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*For Immediate Release*

## **KOBELCO Construction Machinery USA Hosts Official Ribbon Cutting Ceremony**

Houston, TX – KOBELCO Construction Machinery USA, a global leader in the manufacture of crawler excavators, recently held a ribbon cutting ceremony at their new Houston, Texas based North American Headquarters following the relaunch of the brand as an independent product line earlier this year.

The ribbon cutting ceremony was held on Tuesday, July 9<sup>th</sup> at 4690 World Houston Parkway. The event was well attended, with nearly all of KOBELCO's recently signed dealers represented, a host of local and national media and several local officials, as well as KOBELCO staff members from all over the world.

KOBELCO's new Houston based facility has brought a multitude of jobs and revenue to the local economy. "Houston provided the perfect centralized location to relaunch the brand and to support and service customers and dealers throughout the United States and Canada," states Ron Hargrave, Vice President of Marketing and Sales for KOBELCO North America. "The local community has been receptive and rather excited to have KOBELCO back in town after having been a part of the CNH organization for 10 years. And, there were several prior KOBELCO employees still in the area who we've recruited back. This has really helped us to hit the ground running. In just a few short months we've opened our headquarters, signed 40+ dealers, stocked our parts warehouse, hired a full staff of experienced equipment industry professionals and brought product over from Japan, stocking dealer yards in time for the Spring/Summer 2013 selling season."



The Ribbon Cutting Ceremony kicked off with speeches from KOBELCO management which outlined the company's aggressive growth goals and thanked local officials for their support, employees for their initial hard work and the media for their coverage of the brands rebirth. Following the official cutting of the ribbon, attendees had the opportunity to walk around and kick the tires of a wide-range of KOBELCO excavators on display and to take a tour of the company's offices and parts facility. Following the tours, all attendees were treated to a Texas style catered lunch.

"The Ribbon Cutting Ceremony was extremely important for our dealers and our staff, all of whom have worked extremely hard over the past few months to help relaunch KOBELCO excavators," states George Lumpkins, Product Marketing Manager. The amount of positive energy behind the company's relaunch has been phenomenal. Dealers and contractors alike have a renewed energy for the brand, understanding that KOBELCO are true specialists when it comes to engineering and building industry-leading excavator technology."

While the ribbon cutting ceremony served as the brands official relaunch in North America, KOBELCO executives promised that it would simply commemorate the beginning, with many additional great things to come. The first look at the new KOBELCO for many will come next year at ConExpo/ConAgg 2014 in Las Vegas, where KOBELCO has plans underway for a massive outdoor display to showcase their full product line.

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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Photo Caption: Pictured left to right at KOBELCO's ribbon cutting ceremony in Houston are: Ron Hargrave, Vice President Marketing & Sales of KOBELCO USA, Jerry Davis, Houston City Council Member, Katsuhiko "Pete" Morita, President & CEO of KOBELCO USA, Jun Fujioka President & CEO of Kobelco Construction Machinery Co., Ltd., Yuzuru Ieki Director & Executive Vice President, Managing Director, Sales & Marketing Division Kobelco Construction Machinery Co., Ltd.