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*For Immediate Release*

**KOBELCO Construction Machinery USA  
Appoints Eric Hoffman as National Parts Manager**

Houston, TX – KOBELCO Construction Machinery USA, is pleased announce the appointment of Eric Hoffman as National Parts Manager. Hoffman will initially spearhead the research, design, set-up and stocking of the company’s North American parts facility in Houston, TX, before transitioning into the ongoing management of the parts operation where he’ll oversee inventory control, procurement, supply chain management, transportation and warehousing, quality control and the timely fulfillment of all customer and dealer parts orders.

Hoffman brings with him to KOBELCO over 30 years of industry experience, 25 of which have been dedicated to the management of parts operations. Although new to this position, he is certainly not new to KOBELCO, having served as the company’s Parts Manager from 1994 until 2003, when KOBELCO signed a global agreement with CNH to market its excavators. Once the agreement was finalized, Hoffman transitioned with the company as a Parts Sales and Service Manager for CNH, serving in that capacity for a period of five years, before moving onto the position of Director of Parts Operations for LiuGong North America.

“Working for KOBELCO early in my career was a wonderful experience,” states Hoffman. “When I learned about the termination of the company’s global agreement with CNH, and the opportunity to fill the role of National Parts Manager for KOBELCO presented itself, I didn’t hesitate. KOBELCO’s corporate culture and drive to deliver excellence in every aspect of their operations is something I wanted to get back to.”



KOBELCO was just as eager to get Hoffman back on their team. “Eric was a tremendous asset to our company during its initial success in North America. Dealers appreciate his commitment to customer service and attention to detail in all areas of parts operations,” states Ron Hargrave, Vice President of Marketing and Sales for KOBELCO Construction Machinery, USA. “As KOBELCO gears up its operations in North America, hiring highly qualified personnel such as Eric will be crucial to the company’s long-term success and aggressive growth strategy.”

As KOBELCO replants its roots in the United States and Canada, Eric will not only be key to identifying new opportunities for sales growth as it relates to parts, but also in implementing parts promotions and marketing materials that drive revenue growth.

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](http://www.KOBELCO-USA.com) or call Jennifer Hennion of InQuest Marketing at 908-459-0101 (412).

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