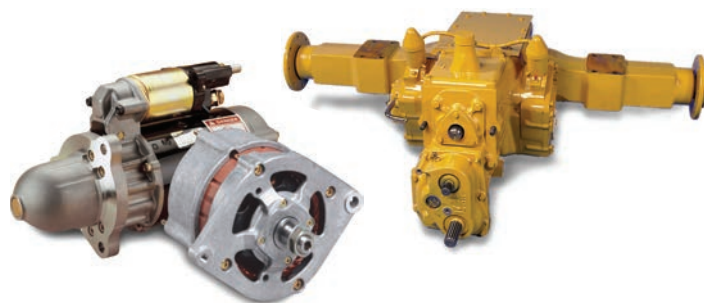
In our fluid analysis program, fluids are taken from several areas in your equipment and are analyzed by qualified laboratories to determine levels of contaminants in the various fluids. The level of each contaminant is compared to normal wear rates, so that potential problems with components can be identified before failure. The trends for the contaminant levels in your equipment also provide valuable information on potential problems.

The laboratories are ISO 17025 A2LA accredited, which is the highest level of quality certification for testing laboratories by the American Association for Laboratory Accreditation. You can be confident that the results are accurate, repeatable and backed by stringent laboratory standards.

Southeastern Equipment monitors your fluid analyses. We will provide guidance on necessary repairs and filter and oil change intervals, based on the results for your equipment.

General Guidelines for Sampling Intervals

Engines	250 hours or at manufacturer's recommended change intervals
Transmissions	250 hours or at manufacturer's recommended change intervals
Hydraulics	250 – 500 hours
Differentials	750 hours
Gearboxes	750 hours



Used Parts & Attachments

Huge savings over buying new

Used Parts

Southeastern equipment has an extensive inventory of used parts and components. From engines and transmissions to alternators and axles, our inventory of used parts will keep your machine up and running.

Used Attachments and Buckets

If your skid steer, excavator, or other piece of equipment needs a specialty attachment, check out Southeastern Equipment's selection of used buckets, couplers, and attachments.

New and Used Tires

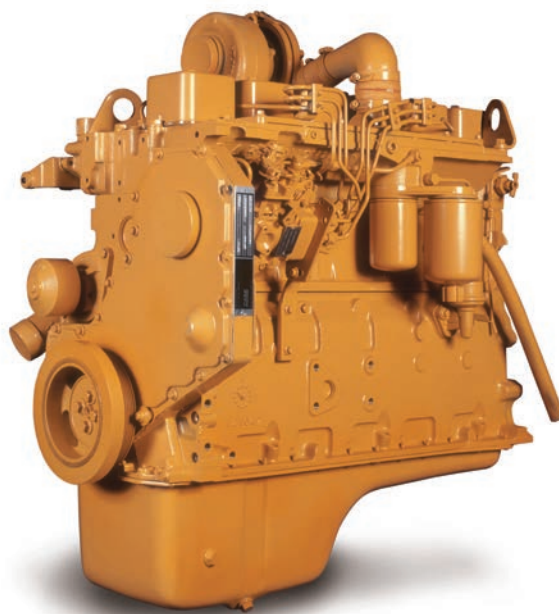
Whether you are looking for pneumatic, solid, or foam-filled tires, Southeastern Equipment offers a wide selection of new and used tires for all makes and models of equipment.

Take-Off Parts

Southeastern Equipment offers new OEM take-off parts. These components are supplied in "like-new" condition and typically come from equipment with component modification or replacement for a specific purpose.

Remanufactured Parts

Southeastern Equipment partners with several companies that offer remanufactured parts at a discounted price when compared to new parts.



Hydraulic Hose Assemblies

Huge selection, top performance

- Avoid lost production time from hose failure
- Choose from our large inventory and keep spare parts on hand to avoid downtime



All Makes, All Models

Parker and Weatherhead* offer the widest variety of hoses in the industry, including braided, spiral, multi purpose, Push-Lok®, transportation, refrigerant, suction & return, and more. Southeastern Equipment stocks hoses in sizes ranging from -4 to -24 (3/16" to 1 1/2"), compatible with permanent crimp style (Parkrimp) fittings. Our expert technicians will help you determine exactly what you need.

Fast Turnaround

Hose replacements can be provided while you wait. Our mobile field service capability minimizes lost production time.

Reliable

Expertise in workmanship, combined with the correct hose and fittings assure performance under a wide range of working conditions, pressure requirements, and heat tolerances.

Keep spare hoses on hand to avoid downtime



Weatherhead

*Not all brands offered at all locations

Fleetguard Filters



Filters for Any Application

Over 7,000 products are available.

Excellent Warranty

The warranty for Fleetguard Filters provides universal coverage, including both parts and labor, and the warranty is not prorated.

Excellent Quality

Fleetguard Filters is dedicated to cutting edge technology and excellent quality in its filter systems. Fleetguard Filters is owned by Cummins Inc., a company that designs, manufactures, distributes, and services engines. Over 190 OEM's have chosen Fleetguard Filters for their own products. In every case, Fleetguard Filters meet or exceed OEM specifications.

Quick and Easy Filter Changes

Change your filters in just five minutes with Fleetguard's quick and easy systems. Plus, Fleetguard Filters are designed so you can see when it's time to change them, reducing the chance of unnecessary filter changes.



Equipment Paint Shop

Custom painting for any brand, any model

- Full service paint shop
- All types of welding and fabricating
- Panel straightening
- Custom paint & custom decaling



First Impressions Count

Appearances do matter. Of course, performance is the defining measurement of your work, but how your equipment looks can affect how your business is perceived. Repainting weathered equipment can be a great investment for your business.

Maintain Equipment Value

Equipment that looks new is valued higher for resale. And paint protects your equipment against rust and wear. Maintaining the appearance of your equipment by repainting, when needed, could pay off in the long run.

Our Painting Facilities

At our paint shop, we can meet all of your painting needs, from painting a machine back to stock to applying a custom paint job. The paint booth is sized to accommodate most types of equipment. Additional services are available, including welding and fabrication, and panel straightening.

Decal Services

Southeastern Equipment can create and install both custom and OEM decals. Add decals with your company logo to all your equipment. It's a great way to advertise your company at job sites.



Financing

The financing division of Case Construction Equipment, CNH Capital, provides options for purchasing parts, service, attachments, accessories, and rentals that help enhance cash flow.

The CNH Commercial Revolving Account can help you keep your construction equipment in peak working condition.



Rental Equipment

Supplement your fleet with our top quality equipment

- Clean, well maintained equipment
- Delivered to your site
- Recent models
- Wide selection



Equipment Available

Air Compressors
Attachments
Backhoes
Compaction Rollers
Compact Track Loaders
Crawler Dozers
Dump Trucks
Excavators—
Hydraulic, Telescopic

Motor Graders
Road Wideners
Skid Steer Loaders
Sweepers
Telescopic Forklifts
Wheel Loaders

When you need extra machines, Southeastern Equipment will deliver clean, well maintained rental equipment right to your job site.

Rent Construction Equipment for Any Project

At Southeastern Equipment we can help you match the right rental equipment to your specific project. Our equipment is low hour, well maintained, reliable, and works the first time, every time.

Clean, Well Maintained Equipment

We take care of our rental equipment, so it's in top condition for you any time you need extra help on a job. Equipment inspections are performed regularly, and maintenance is performed at intervals recommended by the equipment manufacturer. Repairs are always completed promptly, so you'll never be inconvenienced by unexpected downtime when you rent from Southeastern Equipment.

Recent Models

Our equipment fleet is routinely updated. We rotate out older models and sell them in our used equipment fleet and replace them with new equipment. Renting from Southeastern Equipment is the perfect opportunity to try out a model you're thinking of purchasing. Ask about our convenient rent to own options.

Delivered to Your Job Site

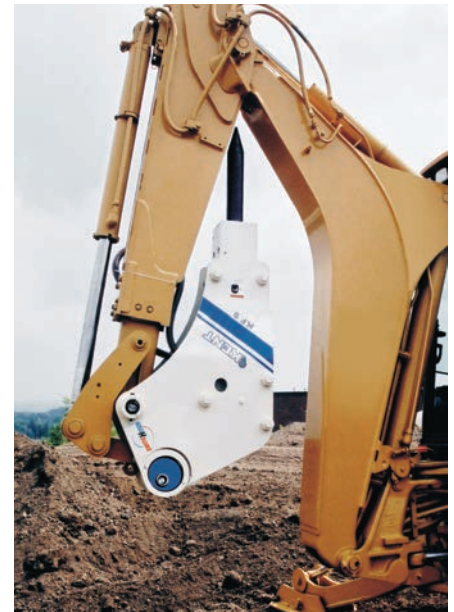
We can deliver any equipment you need right to your job site. Or, if you'd rather, you can pick up your equipment at any of Southeastern Equipment's convenient locations.

You can depend on Southeastern Equipment for anything you need to help you complete your jobs on time.

Attachments & Ground Engaging Tools

Attachments to fit most brands and models

A customized tool saves time and money



ACS
INDUSTRIES, INC.



FRD FURUKAWA
ROCK DRILL USA
BREAKER ATTACHMENT DIVISION





1-800-798-5438

www.southeasternequip.com

Services

CNH revolving account for parts, services,
rental and accessory purchases
Equipment Rental & Leasing
Extended warranties
Emission control device installation
Factory trained service technicians
Insurance—Liability for equipment
Machine inspection, maintenance
Oil and wear analysis
Online parts catalog
On-site field service
Parts support with a multimillion dollar inventory
Remanufactured engines, transmissions,
hydraulics, parts and components
Tailored financing for new and used equipment purchases
Operator training, general training and maintenance training
Undercarriage monitoring and replacement
Used equipment
Welding and fabrication

Equipment

Air Compressors	Loader/Backhoes
Articulated & Rigid Trucks	Motor Graders
Asphalt Distributors & Chipsreaders	Paving Equipment
Catch Basin & Sewer Trucks	Road Wideners
Compact Track Loaders	Rough Terrain Forklifts
Compaction Equipment	Skid Steer Loaders
Crawler Dozers	Street Sweepers & Brooms
Crushing Equipment	Telehandlers
Excavators—Compact	Trailers
Excavators—Full Size	Wheel Loaders

Indiana

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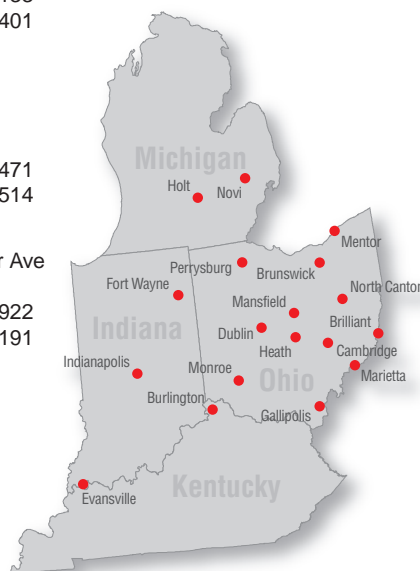
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Fax: 330-494-7739

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Fax: 419-874-6145



Not all products are
available at all locations.