PRESS RELEASE
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# engcon signs agreements in Japan

**engcon, the leading global manufacturer of tiltrotators, has signed two important co-operation agreements in Japan. The aim is to further introduce its products to the Japanese market while broadening its sales channels. This is fully in line with engcon's ambition to remain the market leader in the industry.**

engcon's co-operation agreement with Yamazaki Machinery, a Volvo dealer and distributor with great market knowledge and interest in innovation aims to introduce the tiltrotator more widely in Japan through a larger network and increased product knowledge.

The second agreement signed is with G.Tres, a Japanese excavator dealer with a large social media following, means that engcon now has greater exposure for its products in the Japanese market

– Together with G.Tres as an active influencer in Japan, we have the opportunity to create greater interest in and awareness of engcon and the tiltrotator via social media, says Krister Blomgren, CEO of engcon Group. We also have direct contact with our end customers and can easily show them how they can save fuel and work more efficiently with the help of a tiltrotator, he continues.

Japan is a large excavator market with around 60,000 machines per year, but awareness of the tiltrotator and its benefits is low, something that engcon is now going to change. engcon has been operating in Japan since 2018 through a co-operation with Kobelco, which is still running. The new co-operation agreements open up completely new opportunities for growth in the country.

– These are two strategically important agreements for us, engcon has great ambitions for Japan, the proportion of tiltrotators in the country is low and we see enormous potential for our products in the country, says Krister Blomgren. With two such important partners, we are strengthening engcon's position. Their knowledge of the Japanese market and product expertise is invaluable to us, and together we will change the world of digging, he continues.

The cooperation agreements were signed in Strömsund in a formal ceremony attended by a large delegation from Japan.

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**engcon** is the leading global supplier of tiltrotators and associated equipment that enhance efficiency, flexibility, profitability, safety and sustainability of excavators. With knowledge, commitment and a high level of service, engcon's slightly more than 400 employees create success for their customers. engcon was founded in 1990, headquartered in Strömsund, Sweden and address the market through 14 local sales companies and an established network of resellers around the world. Net sales amounted to approximately SEK 1.9 billion in 2023. engcon’s B share is listed on Nasdaq Stockholm.

For more information, visit **www.engcongroup.com**