

For Immediate Release

KOBELCO Construction Machinery USA

Appoints Michael Hickerson as District Business Manager

KOBELCO Construction Machinery USA is pleased to announce the addition of Michael Hickerson as District Business Manager, South Central Region. Hickerson brings with him to KOBELCO over 10 years of experience in the construction equipment industry.

In his new role, Hickerson will be responsible for providing support and assistance to both KOBELCO dealers and sales representatives in the South Central region of the US. He will work closely with dealer personnel to ensure they are provided with the necessary tools to successfully market KOBELCO equipment. Hickerson will also assist dealers in development and execution of annual business plans including inventory control and sales strategies to increase growth and maximize market penetration. In addition, Hickerson will be responsible for leading KOBELCO sales representatives in expanding KOBELCO's distribution locations through dealer recruitment and development in the South Central region.

Helping Hickerson succeed in his new role with the company is his broad background in the construction equipment industry and previous experience with KOBELCO's product lines. Prior to joining KOBELCO, Hickerson held multiple sales executive positions within noteworthy companies, most recently, CNH. Hickerson served as Territory Sales Manager with CNH for the past 5 years where he created and executed an aggressive growth strategy and developed his territory to become the number one KOBELCO territory in 2011 and 2012.

Highly qualified personnel such as Hickerson are critical to KOBELCO achieving its aggressive, long-term market share goals. "Michael's in-depth expertise and track record of success in similar roles make him a huge benefit to KOBELCO," states Randy Hall, National Sales Manager for KOBELCO Construction Machinery USA. "His energetic team spirit and passion for this business are evident and we're thrilled to have him on board."

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 excavator perfectionists 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.