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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 addition of two employees: Brandon Crockett, Southeast District Business Manager and Jon Koski, Upper Midwest District Business Manager.

Crockett and Koski will be responsible for providing support and assistance to the KOBELCO dealers located within their assigned Southeast and Upper Midwest regions. Both employees will train dealer personnel on the features and benefits of KOBELCO products and ensure dealers are provided with the necessary tools to market KOBELCO excavators. Crockett and Koski will assist dealers in the development and execution of annual business plans, including inventory control and sales strategies, to increase the market share and profitability of their territory. They will also be responsible for continuing to expand KOBELCO’s distribution locations within each region through dealer recruitment and development.

“Highly qualified personnel like Brandon and Jon are essential to our long-term expansion strategy,” states Randy Hall, Vice President of Operations at KOBELCO USA. “They each display motivation, passion for the industry and extensive experience, all of which are vital characteristics in enhancing KOBELCO’s dealer network and supporting our customers with the best service.”

Helping Crockett succeed in his new role as Southeast District Business Manager is 10 years of marketing, business development and operations experience within the construction equipment industry. Crockett is well-versed with leading and supervising teams that consist of sales, customer service and



product support as well as training teams to achieve maximum performance. Likewise, Koski brings 16 years of territory sales management and dealer development experience to his new role as Upper Midwest District Business Manager. Koski is seasoned in equipment sales and order management as well as providing strategic solutions to increase business profitability.

“The addition of Brandon and Jon highlights KOBELCO’s dedication to provide a nationwide dealer network where each dealership is highly trained on KOBELCO excavators – from features and benefits, to service, maintenance and warranty,” says Hall. “We are excited to have them as part of the KOBELCO USA team.”

KOBELCO Construction Machinery USA offers industry-leading crawler excavators in the 3,000 lb. to 245,000 lb. classes including zero tail swing, compact, standard, long-reach, mass excavation, 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 1: Brandon Crockett, Southeast District Business Manager at KOBELCO USA.



Photo Caption 2: Jon Koski, Upper Midwest District Business Manager at KOBELCO USA.