



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

For Immediate Release

**KOBELCO Construction Machinery USA
Appoints Matthew Csoka as Southeastern Sales Representative**

Houston, TX – KOBELCO Construction Machinery USA is pleased to announce the appointment of Matthew Csoka as a Southeastern Sales Representative. A construction equipment industry veteran, Csoka brings to KOBELCO over 10 years of progressive experience in diverse management roles.

In his new position, Csoka will be responsible for providing support and assistance to KOBELCO dealers in the Southeastern, US. He will train dealer personnel on the features and benefits of KOBELCO products and ensure they are provided with the necessary tools to successfully market KOBELCO equipment. Csoka will also assist dealers in development and execution of annual business plans including inventory control and sales strategies to increase their market share and profitability. In addition, Csoka will be responsible for expanding KOBELCO's distribution locations through dealer recruitment and development in the Southeast region.

Helping Csoka succeed in his new role with the company is his broad background in the construction equipment industry and familiarity with KOBELCO's product lines. Prior to joining KOBELCO, Csoka held multiple management positions within well-established companies including New Holland Construction CNH, Mitsui Machinery Distribution and Metalogenia North America. In his most recent role, Csoka served as the Southeastern Territory Sales Manager for New Holland CE/KOBELCO CNH where he helped grow KOBELCO's market share from 2011 to 2012.



Highly qualified personnel such as Csoka will be essential to KOBELCO's long-term growth strategy. "Matt has shown measureable success and a proven ability in marketing KOBELCO products," states Ron Hargrave, Vice President, Marketing and Sales for KOBELCO. "His motivation, passion for the industry and breadth of experience will be critical in steadily increasing KOBELCO's market share."

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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