

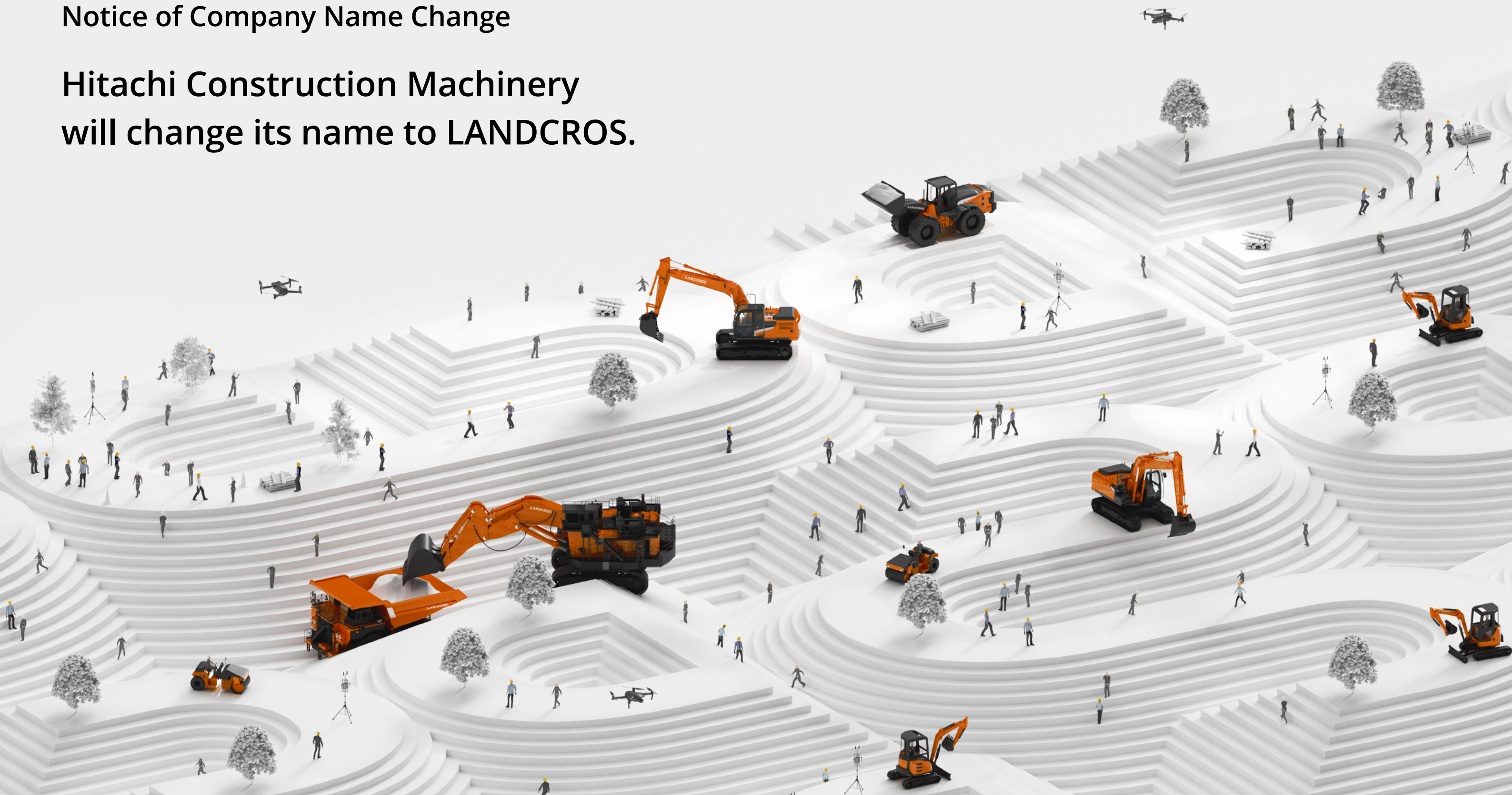
HITACHI

Reliable Solutions

LANDCROS

Notice of Company Name Change

Hitachi Construction Machinery
will change its name to LANDCROS.



Hitachi Construction Machinery will become LANDCROS.

Our Commitment to Customers Remains Unchanged

We are pleased to inform you that our company will change its name from "Hitachi Construction Machinery Co., Ltd." to "LANDCROS Corporation" effective April 1, 2027.

Along with the company name change, our new corporate brand will be "LANDCROS", too. Since 1950, when we introduced Japan's first domestically developed mechanical shovel, we have continued to develop innovative technologies and deliver our products to customers around the world. With this legacy, we are now taking a new step toward the next 100 years.

As the demand for a sustainable society grows, our customers face a wide range of challenges such as increased safety, improved productivity, and reduced life cycle costs. Our unwavering mission is to stand by our customers, responding to their expectations with innovative products and solutions. Our new corporate brand, "LANDCROS," reflects our vision through the word "LAND" and combines key values we cherish—Customer, Reliable, Open, and Solutions. It represents our commitment to society—delivering innovative solutions to our customers.



LANDCROS

ランドクロス株式会社
LANDCROS Corporation

Shaping the Future as a Solution Provider

We value the concept of "Open" as a key to delivering innovative solutions to our customers. By openly collaborating with global partners and connecting products, technologies, people, and ideas, we integrate our strengths. Through this approach, we are evolving into a "solution provider" that can respond quickly and flexibly to our customers' business challenges.

The quality of our products and support, as well as the strong relationships we have built with our customers, remain unchanged.

We will continue to take on pioneering challenges by delivering innovative solutions to our customers.

Ensure a prosperous land and society for the future

We sincerely appreciate your continued support and cooperation.

Hitachi Construction Machinery Co., Ltd.
President & COO
Masafumi Senzaki

M. Senzaki

The Future of LANDCROS

Our Legacy of Identity

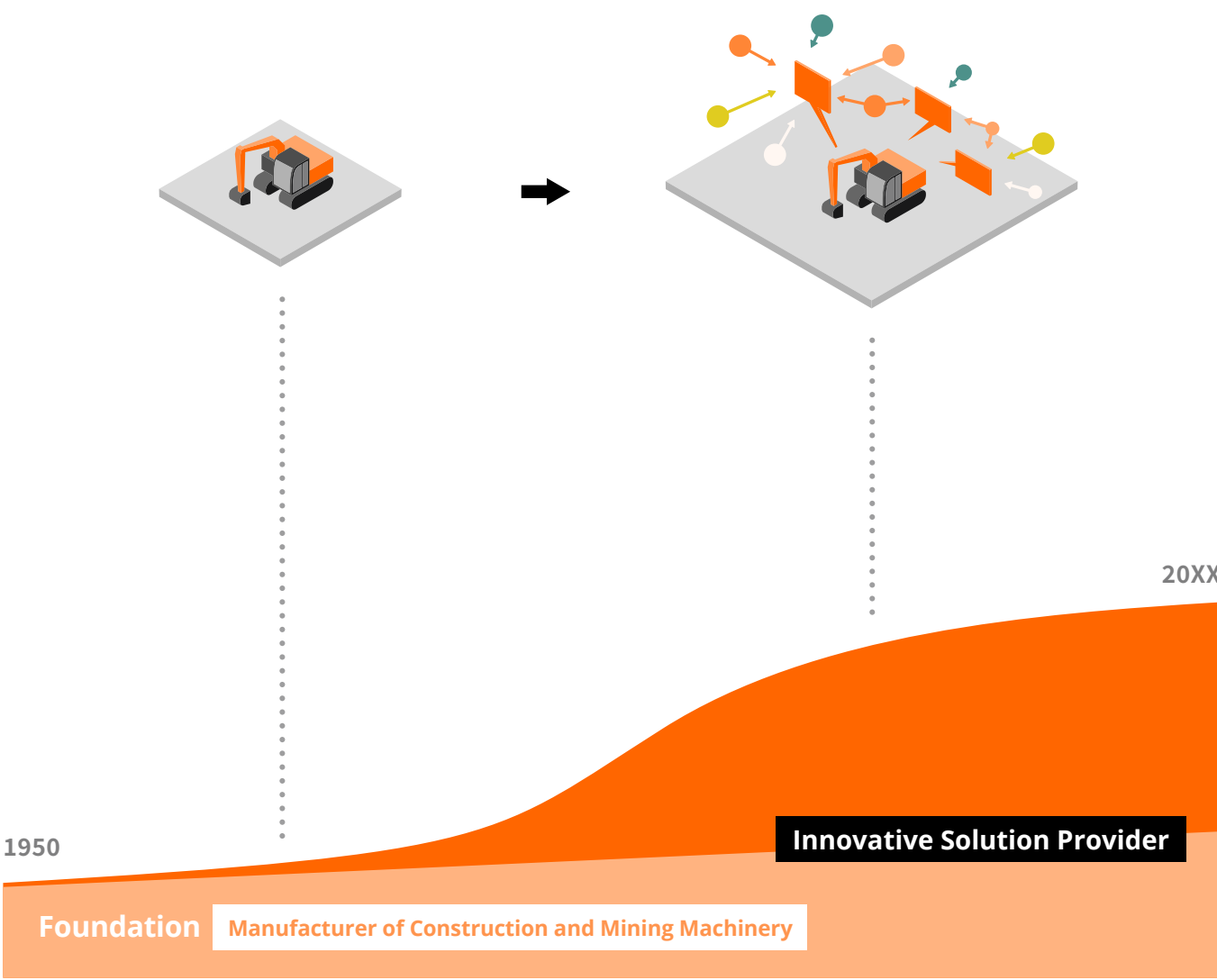
While our company name and corporate brand are changing, our group identity remains unchanged. We will continue to value our relationships with customers, partners, and society.



Innovative Solutions to Our Customers

Since introducing Japan's first domestically developed mechanical shovel in 1950, we have continued to develop innovative technologies and deliver our products to customers worldwide. As the demand for a sustainable society grows, our customers face challenges such as increased safety, improved productivity, and reduced life cycle costs.

We are committed to addressing these challenges and evolving into a "solution provider" that exceeds customer expectations through innovative products and solutions. We remain committed to supporting our customers and working together toward a sustainable future through forward-looking open solutions.



Building an Open Strategy Together with Customers and Partners



LANDCROS

Solutions Beyond Machinery

Solution Provider

LAND symbolizes our vision: “Ensure a prosperous land and society for the future” and CROS stands for Customer, Reliable, Open, Solutions. This shows our commitment to delivering innovative solutions to our customers.

To respond flexibly and quickly to our customers’ business challenges, we collaborate with global partners, openly connecting products, technologies, people, and ideas, and bringing these strengths together. By evolving into a solution provider, we bring new value to our customers.

We believe that construction will remain a field of pride and inspiration for the next generation, their families, and the future of our planet.

Solutions Beyond Machinery
Ensuring a Prosperous Land and Society for the Future



LANDCROS

Solutions Beyond Machinery



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