

# THE RANCH

## CUSTOMER CENTER



KOBELCO guests begin the trip by touring KCMU headquarters in Katy, Texas.



After visiting headquarters, guests head to The Ranch in Hockley, Texas.



Once classroom training is over, it's time to get safety gear on.

KOBELCO Construction Machinery USA has unveiled The Ranch, a state-of-the-art customer and dealer experience/demo center located in Hockley, Texas. This purpose-built facility brings together the best of KOBELCO technology, expertise, and hospitality to create a dynamic environment for learning, testing, and building relationships.

Sitting on 15 acres of land, the \$6.5 million facility includes a 10,000-square-foot training and



The rodeo games have begun – May the best person win!



Teams switch stations to attempt more KOBELCO rodeo games.

entertainment area, expansive outdoor demonstration area, and a dedicated space for machine operation. Every aspect of The Ranch reflects KOBELCO USA's commitment to building relationships and introducing its state-of-the-art excavators to customers and dealer personnel.

The outdoor demonstration area provides a platform to showcase the power, precision, and versatility of KOBELCO excavators,

attachments, and other equipment.

Visitors can see how these machines perform in real-world scenarios, offering a hands-on understanding of their capabilities and reliability.





Finesse and patience are required to pass this game – Setting a PVC pipe into the holder isn't as easy as it looks!



The SK35SR-7 is used to perform the barrel challenge.



After the rodeo games, guests start a cornhole competition.



Guests come together to take a group photo before an evening of relaxation and entertainment.



Firing up the grill after a full day of digging in the dirt and putting KOBELCO excavators to the test!

Inside serves as a hub for training sessions and opportunities to dive deeper into KOBELCO USA's product lineup. Guests can explore key features, gain product knowledge, and discover how KOBELCO machinery stands apart in the industry. The experience is designed to leave participants not only informed but also inspired by the possibilities KOBELCO brings to the market.

Beyond the machinery and training, The Ranch offers an environment

where relationships flourish. The ranch is a welcoming space for networking and camaraderie. Equipped with a full kitchen, barbecue grill, pool table, shuffleboard, and comfortable lounge areas, it's a place where guests can unwind, share stories, and strengthen connections over a meal or friendly competition.

Recent events have highlighted the unique blend of professionalism and hospitality that defines The Ranch. From equipment

demonstrations to classic Texas barbecue, every moment is made to leave a lasting impression. It's not just a visit—it's an experience!

The Ranch stands as a testament to KOBELCO USA's vision for the future, combining innovative technology with genuine human connection.

Arrange a visit by contacting your local KOBELCO Dealer!



Get a sneak peek at what your day at The Ranch will look like—watch the video!