

FOR IMMEDIATE RELEASE

TAKEUCHI INTRODUCES NEW GLOBAL WEBSITE

Atlanta, GA: Takeuchi, a leader in compact construction equipment, has launched a [global website](#) to help promote brand awareness and deliver a consistent message throughout the world. Takeuchi has subsidiaries and distributors located around the globe that are comprised of a network of compact construction equipment professionals.

The website provides visitors with information on all of the current excavator and track loader models that Takeuchi manufactures in Japan, along with a distributor locator, global announcements and other business related information.

“The global website is only a part of our new global initiatives. Our goal is to create a cohesive brand message globally that will allow Takeuchi to continue to grow and expand to other world markets,” said Tammie Snodgrass, national marketing manager at Takeuchi-US. “This website will help deliver a cohesive Takeuchi brand to a global audience, and it is a big first step in moving our global brand initiatives forward.”

Takeuchi was one of the first innovators of compact construction equipment and the first manufacturer to introduce the world’s first 360-degree compact excavator. Promoting its consistent message across the global has become a priority for the many distributors in the Takeuchi network. Innovation and quality coupled with two strong product lines will ensure the success for Takeuchi’s global initiatives.

To learn more about Takeuchi, visit the new global website at www.takeuchiglobal.com.

About Takeuchi

Takeuchi is an ISO 9001 certified manufacturer of an extensive line of compact track loaders and compact excavators. Founded in 1963, Takeuchi has led the way in new product development and introduced the world’s first compact excavator in 1971. In 1986, Takeuchi developed and launched the first compact rubber track loader that was ideal for the rough terrain operations, another world first. These two products have transformed the global construction equipment market.

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