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For Immediate Release

KOBELCO USA Expands Dealer Network Sales Team

Katy, TX – KOBELCO Construction Machinery USA continues to provide the best personal service through its nationwide dealer network with the addition of Cole Rudder, Southeast District Business Manager.

Rudder will be responsible for providing support and assistance to KOBELCO dealers located in the Southeast region of the US. He will train dealer personnel on the features and benefits of KOBELCO products and ensure dealers are provided with the necessary tools to market KOBELCO excavators. Rudder will assist dealers in the development and execution of annual business plans, including inventory control and sales strategies, to increase the market share and profitability of his territory. He will also be responsible for continuing to expand KOBELCO’s distribution locations through dealer recruitment and development.

“The addition of Cole highlights KOBELCO’s dedication to provide a nationwide dealer network where each dealership is highly trained on KOBELCO excavators – from features and benefits, to service, maintenance and warranty,” states Randy Hall, Vice President of Operations at KOBELCO USA. “Highly qualified personnel like Cole are essential to our long-term expansion strategy and we are excited to have him as part of the KOBELCO USA team.”

Helping Rudder succeed in his new role as Southeast District Business Manager is extensive marketing, management and operations experience within the construction equipment industry. Rudder is well-versed with leading teams that consist of sales, customer service and product support as well as training teams to achieve maximum performance.



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: Cole Rudder, Southeast District Business Manager at KOBELCO USA.