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For Immediate Release

KOBELCO USA Launches App on Android and iOS Platforms

Katy, TX – KOBELCO Construction Machinery USA is pleased to announce the launch of its new product app, available for free download on devices with Android and iOS platforms. The app boasts a number of features designed to support KOBELCO dealers and customers in the North America and Latin America markets, including: detailed KOBELCO product information, a competitive model comparison tool, dealer locations and information, social media connectivity and more. Users can access the KOBELCO app via Google Play or the Apple App Store by searching for KOBELCO Construction Machinery.

KOBELCO's new app contains detailed information on all excavator models including product overviews, images, specifications, downloadable brochures and videos. Both dealers and customers have the ability to select their region from a settings area to view product information that is relevant to their market location. A preferred language option offers English, Spanish or Portuguese to users in Latin America.

A key function of the KOBELCO app is its ability to compare KOBELCO excavator models, not only with one another, but also with the models of competitive manufacturers. This comparison feature is helpful to dealers when emphasizing the superior performing features of KOBELCO models to provide customers with validation that KOBELCO excavators are Built Like No Others in the industry. The tool includes a variety of manufacturers and can compare up to four models at a time, enabling dealers to show a side-by-side comparison of new KOBELCO models to the machines their customers are currently using. Furthermore, the comparison tool does not require data connection after the first launch of the



app following its installation. This enables the user to compare models anywhere – whether it be at the office, or on a jobsite.

Additional features, such as the dealer locator tool, are provided within the app in order to make the sales connection easy for the customer. Customers have the choice to connect to their current KOBELCO dealer, or automatically locate the KOBELCO dealer closest to their current location if a need arises. By utilizing this feature, the user can view the addresses and branches of KOBELCO dealers, and connect with the dealer websites. When using the KOBELCO app on a smartphone, directions can be auto-loaded into Google Maps, giving the customer turn-by-turn GPS directions to their closest dealer. Users can also stay connected with the company via a live social media feed.

“Our mobile app was developed to appeal to our dealers, current customers and those users considering purchasing a new or used excavator. The mobile app reflects the technology of KOBELCO’s world-class products and customer service,” says Jordan Lumpkins, Marketing Manager of KOBELCO USA. “It is a dynamic interface, consistent with the KOBELCO brand, which allows users to quickly and easily browse products and find dealer information with minimum time and effort. Additional features will be launched soon within future updates.”

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 or call 281-888-8430.

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Photos:

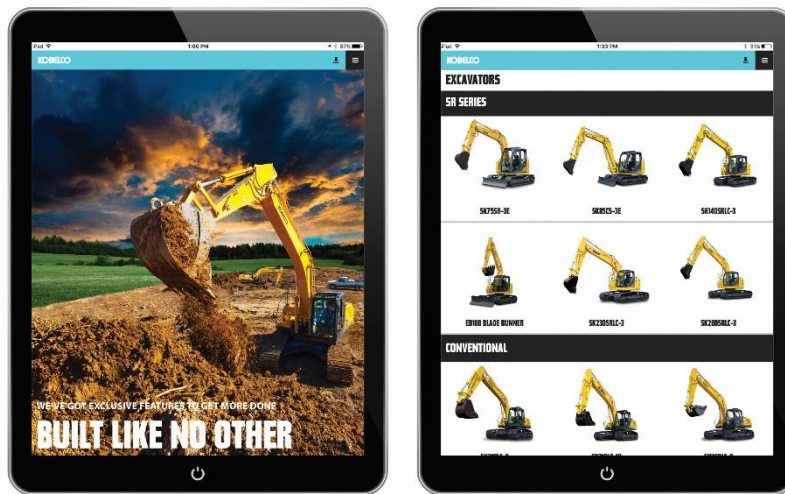


Photo Caption 1: The KOBELCO app provides dealers and customers with a new way to easily access and share detailed product information.

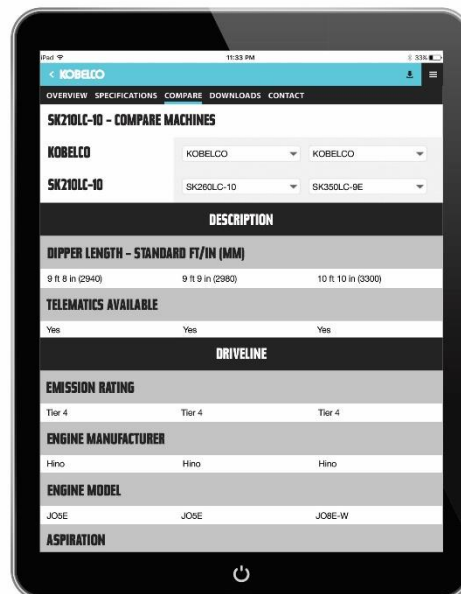


Photo Caption 2: A key function of the KOBELCO app is its ability to compare KOBELCO excavator models, not only with one another, but also with the models of competitive manufacturers.