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*For Immediate Release*

## **KOBELCO USA Provides Dealers with Firsthand Training**

*Katy, TX* – KOBELCO Construction Machinery USA recently provided its dealer sales teams with firsthand product training during its 2016 Sales Seminar. Over 100 sales professionals from KOBELCO’s North America dealer network gathered at the four day conference held at CLM Equipment in Houston, TX.

Participants of the 2016 Sales Seminar were given the opportunity to operate and compare key features and benefits of KOBELCO excavators. Five demonstration areas were dedicated to KOBELCO’s mini excavator line, short radius (SR) series and the newly released T4F Generation 10 conventional excavators. The specialty purpose-built SK210D Car Dismantler and ED160 Blade Runner were also displayed. Furthermore, the group toured KOBELCO’s 101,000 square foot headquarters facility and training center, including the 88,000 square foot parts inventory warehouse designed to cut the time from order delivery to the dealer location.

“KOBELCO’s commitment to the US market and dealer network support is reflected in our sales training,” said Randy Hall, Vice President of Operations at KOBELCO USA. “The training seminar enabled our dealer personnel to directly observe and experience the benefits of KOBELCO excavators for themselves.” Firsthand training is an essential component of KOBELCO’s sales strategy; it provides dealers with further knowledge and deeper understanding of KOBELCO products to better serve customers.

Distinguished KOBELCO speakers discussed several other topics during the sales seminar, including: the introduction of KOBELCO’s “KO-PRO” 3-year/3,000-hour factory included full machine warranty with KOMEXS Telematics; several new excavator models that are being released throughout



2016; and the grand opening of KOBELCO's North American excavator production facility in South Carolina, which will be taking place in June. Jordan Lumpkins, Marketing Manager said, "There are so many new additions to what KOBELCO is offering – expanded training classes, new excavator models added, other models updated with new features, and now the US manufacturing facility. The momentum is very exciting to be a part of."

"The strength of the KOBELCO dealer network continues to drive our success," said Pete Morita, President of KOBELCO USA. "We're dedicated to providing customers with superior products and service, and we will continue to do so through a nationwide dealer network where each dealership is highly trained on the benefits of KOBELCO excavators."

KOBELCO Construction Machinery USA offers industry-leading crawler excavators in the 3,000 lb. to 245,000 lb. classes including zero tail swing, compact, standard, long-reach, mass excavation, and demolition models. Well-known as the excavator authority, KOBELCO is committed to producing quality machines with advanced productivity-boosting features and innovative technologies. With premier capabilities such as no time limit power boost and exclusive independent travel, KOBELCO machines ensure superior performance and efficiency for the toughest worksite challenges.

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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Photos:



Photo Caption 1: KOBELCO USA recently held its 2016 Sales Seminar to provide North American dealers with firsthand product training.



Photo Caption 2: A group of dealer sales professionals gather around KOBELCO's new Generation 10 SK210 excavator to learn the benefits of its innovative features and technologies.