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For Immediate Release

KOBELCO Construction Machinery USA Appoints Ron Hargrave as Vice President, Marketing & Sales

Houston, TX – KOBELCO Construction Machinery USA is pleased to announce the appointment of Ron Hargrave as Vice President of Marketing & Sales. As a returning KOBELCO employee and experienced construction equipment professional, Hargrave brings back to KOBELCO more than 38 years of experience in the industry.

In his new role, Hargrave will spearhead the reemergence of the KOBELCO brand across North America, overseeing the sales operations of the company, while building and developing a strong dealer network to represent KOBELCO's full line of crawler excavators in the 3,000 lb. to 180,000 lb. classes.

"KOBELCO is an innovative organization devoted to manufacturing quality equipment for today's competitive marketplace," states Hargrave. "I'm passionate about the brand and thankful for the opportunity to rejoin this world class organization. We are extremely committed to quickly gaining market share and providing customers with a second-to-none level of service. "

Over 14 years of Hargrave's industry experience comes directly from his prior employment at KOBELCO. He originally joined the company in a dealer development role, before advancing to senior management where he served as an Excavator Sales Manager, then General Sales Manager for the state of Texas. He was later promoted to Vice President of Operations for KOBELCO



America's Houston operation, then to Director of Sales for New Holland-Kobelco North America, following the company's joint venture with Case New Holland and Kobe Steel in 2003. He drove the successful integration of the KOBELCO brand under the CNH umbrella. He also served on the board for Kobelco-CNH in Carol Stream, Illinois.

Following his years at KOBELCO, Hargrave accepted a position as General Sales Manager of LiuGong products with the January Group, where he helped establish a dealer network for the products, while helping the China based company develop their product line for the North American marketplace. When LiuGong North America established an independent operation out of Katy, Texas, Hargrave was hired as President of North American Operations to continue developing the company's footprint in the United States and Canada.

As KOBELCO's relaunch in North America gains momentum, Hargrave's comprehensive experience, leadership and passion for the industry will be vital to the company's long-term success. "Without question, Ron will be an extremely valuable asset to our executive team," states Katsuhiko Morita, President & CEO of KOBELCO Construction Machinery USA. "His excellent credentials and proven track record in the sales and marketing of Japanese brands in North America will be instrumental in our efforts to successfully reintroduce KOBELCO excavators."

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 product line. 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 Jennifer Hennion of InQuest Marketing at 908-459-0101 (412).

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