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**FOR IMMEDIATE RELEASE**

**NEW MAKITA WEBSITE GOES LIVE WITH NEW FEATURES AND MORE CONTENT**

**Powered by a new back-end, the new makitatools.com gives users more online tools to find a better solution**

**La Mirada, CA –** Makita® U.S.A., Inc. has launched an immersive online brand experience for users and dealers with the new makitatools.com. The new website delivers more rich content and high-quality search, and is optimized for speed, performance, and security for use on all screens, from large monitors to mobile devices.

**“Not Just a Paint Job”**

The new website is much more than a rebuilt homepage. It’s a smart system backed by a new Content Management System (CMS), a robust “back-end” that manages the full array of copy, product detail images, action images, documents, links, videos, and related content. The “back-end” (CMS) and “front end” (new website) work together to drive a more dynamic online presentation of Makita’s over 450 industrial power tools, pneumatics and outdoor power equipment and over 3,000 accessories, as well as promotions, events, warranty and tool registration, and much more.

**A New Online Tool to Find a Better Solution**

“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 new makitatools.com is built to search and navigate through the full range of Makita solutions and technologies, while delivering a rich experience. This is only phase 1, with more phases to come.”

**Search from Broad to Narrow**

In core categories Makita offers an array of models and technologies, and the new makitatools.com gives users the online tools to find a specific solution to meet their needs. For example, in the metalworking category users can browse Makita's nearly 40 grinders, then narrow their search by key features including wheel diameter, switch type, technology type and more.

To further narrow a search, users can isolate models for side-by-side comparisons. Each product detail page offers related models and recommended accessories, as well as high-resolution images and more product data. Select products include video and 360-degree images.

**About Makita USA**

Makita® is a worldwide manufacturer of industrial quality power tools and outdoor power equipment, and offers a wide range of industrial accessories. Makita utilizes leading-edge technology and innovation to engineer tools that are more compact with less weight yet deliver industrial power and results. Makita's extensive line of cordless lithium-ion tools includes 18V LXT® Lithium-Ion and 12V max CXT™ Lithium-Ion. Other best-in-class products include rotary and demolition hammers and saws equipped with Anti-Vibration Technology (AVT®), MM4® 4-Stroke engine power equipment, Super Joint System - SJS® grinders, miter saws engineered with Deep and Exact Cutting Technology (DXT®), Impact GOLD®, the New Gold Standard in Impact Driving, and more. Makita U.S.A., Inc. is located in La Mirada, California, and operates an extensive distribution network located throughout the U.S. For more information, call 800/4-MAKITA (800/462-5482) or go to makitatools.com. Follow Makita on Facebook, Twitter and Instagram @MakitaTools and on You Tube @MakitaPowerTools. The MAKITA TEAL COLOR is the trade dress of Makita Corporation and is protected under common law and registered with the U.S. Patent and Trademark Office. The Makita Black & White color combination is the trade dress of Makita Corporation and is protected under common laws and registered with the U.S. Patent and Trademark Office.

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