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**FOR IMMEDIATE RELEASE**

*Browsers can now choose to view makitatools.com content in Spanish with a single mouse click.*

**MAKITA WEBSITE NOW OFFERS EASY TRANSITION TO SPANISH LANGUAGE CONTENT**

**Content-rich website extends Makita’s engagement with Hispanic contractors**

**La Mirada CA, June 19, 2017 –** Makita® U.S.A., Inc. has re-launched its feature-rich website with an option to view content in Spanish. The new feature, which can be activated with a single mouse click, shows a range of makitatools.com content Spanish including product data, service options, warranty information, promotions, select videos, and more.

**Industry-Leading Engagement of Hispanic Contractors**

It is the latest in Makita’s industry-leading engagement of Hispanic contractors, who account for nearly 40 percent of the US construction labor force. This share continues to grow and Makita continues to create new ways to reach this audience through leading sales and marketing efforts: from soccer-focused sponsorships and related wearables to game-day activation, Spanish-content advertising, store events, and more.

“Makita is focused on professional trades, and we reach contractors where they work, where they learn and where they play,” said Raquel Portillo, senior marketing specialist, emerging markets, Makita USA. “For the growing number of Hispanic contractors, we reach them where they work through job site initiatives, and off the job site through leading sponsorships that include the Mexican National Soccer Team and Major League Soccer. The addition of Spanish language web content is a big step in reaching the Spanish-speaking contractor where they learn. The Makita website now looks more like the market we serve, which is increasingly diverse and demanding of more rich content to make the right purchase decision.”

**An Online Tool to Find a Better Solution**

The website and the Content Management System that drives it are both built with Makita’s Emerging Markets strategy in mind. With the new option to view content in Spanish, the Makita website is a powerful resource for the full spectrum of tool users and dealers. For users with Spanish-language preference, a single mouse click will re-load the site so key content displays in Spanish (and back to English, if users prefer). Users can also go direct to Spanish language content with the URL [www.makitatools.com/spanish](http://www.makitatools.com/spanish) or [www.makitatools.com/espanol](http://www.makitatools.com/espanol)

“Makita is an engineering company focused on new innovation that helps contractors solve problems and work more efficiently,” said Brent Withey, director of brand marketing, Makita USA. “The website allows users to search and navigate through the full range of Makita solutions and technologies while delivering a rich experience on all screens, from desktop to tablet and mobile. Now this online experience is vastly improved for our Spanish-speaking audience.”

**About Makita**

Makita is a worldwide manufacturer of industrial power tools, pneumatics and power equipment, and offers a wide range of industrial accessories. Makita U.S.A., Inc. is located in La Mirada, California, and operates an extensive distribution network throughout the U.S. Call 800/4-MAKITA or visit makitatools.com. Find Makita on Facebook, Twitter, Instagram and You Tube @makitatools

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