

Hitachi Wheel Loaders Appoints Al Quinn as Managing Director

Masaaki Hirose, president of Hitachi Construction Machinery Loaders America Inc., has announced his retirement from his current position, appointing Vice President of Operations Al Quinn to succeed him in day-to-day management of the company.

Hirose has accepted a new position within Hitachi, now serving as chairman and director of HCMA and vice president of the Hitachi Americas Operations Group. Quinn becomes managing director, reporting to Hirose.

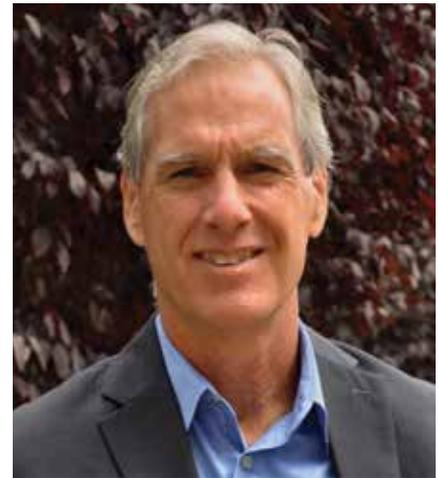
Thanking HCMA employees for their support during his tenure, Hirose noted his close collaboration with Quinn in establishing HCMA as a new top-tier player in the wheel loader industry. "Al joined us in 2017, and took the lead in several of our key customer-facing roles. His profound expertise and experience

in our industry have been crucial to our success in sales, marketing, parts and service and purchasing. Now, as managing director, he will continue to provide leadership in those areas, with additional responsibilities for corporate and production operations."

On track for growth

As Quinn accepted his appointment, he recognized key milestones that HCMA has achieved since it began operations in January 2018. "We have certainly gone through tremendous change in the past two years, but I want to say thank you to Masaaki for his dedication and commitments to improving our company," he said. "It is very rewarding to see the improvements that we are making in market share, profitability and in better serving our customers."

Under Hirose's leadership, HCMA has seen 175% growth in revenue and has nearly doubled its market share. Last June, the company celebrated the grand opening of its new U.S. corporate headquarters



and training facility, representing a \$4 million investment in support for customers and dealers in the Americas. Speaking to more than 30 Hitachi wheel loader dealers at HCMA's first national conference, Quinn said, "It's great for all wheel loader customers to have access to an alternative global brand. We expect to exceed customer expectations.

"Expectations are high, and that also drives change. While we have accomplished much, we still have much more to do," Quinn continued. "We will stay on course to implement the strategies and plans that have been working for us through the past two years. No radical new plans are expected. I am very optimistic that we are creating a very bright future for HCMA." ■

