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For Immediate Release

KOBELCO USA Delivers Powerful Exhibit at CONEXPO-CON/AGG 2017

Katy, TX – KOBELCO Construction Machinery USA recently hosted their dealer network members and thousands of attendees at their exhibit during the record-breaking CONEXPO-CON/AGG 2017 tradeshow, which took place March 7-11 at the Las Vegas Convention Center. The powerful KOBELCO display highlighted the company’s latest advancements, showcased its exclusive technologies and featured several new and specialty excavator models.

“ConExpo 2017 was a tremendous success for the KOBELCO USA team,” says Pete Morita, Vice President – Excavator Division of KOBELCO USA. “Our ConExpo exhibit was the perfect opportunity to show the market why KOBELCO excavators are truly built like no other, while allowing us to connect with KOBELCO dealers as well as the growing number of customers and potential customers. We are thrilled with the positive outcome.”

Over 20 machines were on display in the expansive 27,225-sq ft. KOBELCO exhibit. Several specialty excavators were debuted including the SK210D-10 Car Demolition machine, which was featured clamping a junked SUV, as well as the SK350DLC-10 Building Demolition machine. KOBELCO also introduced the SK260LC-10 High & Wide excavator for forestry applications and unveiled the revolutionary SK210HLC-10 hybrid excavator.

KOBELCO created a memorable experience for attendees by integrating an exhibit theme that highlighted its dedication to the North American market. Individual stations educated visitors on the company’s superior parts, sales and service support, ability to source Made in the USA KOBELCO parts



supplied by over 75 USA manufacturers, and production capabilities of the new US manufacturing facility in Moore, South Carolina.

The first excavator produced by KOBELCO at the new US facility was also displayed with a custom wrap design to celebrate the Built in the USA theme. Thousands of attendees stopped by the KOBELCO booth and had their photos taken with the limited edition SK210LC-10 wrapped in an American flag and hydraulic parts inspired graphic.

“ConExpo came at a fitting time for KOBELCO as we recently increased production at the KOBELCO USA manufacturing facility,” says Morita. “We continue to reinforce our dedication to the North American market and the wrapped SK210 symbolized our commitment to producing excavators in the USA.”

Furthermore, attendees enjoyed operating the KOBELCO simulator with Trimble technologies to experience the company’s superior machine control, as well as visiting individual stations that showcased the unmatched power, efficiency, safety and durability capabilities 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 or call 281-888-8430.

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Photo Caption 1: The KOBELCO SK210LC-10 displayed at CONEXPO-CON/AGG with a custom graphics wrap.

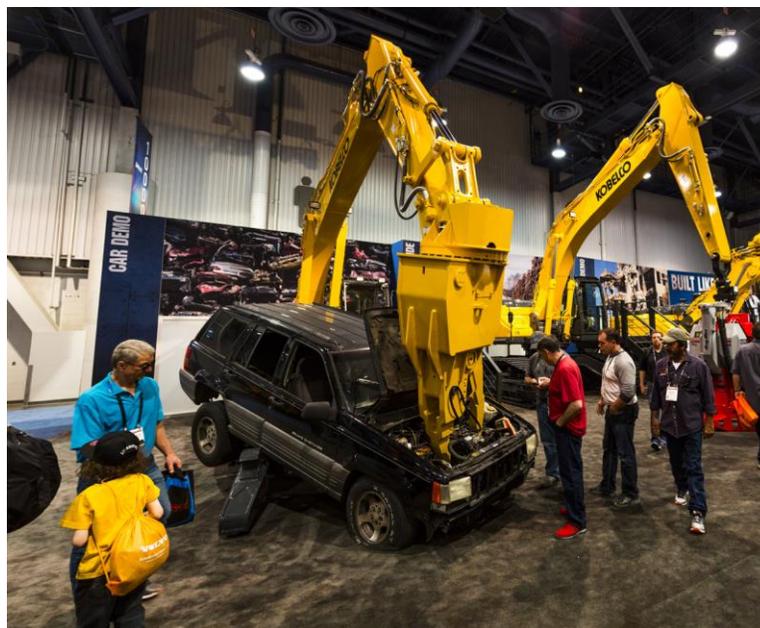


Photo Caption 2: KOBELCO featured the SK210D-10 Car Demolition machine clamping a junked SUV at CONEXPO-CON/AGG.



Photo Caption 3: CONEXPO-CON/AGG attendees enjoyed operating the KOBELCO Machine Control simulator with Trimble technology.