



Client: KOBELCO  
Agency: InQuest Marketing  
Contact: Jennifer Hennion  
Phone: 908-459-0101 x 412  
E-mail: [jennifer.hennion@inquestmarketing.com](mailto:jennifer.hennion@inquestmarketing.com)

*For Immediate Release*

## **Groundbreaking at New US Headquarters Supports**

### **KOBELCO Construction Machinery USA's Fast Paced Growth**

*Houston, TX* – When KOBELCO Construction Machinery USA relaunched its popular line of crawler excavators as an independent brand earlier this year, the company never imagined how quickly they'd reestablish a footing in North America. The signing of more than 50 dealers in its first six months drove a significant demand for KOBELCO excavators, a demand that KOBELCO worldwide has diligently worked to support throughout 2013, and one that has helped the company regain market share within its first year of independent operation.

“We couldn't be more pleased with the early results of our brand relaunch” states Pete Morita, President and CEO of KOBELCO Construction Machinery USA. “In just a short time period we've hired some of the industry's most qualified personnel, opened our temporary headquarters and parts warehouse and partnered with our dealers to provide quality, competitively priced products. All of these initiatives are just the beginning of what we have planned for the North American marketplace.”

KOBELCO Construction Machinery's fast paced growth has resulted in expedited plans to build a permanent US based headquarters. The company originally anticipated to build within 5 years, but started making it a priority this summer, scouting and selecting a location before the close of their first business year. In early December, the company will break ground on their new facility in Katy, TX, having signed a 9 year lease agreement with plans to occupy the building by September 2014. This new, expansive 101,300 square foot facility will not only server as KOBELCO's North American headquarters, but also as the company's training center and parts distribution location for all of the United States, Canada and Latin America. The investment being made in this building by KOBELCO signifies the company's long term commitment to the North American marketplace.

According to Ron Hargrave, Vice President of Sales and Marketing for KOBELCO Construction Machinery USA, “The new facility being built will allow us to continue our rapid growth. We are pleased to once again be offering our products as an independent brand and are working diligently to ensure



KOBELCO positions itself to gain continued market share moving forward. We are Driven By Passion to be a market leader of crawler excavators.”

Further supporting the company’s long term commitment to the North American market is its significant investment in ConExpo/ConAgg 2014. A 165’ x 210’ outdoor exhibit in silver lot booth #4408, will mark the company’s homecoming to the show as an independent brand after a 10 year hiatus. The exhibit will not only feature KOBELCO’s popular line of crawler excavators, but also a new line of demolition machines. In addition to equipment, the booth has been designed to create a memorable experience for attendees, one the company hopes their dealers, customers and prospective customers will remember for many years to come.

“We’ve been planning our ConExpo exhibit for quite some time,” states Jordan Lumpkins, Marketing Manager for KOBELCO Construction Machinery USA. “Our booth is celebratory in nature. The show’s audience will allow us to communicate the KOBELCO story to customers, the media and prospective customers from around the world, while offering visitors the ability to kick the tires and get into the operator seats of some of our most popular models. ”

KOBELCO Construction Machinery USA is dedicated to producing a full range of crawler excavators in the 3,000 lb. to 180,000 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-regarded 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’s 2014 ConExpo exhibit please visit [www.KOBELCO-USA.com](http://www.KOBELCO-USA.com) or [www.KOBELCOunleashed.com](http://www.KOBELCOunleashed.com) .

-end-