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*For Immediate Release*

## **KOBELCO Construction Machinery USA Holds Successful Dealer Meeting**

Houston, TX – KOBELCO Construction Machinery USA, a global leader in the manufacture of crawler excavators, recently held a dealer meeting at the Woodland’s Resort and Conference Center in The Woodlands, Texas. The meeting started on Monday, July 8<sup>th</sup> and ended the morning of July 10<sup>th</sup>. 43 KOBELCO dealers were represented at the event by nearly 100 attendees.

“Given the rather recent relaunch of our brand, we are extremely pleased with the turnout at our first official dealer gathering,” states Ron Hargrave, Vice President of Marketing and Sales for KOBELCO Construction Machinery USA.

Following an opening night reception and networking event the evening of July 8<sup>th</sup>, was the company’s official Ribbon Cutting Ceremony to its new US Headquarters in Houston on Tuesday morning. After the Ribbon Cutting, dealers were given tours of KOBELCO’s new offices and parts distribution warehouse. The balance of the day was educational, with dealers learning more about the company’s long term goals, its global approach and its approach as it relates specifically to gaining market share in North America. Additional time was dedicated to discussions surrounding product development, marketing, customer service, warranty, order management and parts.

Pete Morita, President and CEO of KOBELCO Construction Machinery USA, specifically addressed how KOBELCO will work with dealers in each of their designated territories, “Our goal is to work with and listen to each and every KOBELCO dealer to help improve KOBELCO excavators and our internal



processes so that we can provide the equipment your customers want and need. We are flexible and nimble and we want to react quickly to the needs of your local marketplace. We will work with you one on one to develop win-win situations so that we can jointly grow KOBELCO's market share and become a market leader."

Though packed with information, the meeting also provided plenty of time for networking. Tuesday night was all about having a little fun. KOBELCO kicked off a group dinner with a traditional sake barrel ceremony. Select dealers were asked to participate by beating three wooden barrels open with a wooden mallet. Once open, the barrels signified a fresh start for KOBELCO in North America. Dealers toasted KOBELCO's new beginning with the sake inside the barrels. Following dinner, dealers participated in a Casino Night. The meeting wrapped up with a golf outing on the morning of July 10<sup>th</sup>.

"The event had such positive energy from start to finish. That energy stemmed from KOBELCO executives who flew in from overseas, to our KOBELCO USA employees to each and every dealer who willingly participated in the meeting. This is such a wonderful and exciting time for the company. Dealers are genuinely thrilled to have the true KOBELCO back in the United States and Canada. Our passion for innovation and single line focus is something that has been missed by the industry for a very long time," states George Lumpkins, Product Marketing Manager.

KOBELCO Construction Machinery USA is dedicated to producing a full range of crawler excavators in the 3,000 lb. to 180,000 lb. classes for the rental, landscape, construction, aggregate, roadbuilding, material handling, site preparation, recycling and ancillary markets, including zero tail swing, standard, long-reach and compact models. KOBELCO is well-known worldwide as excavator perfectionists for its steadfast focus on improving and enhancing its singular line of products. KOBELCO machines are well-regarded for their advanced technologies, including an innovative noise and dust



reduction system, advanced hydraulic circuitry for reduction of pressure loss and superior fuel efficiency.

For more information on KOBELCO Construction Machinery USA or KOBELCO products, please visit [www.KOBELCO-USA.com](http://www.KOBELCO-USA.com) or call 281-888-8430.

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