

For immediate release

KCME expands dealer network into Israel

Following a period of rapid yet controlled expansion, Kobelco Construction Machinery Europe B.V. (KCME) is pleased to announce the addition of another authorised dealer partner to its growing network. The appointment of CLA Earth Moving Equipment Limited (CLA) is to accommodate the growing demand for quality construction equipment in the Israel and Palestinian territories.

Established over 30 years ago, CLA remains a family owned and run business with a primary focus on the import, sale and servicing of construction equipment and agricultural machinery. With a particular specialism in road building and infrastructure, CLA is the current market leader across Israel's road construction equipment industry.

CLA prides itself on providing excellent customer service and its large and highly experienced team of engineers, mechanics, electricians and instructors means that it can offer customer servicing solutions 24 hours a day. CLA's in-house workshop is licensed to perform a wide range of mechanical and hydraulic repairs, including complete engine and transmission rebuilds, while its fleet of mobile workshops supports its fast on-site emergency service programme.

CLA Chief Executive Officer, Maoz Suez, said: "We're best known across Israel for creating strong bonds with our customers. We offer premium brand name equipment and then support our customers through the lifetime of their equipment. Kobelco's quality construction machinery is therefore a perfect addition to our overall product line-up and we have even celebrated our first sales already!"

Managing Director of KCME, Makoto Kato, commented on the new association with CLA: "The demand for 30-35-ton construction machinery in Israel is strong and Kobelco is renowned as a market leader in this category across Europe. CLA is a first class dealer serving a high class customer base, and we're confident that our partnership with them will ensure we are Israel's first choice for construction equipment."

The continued expansion of authorised Kobelco dealers underlines Kobelco Construction Machinery's long-term commitment to Europe and adjacent territories. A full and easy to view list of the complete European Kobelco dealer network is available via our Dealer Locator on the official Kobelco Construction Machinery Europe B.V. website. For details please visit www.kobelco-europe.com

Ends

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Notes to editors

About Kobelco

Kobelco Construction Machinery Europe B.V. is wholly owned by Kobelco Construction Machinery Co., Ltd. Japan. The European Headquarters were re-established in Almere, The Netherlands in 2013 and include the sales and marketing function for Europe, Russia-CIS and Maghreb. A modern parts warehouse supports aftersales service across the region.

Kobelco is dedicated to sales and services of crawler excavators from 1t to 50t. The Japanese manufacturer is well-known worldwide as a leading excavator specialist. Kobelco machines are highly-regarded for their advanced technology, including an innovative noise and dust reduction system, advanced hydraulic circuitry for power and superior fuel efficiency.