



## Three Manufacturers Band Together to Create Joint Advertising Campaign for Dealers

**LBX Company, Kawasaki, and Takeuchi have created a joint advertising program for their shared dealers that allows for increased advertising with decreased spending through use of co-op funds.**

(December 8, 2008) – In an effort to increase their shared dealers' advertising exposure in the midst of an economic downturn, three single-line manufacturers have worked together to create a unique advertising campaign for their dealers. These ads showcase the single-line advantages of Link-Belt excavators, Kawasaki wheel loaders, and Takeuchi compact track loaders, compact excavators, and compact wheel loaders, while also promoting their dealers' strengths.

“We recognize that in this tight economy, advertising dollars are usually the first budget lines to be cut,” said Amy Maddox, Marketing Communications Manager for LBX. “This program allows our shared dealers to actually increase advertising because LBX, Kawasaki and Takeuchi will all kick in co-op support of 33% -- allowing dealers to do advertising with basically no out-of-pocket costs if they have the co-op funds available.”

“Our dealers are relying on us, as manufacturers, to come up with new and innovative programs and services to assist them through this difficult time. This program will allow our dealers to maintain their exposure at a greatly reduced cost,” states Sam Shelton, Marketing Administrator for Kawasaki Construction Machinery. “It also sends a message to the end user, that we are willing to step up to the plate and support our dealer network in new and creative ways.”

Allen Rudd, National Marketing Manager for Takeuchi had this to say, "We are all continuously searching for new ways to provide opportunities to help our Dealers grow. With the combined efforts of LBX, Kawasaki and Takeuchi, we can offer our Dealers the strength of a united advertising effort, enhancing each of our brands, and ultimately leading to bottom line sales for the individual Dealer network."

The new campaign will begin in January of 2009.

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**LBX Company** is the proud maker of Link-Belt excavators, scrap/material handlers and forestry equipment. These products are sold through an independent dealer network located throughout the Western Hemisphere. For more information on LBX and its Link-Belt excavators, please visit [www.lbxco.com](http://www.lbxco.com).

**Kawasaki** is the oldest ongoing manufacturer of rubber-tire, articulated, wheel loaders in the world, serving the North American market for over 45 years. For information on all of the Kawasaki wheel loader products, visit [www.kawasakiloaders.com](http://www.kawasakiloaders.com) or call 770-499-7000.

**Takeuchi** is an ISO 9001 certified manufacturer of an extensive line of compact track loaders, compact excavators, and compact wheel loaders. Founded in 1963, Takeuchi was the first company to introduce the compact excavator's to the North American market. Takeuchi continued to lead the compact construction industry with the introduction of the first compact track loader to North America. Visit [www.takeuchi-us.com](http://www.takeuchi-us.com) for more information.