



Client: KOBELCO  
Agency: InQuest Marketing  
Contact: Jennifer Hennion  
Phone: 908-459-0101 x 412  
E-mail: [jennifer.hennion@inquestmarketing.com](mailto:jennifer.hennion@inquestmarketing.com)

*For Immediate Release*

**KOBELCO Construction Machinery USA Hires Ernest Alvarado,  
Expands Field Service Team**

Houston, TX – KOBELCO Construction Machinery USA continues to gear up in support of the company’s aggressive growth strategy following the relaunch of its excavator line. Critical to this strategy is the delivery of industry leading customer service on all fronts, from sales to parts to service. Specific to service, KOBELCO has hired Ernest Alvarado, an experienced industry field service representative, to support the increasing number of KOBELCO dealers and excavators in the field. Alvarado brings with him to KOBELCO 29 years experience in the performance testing, operation, fabrication, servicing, repair and dealer support and training of heavy equipment.

Not only is Alvarado well versed when it comes to heavy equipment, he is also extremely familiar with KOBELCO’s product line, having been a service technician for the company for 7 years prior to KOBELCO’s 10 year global agreement with CNH. “After 10 years, it’s nice to be back with KOBELCO and to play an active role in the relaunch of the brand,” says Alvarado. In his new role, he’ll be responsible for providing KOBELCO’s dealer network with product support, service and training on the company’s full line of excavators in the 3,000 lb. to 180,000 lb. classes.

As KOBELCO gains momentum in the independent relaunch of its excavator line in North America, well-qualified field-service personnel such as Alvarado will be crucial to the company’s long-term success. “Ernest has a broad background in many aspects of the construction machinery field. He will be instrumental in supporting our dealer and end-user customers, much as he was 10 years ago,” states George Lumpkins, Product Marketing Manager for KOBELCO. “Ernest will help KOBELCO



Construction Machinery USA deliver on its promise of total customer satisfaction by providing industry leading customer service.”

Alvarado will assist dealers and customers from KOBELCO’s new North American Headquarters in Houston, Texas. This central location will allow him to quickly respond to inquiries and/or travel to and from dealerships or jobsites around the country. KOBELCO’s location is a short 5 minute drive to George Bush Intercontinental Airport, with many additional mass transit options for optimal response times.

KOBELCO Construction Machinery USA is dedicated to producing a full range of crawler excavators 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](http://www.KOBELCO-USA.com) or call Jennifer Hennion of InQuest Marketing at 908-459-0101 (412).

-end-