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*For Immediate Release*

**KOBELCO Construction Machinery USA  
Names Terry Ober as Northeastern Sales Representative**

Houston, TX – KOBELCO Construction Machinery USA is pleased to announce the appointment of Terry Ober as a Northeastern Sales Representative. A motivated sales and business leader, Ober comes to KOBELCO with more than 12 years experience in business development and construction equipment marketing.

As the new Northeastern Sales Representative, Ober will be responsible for managing KOBELCO dealers in the Northeast US and will provide them with sales, inventory and product support and assistance. He will be traveling to each KOBELCO dealership on a consistent basis to establish and maintain trusted relationships with each dealer. In addition, Ober will ensure dealers are upholding a high level of performance and meeting KOBELCO’s standards for distinguished customer service.

Ober may be new to KOBELCO, but he is well-familiar with the construction equipment industry. Ober’s resume includes being a Region Sales Manager with Mustang/Gehl for nearly 10 years where he revitalized a shrinking Northeast US and Eastern Canada territory, doubling sales in just three years. Most recently, Ober served as the Northeast Regional Sales Manager for LiuGong Construction Machinery where he received a Top 10 International Sales Award in his first year.

As KOBELCO continues to grow in the US, personnel such as Ober will be crucial to the company achieving its market share goals. “Terry has an extensive history of developing quality dealers,



exceeding sales goals and growing market share,” states Ron Hargrave, Vice President, Marketing and Sales for KOBELCO. “His ability to deliver results is just what we need.”

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 281-888-8430.

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