



Client: KOBELCO  
Agency: InQuest Marketing  
Contact: Erica LoPresti  
Phone: 908-459-0101 x 410  
E-mail: [erica.lopresti@inquestmarketing.com](mailto:erica.lopresti@inquestmarketing.com)

*For Immediate Release*

### **Priestly Demolition Inc. Secures the Premier KOBELCO SK1000 Demolition Excavator**

*King, Ontario* – KOBELCO has announced that the first SK1000 demolition excavator in North America was delivered to Priestly Demolition Inc. (PDI); PDI purchased the massive 245,000 lb. demo machine from Robert Green Equipment Sales Ltd. The KOBELCO SK1000 is already working on site at the General Motors assembly plant in Oshawa, Ontario.

Ryan Priestly, President/Owner and Andrew Kelly, Equipment Manager/Master Mechanic of PDI first saw the SK1000 while visiting KOBELCO at ConExpo in March of 2014. Ken Folden, Canadian Service Rep for KOBELCO Construction Machinery USA, demonstrated the machine’s features to both Priestly and Kelly. “Ken emphasized the machine’s impressive ability of being assembled, moved, and up-and-running within hours. He sold us on its capabilities right there at the show,” says Priestly. “Two weeks later, Bob Green from Robert Green Equipment visited our office. I told him how impressed I was with the SK1000 and that I wanted to buy it from him.”

KOBELCO demolition machines are so massive that potential buyers of this equipment must go through a thorough safety process check. Before PDI was able to purchase the SK1000, the company needed to be certified by KOBELCO’s headquarters as a qualified buyer. Over the course of two days, a crew of engineers and KOBELCO representatives visited the PDI office in King, Ontario and observed PDI employees as they worked on their jobsites. “After the analysis was complete, the KOBELCO team expressed how impressed they were with PDI,” says Bob Green. “The engineers said PDI was the most professional demolition company they’d ever worked with in the demolition business.”

The negotiation process began following KOBELCO’s official certification of PDI as a qualified buyer. Several managers and executives from each party were present for the meetings that took place throughout the process. Pete Morita, President of KOBELCO USA, personally made several visits to Canada. “The process of negotiation is usually lengthy, but we were able to come to an agreement and made a final handshake on the sale in November,” says Morita. “The employees at PDI are experts in the field; plus, they’re a great group of people to work with. It was a pleasure to have the opportunity of



doing business with them.” The negotiation process was brought to a close and PDI agreed to purchase the KOBELCO SK1000 from Robert Green Equipment Sales.

After the agreement was made, Priestly and Kelly completed a final inspection of the machine which was stored in Las Vegas following ConExpo. “I wanted to get into the operators seat and actually run the SK1000,” says Priestly. “Just as Ken told us at ConExpo, we were able to retract the machine’s extendibility, insert a separate boom attachment, and have the machine up and running within hours. We were amazed. At that point we couldn’t wait to bring the machine home and put it to work.” Transportation of the massive SK1000 demo excavator from Las Vegas to Ontario was handled by Landstar Transportation Systems and involved a total of 7 loads.

Priestly Demolition Inc. is a family-owned business that specializes in site work, demolition, abatement and remediation. For more information on Priestly Demolition Inc., please visit [www.priestly.ca](http://www.priestly.ca) or call 1-800-263-2076.

Robert Green Equipment Sales Ltd. is an authorized KOBELCO dealership that offers the full line of KOBELCO compact, short-radius, mid-size, and full size excavators as well as demolition machines for sale or rent to customers in the Toronto area. For further information on Robert Green Equipment Sales Ltd. and KOBELCO excavators currently available, please call 905-888-9070 or visit [www.robertgreenequipment.com](http://www.robertgreenequipment.com).

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 the excavator authority 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](http://www.KOBELCO-USA.com) or call 281-888-8430.

-end-



Photo Caption 1: Aaron Hopkins, of Robert Green Equipment Sales Ltd. and Ryan Priestly, of Priestly Demolition Inc. shaking hands on the sale of the KOBELCO SK1000.



Photo Caption 2: The KOBELCO SK1000 working on site at the General Motors assembly plant in Oshawa, Ontario.