



FOR IMMEDIATE RELEASE

TAKEUCHI HIRES CLAYTON WHITESIDES AS CENTRAL MIDWEST REGIONAL MANAGER

Atlanta, GA (Feb. 23, 2021): Clayton Whitesides has joined Takeuchi-US as its Central Midwest regional manager. Effective February 22, 2021, Whitesides will manage all sales development and activity within that territory, which includes Missouri, Kansas, Oklahoma, Iowa, Nebraska, South Dakota, North Dakota, Montana and West Texas.

“Clayton’s previous industry experience managing a multi-state dealer network has prepared him well for his new role with Takeuchi,” said Henry Lawson, director of sales for Takeuchi-US. “He’s worked with dealers in all aspects of their businesses, performed competitive analyses and established sales goals. We welcome Clayton to the Takeuchi family, and we look forward to his contributions in the Central Midwest region.”

As a regional manager for Takeuchi, Whitesides’ primary focus will be achieving market share objectives in that four-state region through numerous dealer activities, such as development, recruiting, goal setting, sales planning and performance evaluations. He will also be responsible for inventory control, program promotion and communication, forecasting and national and direct rental account support.

Whitesides comes to Takeuchi from Doosan Infracore North America of Suwanee, GA where he began his equipment industry career as an inside sales coordinator. From there, he became a district sales manager responsible for a six-state dealer network comprised of eight independent dealerships with 14 locations.

“Over the past six years, I’ve trained and supervised staff while planning and implementing sales strategies,” said Whitesides. “I’m excited to put my proven track record to work for Takeuchi and collaborate with dealers in my territory to effectively promote, sell and service Takeuchi’s top-quality equipment.”

For more information on Takeuchi track loaders, wheel loaders, excavators or skid steers, visit www.takeuchi-us.com. Follow Takeuchi on [Facebook](#) or on Twitter [@TakeuchiMFG](#).

About Takeuchi

Takeuchi is an ISO 9001 certified manufacturer of an extensive line of compact track loaders, compact excavators, compact wheel loaders, and skid steer loaders. Founded in 1963, Takeuchi was the first company to introduce the compact excavator to North America, setting the stage for one of the highest growth product segments ever introduced in the compact equipment market. The compact excavator has become a main line product for both rental and construction/utility companies. Takeuchi continued to lead the compact construction industry with the introduction of the first compact track loader to North America.

For more information, please contact:

Lynette Von Minden, Senior PR Counsel
Swanson Russell
lynettev@swansonrussell.com
Phone: 402.437.6457

Tammie Snodgrass, National Marketing Manager
519 Bonnie Valentine Way
Pendergrass, GA 30567

info@takeuchi-us.com
Phone 706.693.3600

###