

FOR IMMEDIATE RELEASE

## TAKEUCHI APPOINTS NEW SOUTHEAST PRODUCT MANAGER

Atlanta, GA: [Takeuchi-US](http://www.takeuchi-us.com), a global innovation leader in compact equipment, has announced that they have appointed Dean Hoffman to the role of Southeast Product Manager. Hoffman will be responsible for all development and activity for dealer sales staff, assisting with equipment demonstrations, interaction with end users, and supporting efforts in retailing, training and growing the Takeuchi business in his territory.

The move for Hoffman is part of a restructuring process at Takeuchi following the creation of a new region in the Eastern United States that has been designated as the Mid-Atlantic Region. Hoffman has been with Takeuchi for six years as a Regional Service Manager and was assigned to the Southwest region during that time. He has held several positions with other companies in field sales.

“This restructuring is a result of our increase in volume, market share, growth in our dealer network, and our continued desire to provide a high level of service to our dealers,” says Kim Robinson, Director of Sales, Takeuchi-US. “Dean is a valuable member to our team and has done a great job here since he started back in 2010. We know he will do a great job in the Southeast.”

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