



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

For Immediate Release

KOBELCO Excavators Hit US Soil for First Time in Over a Decade

Houston, TX – Following the termination of a 10-year agreement with CNH in late December and the subsequent opening of their new, independent US Headquarters in early April, KOBELCO Construction Machinery USA is pleased to announce that the first shipment of their renowned excavators have arrived at the Ports of Galveston, Texas and Los Angeles, California. These first shipments will be delivered to customers or available at KOBELCO dealerships throughout the United States and Canada as early as next week.

The initial shipment includes a wide range of models from KOBELCO's full line of excavators in the 3,000 lb. to 180,000 lb. classes, many of which are on order from customers and dealers who are anxious to get true KOBELCO iron back on their jobsites or in their yards in time for peak construction season.

"The overwhelmingly interest we've had in the product line by both customers and dealers is unlike anything I've seen in my many years in this industry. People love the KOBELCO brand and are excited to get back to the culture of the original KOBELCO, a culture that is Driven By Passion for the design, manufacture, sale and support of the product," states Ron Hargrave, Vice President of Sales and Marketing for KOBELCO Construction Machinery USA.

With equipment now in the field, KOBELCO is poised to deliver on their longstanding promise of total customer satisfaction. The company has a substantial parts inventory on hand at their centrally based Houston headquarters for quick coast-to-coast shipment and delivery, as well as a full staff of



parts and service personnel with a wide-range of industry experience to ensure their aftermarket support is industry-leading.

With many customers already familiar with the KOBELCO brand, the company is confident their reentry into the North American market will quickly result in considerable growth. “We are committed to manufacturing quality equipment and pricing it aggressively for today’s competitive marketplace,” states Katsuhiko Morita. “With a full network of established dealers behind us, we will be in a solid position to gain market share fairly quickly.”

Additional machine shipments are already on the water for arrival at the Ports of Galveston, Los Angeles and Jacksonville. Subsequent shipments will be made on an ongoing basis.

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 and compact models. KOBELCO is well known worldwide as excavator perfectionists for their steadfast focus on improving and enhancing their singular line of products. Their 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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