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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 appointment of Jordan Sonnier as Southwest District Business Manager.

Sonnier will be responsible for providing support and assistance to KOBELCO dealers located in the Southwest region of the United States. He will ensure dealers are supported with the necessary tools to market KOBELCO excavators and train dealer personnel on the unique features and benefits of KOBELCO products. Sonnier will assist dealers in the development and execution of annual business plans, maintaining inventory control, and creating sales strategies to serve their customers in his territory. He will also be responsible for continuing to expand KOBELCO’s distribution locations through dealer recruitment and development.

Sonnier first joined the KOBELCO USA team as a District Business Manager in 2019. He recently completed KOBELCO’s extensive 1-year marketing, sales, management and operations training program which has prepared him to succeed in his assigned territory. Sonnier also has previous sales management experience and knowledge of the construction equipment industry. Prior to joining KOBELCO, Sonnier began his career in sales at RDO Equipment after graduating from Louisiana State University in 2017 with a Bachelor’s Degree in Accounting and Finance.

“Jordan’s results-driven mindset and unwavering perseverance is a great asset to KOBELCO,” says Jack Fendrick, COO and Vice President of KOBELCO USA. “He displays motivation and passion for the industry which are vital characteristics for assisting dealers and customers to select the right



excavator for their needs. We are delighted to have him take over the role of Southwest District Business Manager and look forward to his success.”

KOBELCO Construction Machinery USA offers industry-leading crawler excavators in the 3,000 lb. to 185,000 lb. classes including zero tail swing, compact, standard, long reach, high and wide undercarriages, mass excavation, auto recycling 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: Jordan Sonnier, Southwest District Business Manager at KOBELCO USA.