



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 Randy Hall as Sales Manager for National Accounts

Houston, TX – KOBELCO Construction Machinery USA is pleased to announce the appointment of Randy Hall as Sales Manager for National Accounts. Hall brings with him to KOBELCO more than 34 years of sales experience in the equipment industry and a proven track record in building and managing key relationships with rental houses and other companies who do business on a national level.

In his new role, Hall will spearhead KOBELCO's efforts in establishing preferred supplier agreements with key national accounts, leveraging his experience and contacts to help KOBELCO gain favor as a premier excavator brand among national companies who demand a combination of quality, aggressive pricing and second-to-none support. Once supplier agreements are in place, Hall will be responsible for fulfilling RFP requests for pricing and product support packages and will coordinate dealer involvement for service when required.

"KOBELCO brand excavators have long been a popular choice within the rental market," states Hall. "The company's vision of customer service and product support is unmatched in today's marketplace. With reliability being such a critical component in decision making when it comes to heavy equipment, KOBELCO's tradition of excellence positions them well. People really appreciate the company's dedicated expertise when it comes to excavators."



Since relaunching KOBELCO as an independent excavator brand in early 2013, KOBELCO Construction Machinery USA has quickly established a nationwide dealer network. Hall's hiring signifies KOBELCO's intent to acquire and service national accounts, making KOBELCO the preferred brand of excavators in the 3,000 lb. to 180,000 lb. classes.

Hall's depth of experience, leadership and passion for the industry will help fuel the company's long-term success. "Without question, Randy will be an extremely valuable asset to our team," states Ron Hargrave, Vice President, Marketing & Sales for KOBELCO Construction Machinery USA. "The respect he has in the industry for his work ethic and dedication to service will be instrumental to KOBELCO's efforts to reintroduce our excavator brand and grow our market share across the rental community. KOBELCO remains dedicated to hiring a team of experienced employees who share our vision of excellence."

Hall will work from his home office in Fayette, Alabama. From this location he will travel throughout the United States and Canada making regular visits to both purchasing and corporate offices, as well as regional offices of KOBELCO customers and potential customers. Hall will be the primary point of contact for all KOBELCO national accounts.

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 281-288-8430.

-end-