



SITECH Technology Dealer Established in Western Mexico for Heavy and Highway Contractors

SITECH de Occidente Joins the First Fully Dedicated Global Distribution Network for Construction Technology Solutions

SUNNYVALE, Calif., Sept 22, 2010 /PRNewswire via COMTEX News Network/ -- Trimble (Nasdaq: TRMB) announced today that a SITECH(R) Technology Dealer has been established in Western Mexico. SITECH de Occidente joins the premier network of SITECH dealerships--the first fully dedicated global distribution network offering the most comprehensive portfolio of construction technology systems available to the heavy and highway contractor.

SITECH Technology Dealers represent Trimble(R) and Caterpillar(R) machine control systems for the contractor's entire fleet of heavy equipment regardless of machine brand, along with Trimble's portfolio of Connected Site(TM) solutions--site positioning systems, construction asset management services, software and powerful wireless and Internet-based site communications infrastructure.

The experienced construction professionals at each SITECH Technology Dealership can advise contractors on the appropriate construction technology solutions to utilize, and can provide high-quality local customer service, personalized training and technical support. As authorized dealers for Trimble site-wide solutions and Caterpillar's machine control systems, the SITECH Technology Dealers understand how to apply innovative construction technology to help solve a variety of contractors' construction challenges. Leveraging technology, contractors can gain greater insight into their operations, enabling them to lower operating costs and improve accuracy, safety and productivity.

Through the adoption of construction technology, contractors can experience new levels of productivity that enable more competitive bidding on projects. SITECH Technology Dealers offer the most advanced and complete set of tools to revolutionize the construction workflow.

Trimble is establishing a SITECH Technology Dealer network in the Americas, Europe and Asia / Pacific regions. SITECH de Occidente will serve heavy and highway contractors throughout the west central area of Mexico involved in a range of earthmoving applications such as the construction of roads, highways, railways and airports as well as site prep for large commercial, industrial and residential projects.

For more information about SITECH Dealers, visit: www.sitech-construction.com.

About SITECH de Occidente

SITECH de Occidente is now a part of the worldwide SITECH distribution network, which offers consultative advice on construction technology solutions, customized training, data services, installation, service and technical support. SITECH de Occidente serves contractors in the west central area of Mexico including the states of Aguascalientes, Colima, Guanajuato, Jalisco, Michoacan, Nayarit, Queretaro, as well as parts of San Luis Potosi and Zacatecas.

About Trimble's Heavy and Highway Division

Trimble's Heavy and Highway Division is a leading innovator of productivity solutions for the heavy and highway contractor. Trimble's solutions leverage a variety of technologies, including Global Positioning System (GPS), construction lasers, total stations, wireless data communications, the Internet, and application software. As part of the Trimble Connected Site strategy, these solutions provide a high-level of process and workflow integration from the design phase through to the finished project--delivering significant improvements in productivity throughout the construction lifecycle.

About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location--including surveying, construction, agriculture, fleet and asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978, Trimble is headquartered in Sunnyvale, Calif.

For more information, visit: www.trimble.com

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