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For Immediate Release

**KOBELCO Construction Machinery USA
Appoints Brad Hargrave as Northwestern Sales Representative**

Houston, TX – KOBELCO Construction Machinery USA is pleased to name Brad Hargrave as the company's Northwestern Sales Representative. Hargrave, who was a prior KOBELCO employee for over 6 years, has made a return to the company that started his career in the construction equipment industry more than 10 years ago.

In his new role at KOBELCO, Hargrave will be responsible for managing the Northwest regional dealer network. He will oversee the marketing of KOBELCO products and offer guidance to dealers by providing on-going training on product features and special sales and marketing programs. In addition, Hargrave will assist and support KOBELCO dealers in order to exceed market share goals and ensure customers are continually being provided with top-level sales and service.

Hargrave got his start with KOBELCO as a Sales Coordinator in 1995 where he learned the business from the ground up. He was quickly promoted to a marketing representative position and soon after, a sales liaison. Hargrave eventually advanced to Northwest District Sales Manager in 1998 where he first managed a regional network of 14 dealers, consistently surpassing set sales quotas.

Aside from KOBELCO, Hargrave has a lengthy resume holding several positions with well-known construction equipment manufacturers. He has served as Northwest District Business Manager for New Holland/KOBELCO Construction as well as the Western Director of Sales for LiuGong Construction Machinery before accepting his most recent role as the Pacific Northwest District Sales Manager for JCB,



Inc. In this position, Hargrave experienced notable success and was promoted after just two months to handle two additional areas of coverage which were the highest producing regions in North America for JCB.

As KOBELCO positions itself for long-term growth in the US, industry veterans like Hargrave will be key to the company's success. "Brad's results-driven mindset and unwavering perseverance will undoubtedly be a tremendous asset to KOBELCO," states Katsuhiko Morita, President and CEO for KOBELCO. "We are delighted to have him join the company and look forward to his success in this position."

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-known 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 or call 281-888-8430.

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