

For Immediate Release

KOBELCO Construction Machinery USA

Names Randy Hall Vice President of Operations

Houston, TX – KOBELCO Construction Machinery USA is pleased to announce the appointment of Randy Hall as Vice President of Operations. Hall brings with him to this newly appointed position more than 35 years of experience in the equipment industry and a proven track record in building and managing key relationships with equipment dealerships, national accounts and finance partners. Most recently, Hall served as KOBELCO's National Sales Manager and was instrumental in establishing the company's preferred crawler excavator supplier agreements following the company's brand relaunch in 2013.

In this new role, Hall will develop, inspire and engage KOBELCO's team of territory managers, direct all field sales efforts and dealer development initiatives, manage national accounts and finance partnerships and oversee the overall workflow at KOBELCO's headquarters in Houston, TX. He will work directly with the KOBELCO executive management team to support the company's long term business strategy in an effort to meet sales goals and customer demands, while assisting territory managers with forecasting, inventory suggestions, delivery estimates and overall growth plans to continually improve upon the financial performance of the business. Hall will replace former Vice President of Operations Ron Hargrave who now serves in an advisory role for the company.

"KOBELCO is a tried and true brand when it comes to crawler excavators," states Hall. "I am looking forward to this next chapter in the brand's development in North America and am thrilled to accept this new role with the company. The entire KOBELCO team is extremely dedicated to the company's continued success. Our internal rallying cry '*Driven by Passion*' is put into practice every day by every employee. It's a refreshing and empowering environment to be a part of."

Hall's leadership and passion for the industry will help fuel KOBELCO's future success. "Without question, Randy is the right person for this position. He will provide exceptional leadership, set clear goals and give positive reinforcement to our team of valued employees and authorized equipment dealerships, creating a high performance work environment," states Ronald Hargrave, Advisor for KOBELCO Construction Machinery USA.

KOBELCO Construction Machinery USA is dedicated to producing a full range of crawler excavators in the 3,000 – 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 product line. 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 281-288-8430.