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For Immediate Release

KOBELCO Hosts Successful Latin America Dealer Meeting

Houston, T.X. - KOBELCO Construction Machinery USA recently held the company's first Latin America dealer meeting from November 3-5 at the Omni Hotel in Houston, Texas. Ten KOBELCO dealers from Latin America were represented by over 30 guests who attended the event. KOBELCO executives from Japan were also present for the meeting.

"Since the re-launch of KOBELCO as an independent brand, we've been working diligently to establish an independent dealer network in Latin America," states Joao Luis Oliveira, District Business Manager for KOBELCO in Latin America. "We're proud of the progress we've made thus far penetrating the Latin American market; and we are very pleased with the successful turnout of our first official meeting with our Latin American dealers."

A reception dinner and networking event kicked off the meeting on the evening of November 3rd in the Water Court area of the Omni Hotel. Over the course of the multi-day event, KOBELCO reviewed its accomplishments to date and gave the Latin American dealers a preview of where the company is headed. The meetings were informative; dealers learned about KOBELCO's global marketing activities in addition to the company's plan to continuously increase its market share in Latin America. Other topics discussed throughout the event included updates and overviews on KOBELCO's products, parts, customer service, exclusive features and warranty, as well as specific updates on dealer logistics by country.

The dealers were brought from the Omni Hotel to KOBELCO's recently opened North American headquarters in Katy, TX, which marked the first of many dealer visits to KOBELCO's new facility. The Latin American dealers proceeded to take an in-depth tour of the facility, including its dedicated sales and training areas, extensive parts warehouse and new employee offices.

In addition to tours and educational discussions, the meeting also provided the Latin American dealers with the opportunity to network among one another, as well as with select KOBELCO executives



from the US and Japan. A closing dinner was held at a local Japanese restaurant for the group, where attendees enjoyed an authentic hibachi style meal.

“The energy we received at our first-ever Latin America dealer meeting was incredible. Representation through these dealers is what’s helping KOBELCO establish a strong foundation in Latin America. Having the opportunity to showcase our new headquarters, paired with the presence of our Japanese executives, was a highlight of the event. It’s a great feeling to see excitement on the faces of our dealers and to know that they are genuinely thrilled to be representing us,” states George Lumpkins, National Service Manager for KOBELCO Construction Machinery USA.

While KOBELCO excavators are considered a relatively new brand in Latin America, the company has experienced steady growth within the Latin American market. “The KOBELCO name may be newer to Latin America, but the Japanese brand holds a rich history and legacy here,” states Oliveira. “As we complete our first official Latin America dealer meeting, we look forward to KOBELCO’s future within this market. We are excited to work alongside our Latin American dealers in expanding our field service team, adding dealerships, and growing KOBELCO’s Latin American market share.”

KOBELCO Construction Machinery USA is dedicated to producing a full range of crawler excavators in the 3,000 lb. to 184,000 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 The Excavator Authority 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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Photo Caption: Attendees of KOBELCO's first official Latin America dealer meeting held at the Omni Hotel in Houston, T.X.

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