



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

For Immediate Release

KOBELCO USA Honored with AEM Pillar of the Industry Award

Katy, TX – KOBELCO Construction Machinery USA was recently honored with the Association of Equipment Manufacturers’ (AEM) prestigious Pillar of the Industry award. AEM presented KOBELCO with this award for KOBELCO’s active participation in AEM’s “I Make America” campaign and efforts to improve the equipment manufacturing industry’s business environment.

To be eligible for AEM’s Pillar of the Industry award, KOBELCO was required to meet a series of qualifications that captured the many ways in which manufacturers could get involved in their communities and take action in state and national issues. KOBELCO achieved this status by: hosting an elected AEM official during the groundbreaking ceremony of its U.S. production facility, meeting with a Congressional Representative in Washington D.C. and holding an “I Make America” sign-up event at its North American headquarters, among other criteria.

“KOBELCO takes great pride in being an influence that shapes the manufacturing industry of America,” says Pete Morita, President of KOBELCO USA. “Our dedication to growing the equipment manufacturing industry and supporting the creation of new jobs across the U.S. helps to ‘make America’ every day.”

“AEM is proud to bestow our Pillar of the Industry award to KOBELCO to recognize their efforts to go above and beyond their daily business and become a champion for our entire industry,” said AEM President Dennis Slater. “Because of their commitment to pro-manufacturing solutions, KOBELCO does stand as a ‘pillar’ that helps support the foundation of our entire manufacturing economy.”



AEM honored KOBELCO with the award at its annual conference held November 2-4, in Key Biscayne, FL. The awards ceremony coincided with the fifth anniversary for AEM's successful "I Make America" campaign, AEM's principal grassroots advocacy program which engages AEM member companies and their employees to become champions for the industry on manufacturing issues.

AEM is the North American-based international trade group providing innovative business development resources to advance the off-road equipment manufacturing industry in the global marketplace. AEM membership comprises 850-plus companies and more than 200 product lines in the agriculture, construction, forestry, mining and utility sectors worldwide. AEM is headquartered in Milwaukee, Wisconsin, with offices in the world capitals of Washington, D.C.; Ottawa, Canada; and Beijing, China.

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.

-end-



Photo Caption: AEM recently honored KOBELCO USA with its prestigious Pillar of the Industry award.