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For Immediate Release

**KOBELCO Construction Machinery USA
Welcomes Denis Martin as Canadian Sales Representative**

Houston, TX – KOBELCO Construction Machinery USA, a leading manufacturer of crawler excavators, is pleased to announce the appointment of Denis Martin as a Canadian Sales Representative. A seasoned construction equipment professional, Martin brings to the company more than 10 years of valuable industry expertise.

In his new role, Martin will establish trusted relationships with KOBELCO dealers in Canada and provide continual sales support and assistance. He will visit each KOBELCO dealer in Canada on a consistent basis to help manage their inventory, establish sales goals and provide on-going training to ensure their objectives are being met. In addition, Martin will ensure dealers are given the necessary tools to successfully market KOBELCO equipment and steadily increase their market share for long term growth throughout Canada.

Prior to joining KOBELCO, Martin held various sales management positions with well-known companies including John Deere, Agritex, Inc., Praxair, Inc. and CNH America, LLC where he had great success in implementing effective sales strategies and meeting overall sales targets. In his most recent role as the Territory Sales Manager of Eastern Canada for CNH America LLC, Martin became familiar with KOBELCO products and increased market share for KOBELCO excavators in his region.

Well-qualified personnel are critical to KOBELCO achieving its long-term market share goals. “Denis has shown considerable strength in developing quality dealer networks and providing thorough,



reliable sales support,” states Ron Hargrave, Vice President, Marketing and Sales for KOBELCO. “His expertise will be invaluable to our dealer network in Canada.”

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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