

Hitachi Construction Machinery (Europe) NV

HITACHI

Reliable solutions



Corporate brochure

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# The story so far

During the past five decades, Hitachi Construction Machinery (Europe) NV (HCME) has introduced the Hitachi brand to customers across Europe, and even further afield to parts of Africa and the Middle East. It has established a reputation for reliability, innovation and technology, and successfully increased the brand's market share in partnership with its extensive dealer network.

HCME continues to support the increasing number of machines working on job sites across all territories and is continuously evolving to meet the needs of customers and solve the challenges they face.



Hitachi Construction Machinery (Europe) NV has established a reputation for reliability, innovation and technology





The 28,000m<sup>2</sup> European Parts Depot stocks up to 80,000 parts items

# Engineering excellence

Hitachi Construction Machinery (Europe) NV (HCME) is a subsidiary of Hitachi Construction Machinery Co., Ltd. (HCM) and was established in 1972 in Oosterhout, The Netherlands. It is responsible for the manufacture, sales and marketing of Hitachi construction equipment throughout Europe, parts of Africa, and Israel.

Since its humble beginnings five decades ago, HCME has evolved into a successful multinational operation by focusing on engineering excellence and listening to the needs of its customers. The demand for Hitachi construction equipment across all territories has grown steadily, and HCME has gradually extended its network of dealers to meet this demand.

Today, the company employs over 500 people, based at its headquarters in Amsterdam, and locations in Germany, Italy, France and the UK. Its facility in Amsterdam specialises in customising machines, which have been produced and assembled at HCM

facilities in Japan and China, in response to the growing need for tailor-made and specialist equipment.

To support the growing number of Hitachi machines working in its territory, HCME has a dedicated parts facility located in Oosterhout. The 53,000m<sup>2</sup> European Parts Depot supplies dealers and customers, and can stock up to 90,000 parts items.

Looking to the future, HCME is committed to its expanding customer base – to improve its business activities and continue to help customers be profitable.





## Dedicated to building a better future

Together with its people and partners, HCME's mission is to deliver reliable customer-centric solutions, with Hitachi machinery as the foundation, enabling customers to create comfortable living spaces.

The company values that guide its strategy include acting with honesty and sincerity, having respect for the environment, being socially conscious and showing respect for others. In addition, HCME aims to always promote responsible management and an "agreed-is-agreed" approach to business.

The vision of the company is to become the first-choice solutions provider helping to build a better future.



Delivering reliable customer-centric solutions with Hitachi machinery as the foundation



# For future generations

The future development of HCME must consider the needs of all stakeholders, ensuring that society profits from its existence. To that end, its corporate vision is to pass on a productive environment and prosperous cities to future generations for every life on the planet.

To make this vision a reality, HCME has incorporated positive social and environmental impact into its business model, and uses the UN Sustainable Development Goals as a guiding principle. To address the challenges posed by climate change, HCME is focusing on the manufacture of construction machinery with low-carbon technologies. It is also lengthening the lifespan of its equipment, ensuring improved serviceability, rolling out rental solutions across Europe, refurbishing machines to give them a second life as used models, and remanufacturing key components.

The company is also reducing the environmental impact of its operations. It has invested significantly to reduce energy consumption, using smart LED lighting, infrared paint line drying systems and solar panels at its facilities. Transport has also been considered, with the use of electrically powered forklift trucks, electric company cars, and trains for business trips.

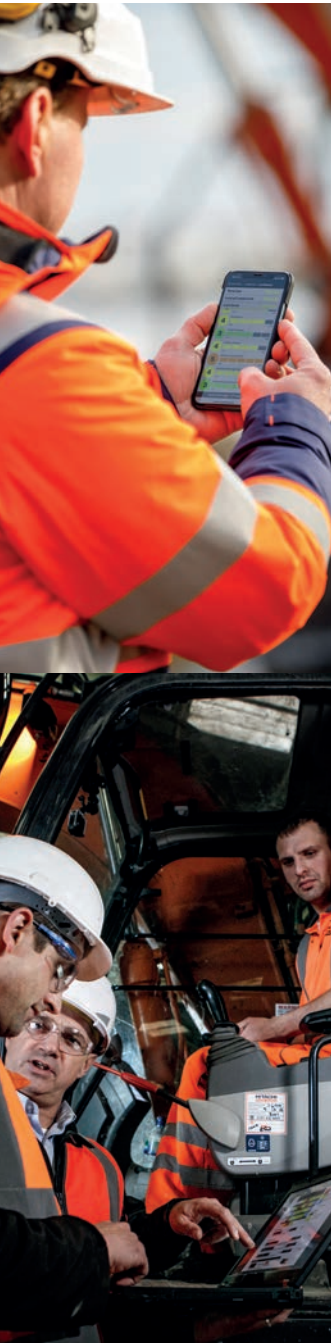
A symbol of the company's commitment to future generations is the tree-planting ceremony, used to mark milestones such as its 50th anniversary. Following that event, 50 trees were planted by the Trees for All association – an enduring reminder of the company's corporate sustainability vision, and its optimism and faith in the future.



HCME is reducing the environmental impact of its operations







# A strategy to succeed

To best serve its customers and meet the challenges of the future, HCME's strategy is based on four pillars.

The first is to deliver customised solutions from the factory in The Netherlands and through its joint venture, Kenki Technology Group GmbH (KTEG). The second is to create further efficiencies through advanced technology in the shift to digitalisation.

The third pillar is to strengthen its people and partners through close cooperation and successful relationships. And finally, HCME aims to provide more personalised service and sustainable solutions as it expands the value chain.







## Ultimate control

Among the customised solutions HCME provides are factory-fitted machine control and guidance systems, ranging from entry-level 2D solutions, 3D-ready options, to the highest specification full 3D systems available. As a brand agnostic technology supplier, HCME can offer packages from Leica Geosystems, Trimble, and Hitachi's own development centre KTEG.

All of the systems empower operators to work more independently and accurately through streamlined processes and enhanced in-cab, on-screen guidance. 3D takes this one step further through connectivity and GNSS: allowing operators to visualise and work on complex 3D forms, as well as drawing data from and reporting back to cloud seamlessly, as part of the digital construction ecosystem.

Sites are therefore more productive, with more fuel- and time-efficient operations, and increasingly transparent through the sharing of data. They also require fewer personnel, making them safer environments in which to work.



**KTEG** COPILOT



# Enhancing performance

Hitachi machines can be equipped with a range of buckets that can be customised to meet customer needs and suit various operating conditions. Designed to work in harmony with Hitachi excavators and wheel loaders, they are manufactured to the highest quality to maximise productivity and uptime.

To achieve even greater levels of productivity and durability, Hitachi machines can also be fitted with high-quality ground engaging tools (GET). Produced to the same high standards as all Hitachi construction equipment, Hitachi GET are designed to enhance performance and reduce maintenance in a wide range of working conditions.

Hitachi ground engaging tools help to achieve greater levels of productivity



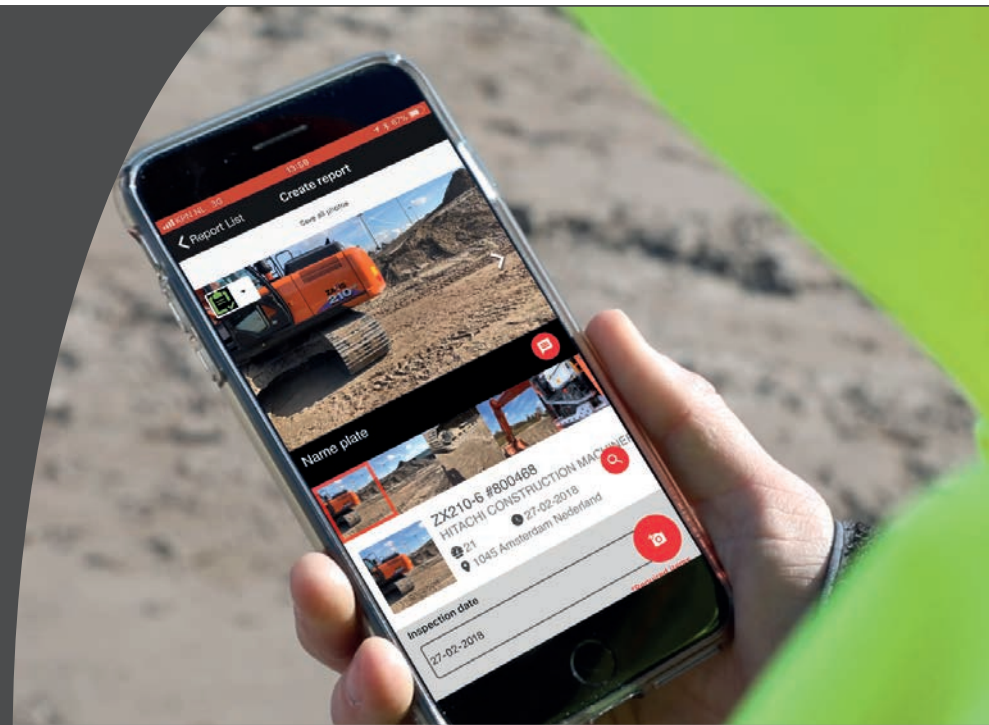


# Digital solutions

To help customers maximise the efficiency of their Hitachi equipment, minimise downtime and improve overall performance, Hitachi provides remote monitoring tools such as ConSite. This closely monitors machines' operational status by sending monthly data reports and notifying emergency alarms ensuring optimally operating equipment that meets customer needs.

It is available for Zaxis excavators (including medium, large and wheeled models) and EX mining excavators, as well as EH dump trucks and a range of ZW wheel loaders.

Customers can access ConSite data in various ways to manage and monitor their machines effectively. Several apps have been developed, including: ConSite Pocket, ConSite Shot, ConSite HealthCheck, ConSite Air and ConSite Oil.





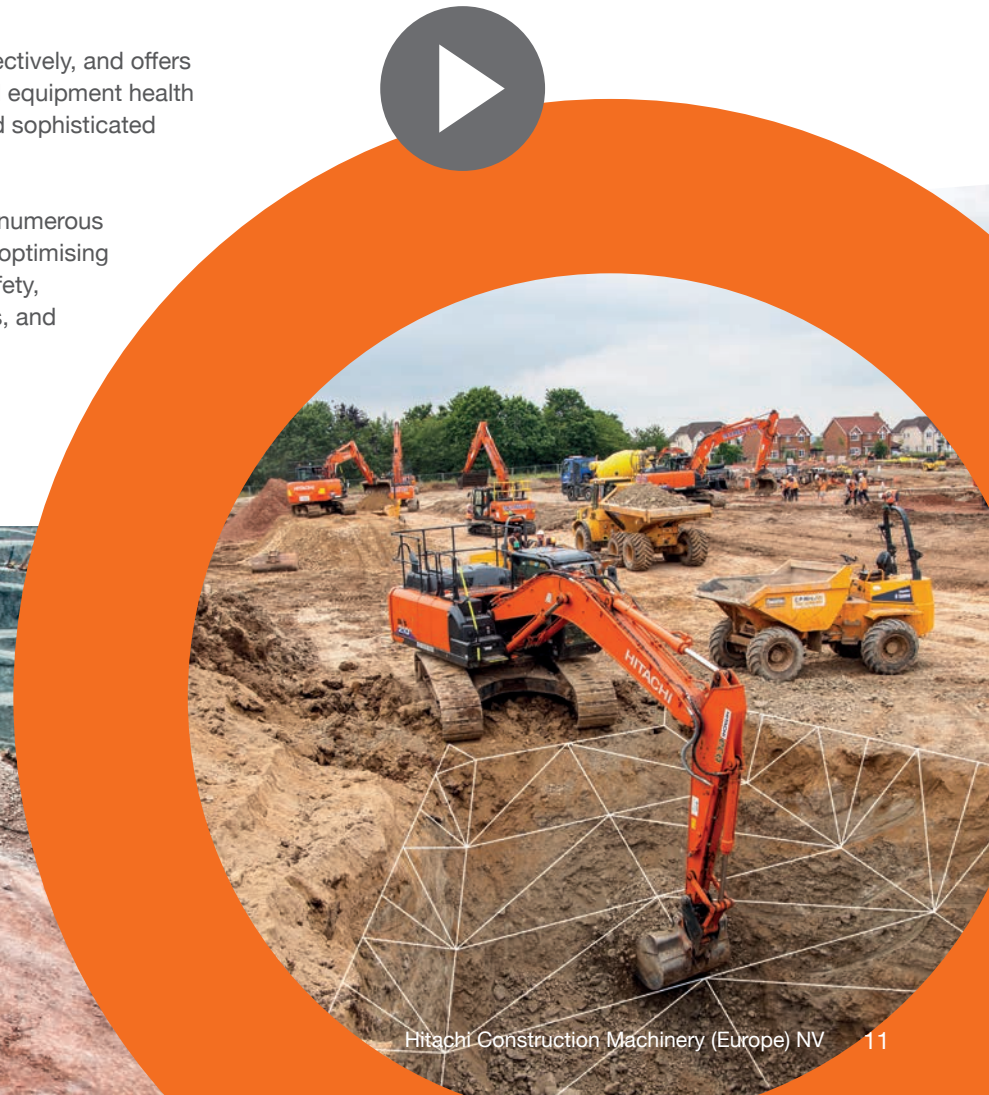
# Data for all

For customers operating different brands of equipment within their fleet, Hitachi has developed a telematics API, which enables them to get operational data on any fleet management system. This includes information on idling time, operating hours, fuel levels and locations, and customers can choose how frequently they receive such data, from every 24 hours to every 10 minutes.

Mining companies can benefit from the leading mine management systems manufactured by Wenco International Mining Systems Ltd (a Hitachi group company). It monitors and

controls a mine's mobile assets effectively, and offers accurate reporting of operating and equipment health information, precise positioning and sophisticated automatic dispatching systems.

Access to data such as this brings numerous benefits – maximising productivity, optimising equipment utilisation, improving safety, security and maintenance practices, and reducing life-cycle costs.







## Quality assured

The HCME initiative to promote second-hand equipment – Hitachi Premium Used – was launched in 2016. The programme provides owners with peace of mind when they purchase a used Hitachi model from the authorised dealer network, guaranteeing a high-quality machine with an approved Hitachi warranty.

Every Hitachi Premium Used machine undergoes a rigorous inspection and refurbishment process. This is carried out by an authorised Hitachi dealer using only Hitachi Genuine parts and lubricants, according to Hitachi specifications. Equipment is carefully selected for the Premium Used brand and must comply with strict requirements. This ensures that the level of quality remains consistent across the HCME territory.

Hitachi Construction Machinery

**PREMIUM USED**



# Flexible thinking

Supporting the growing sharing economy and greater environmental awareness, Hitachi Premium Rental equipment offers contractors a flexible and economical way of working. It gives them instant access to a wide range of the latest models with minimal financial risk.

It means they can respond quickly to new projects, and benefit from machines with the latest technology, offering low fuel consumption and lower noise levels. Using Hitachi Premium Rental equipment therefore contributes to reducing carbon emissions and lowering the environmental impact of a construction project.

Renting approved used Hitachi machines at a fixed cost makes it easier for construction-related companies to budget, as finance, maintenance and service are all included. Contractors can pay as they earn, and try out the latest Hitachi models before they buy.

Hitachi Construction Machinery  
**PREMIUM RENTAL**







# Embracing the circular economy

Remanufactured components play an integral part of the circular economy, satisfying both the need for replacement components for machine maintenance, and reusing parts that were originally designed to endure the toughest of conditions.

As well as being a sustainable alternative, remanufactured components are also more cost-effective for owners, with a lower price and the same performance benefits as new parts. They are tested to the same rigorous standards, and can be modified to comply with the latest specifications and offer superior quality to those of third-party suppliers.

HCME is proud to contribute to a more sustainable future for the construction industry by encouraging the use of remanufactured parts and components, while also creating significant cost savings and performance efficiencies for its customers.

Hitachi Construction Machinery  
**REMANUFACTURED**



# Supporting customer success

Hitachi construction equipment is built to perform at the highest level and cope with the toughest working conditions. To ensure it operates with optimum efficiency, as well as minimal downtime – and to reduce running costs and maintain high resale values – Hitachi created the Support Chain after-sales programme.

Supplied to customers via the HCME dealer network, this comprehensive chain of support comprises several vital links: Global e-Service; technical support; HELP (Hitachi Extended Life Program) and service contracts; and Hitachi Parts.

## Technical support

Hitachi service technicians receive full technical training from HCME's Training and Demonstration Centre in Amsterdam. By combining global technical expertise with the local language and culture of the customer, they provide the highest level of after-sales support.

## HELP and service contracts

Some customers require further protection for their equipment than a full manufacturer's warranty due to severe working conditions or to minimise repair costs. The HELP (Hitachi Extended Life Program) and comprehensive service contracts help to reduce downtime and ensure higher resale values.

## Parts

Hitachi parts extend the performance of a machine and avoid the associated risks of using imitation parts. Several different types are available and all are covered by the manufacturer's warranty. Hitachi Genuine Parts allow machines to work for longer, with lower running and maintenance costs.

Developed for older machines, Hitachi 2Genuine Parts cost less than Genuine Parts, but are built of the same high quality. Selected Parts are high-quality and cost-effective alternatives to Hitachi Genuine undercarriages, designed and engineered for mini to large excavators.

Another option for customers are Hitachi Performance Parts, which are specifically engineered to give greater durability, enhanced performance and a longer life span. They help Hitachi construction equipment to cope with tough working conditions and to comply with the latest environmental regulations.

In addition, the range of Hitachi Genuine lubricants ensures an optimum performance, protecting components, and increasing overall reliability and productivity of Hitachi construction machines.

Hitachi Construction Machinery  
**SELECTED PARTS**





# In partnership with dealers

Dealers are a vital link between HCME and its customers, combining the brand's global expertise with local market knowledge to support owners and operators, wherever they work.

HCME works in partnership with its dealers to provide a first-class service to customers. Dealers play a key role in the sales, delivery and ongoing support of Hitachi construction equipment through Support Chain. HCME supports them

by sharing knowledge and expertise, providing effective technical, sales and marketing tools, and ensuring the availability of machines.

HCME's extensive dealer network is a diverse family, some companies have a long history with the Hitachi brand, and others are strong independent family-run businesses. All are proud local ambassadors to a globally respected brand, sharing its important core values with their customer base.







## Close to customers

HCME strives to understand the needs of its customers better than they do, in terms of profitability, productivity, safety, comfort and efficiency. When customers invest in Hitachi construction equipment, they place their trust in HCME to deliver exceptional service throughout the life cycle of their machine.

Many customers have stayed with HCME through generations, relying on Hitachi machines to maintain high levels of productivity and availability, and keep their operators safe and comfortable, in often challenging working conditions. HCME feels proud to have been part of their success stories over the decades and privileged to be their first-choice solutions provider.



17 Hitachi Construction Machinery (Europe)





# Collaborating with suppliers

To meet the needs of customers, HCME works closely with industry-leading suppliers to produce market-leading solutions. Sharing knowledge and expertise means that HCME can broaden the appeal of its products and services, and continually improve them for the benefit of customers.

Close cooperation with suppliers ensures customers have a simplified purchase and delivery process, a superior user and ownership experience, and peace of mind that all of their equipment is optimally combined and fully supported.





# Empowering employees



HCME values its dedicated and talented team of 500 employees, who are based at our headquarters in The Netherlands, and locations in Germany, Italy, France and the UK. They are the people behind the products and solutions for which Hitachi is renowned. Their commitment, enthusiasm and expertise are vital to the positive ownership experience of Hitachi customers, and they are a key part of the HCME success story.

When a new employee joins HCME, they are introduced to the values and principles of the *Kenkijin* Spirit (*Kenkijin* roughly translates as 'citizen of HCM'). This is based upon three ideas:

- Challenge – to take on challenges without fear of failure
- Customer – to strive to understand our customers' needs better than they do
- Communication – to take the initiative on reporting, liaising and consulting.

By embracing these values, HCME employees are empowered and supported to further their careers, enhance their skills and capabilities, and achieve their true potential.





## Perfect fit

Designed to have a big impact on earthmoving, landscaping, utilities, general and road construction projects, Hitachi mini excavators range from one to six tonnes and can be used with a variety of buckets and attachments. The smaller standard models are easily transported between job sites by trailer and an appropriate towing vehicle, which makes them ideal for rental customers. In confined areas, particularly on urban and residential projects, the short-tail swing machines are the perfect fit. The larger five to six-tonne short-tail excavators are used for larger, more demanding construction sites, where space may also be limited.

Wherever they work, the performance of Hitachi mini excavators is guaranteed to exceed expectations. The latest Zaxis-6 models are equipped with a comfortable cab and are easy to operate, and convenient features make them quick to clean and inspect. Fast cycle times and efficient hydraulics enable them to make light work of difficult jobs and make a big impression on the job site.



# Emission-free performance

In response to the growing demand for electric equipment to work on low or zero-emission job sites, Hitachi is developing several battery-powered excavators (from two to 14 tonnes). The five-tonne ZX55US-6EB was the first to be introduced to the market. All the new models draw on HCME's rich heritage as an electrical company, and its experience and expertise in producing wired ultra-large excavators to mines around the world.

The new compact models will help customers to work quietly and productively, operate effortlessly in small spaces, and perform efficiently with fewer maintenance requirements and less downtime than conventional diesel models. All can be operated on lithium-ion batteries or using a cable for added flexibility.

The development of these new machines enables HCME to take one step further on the road to zero emissions, leading to sustainable, low-carbon societies. And it underlines HCME's commitment to minimising the environmental impact of its equipment and creating a sustainable future for all.







## Renowned for reliability

As the most popular product category within the Hitachi construction equipment range, medium excavators are renowned for their reliability, durability and high-quality design. Their reputation ensures demand remains for used machines, which means a high resale value and further contributes to reducing the total cost of ownership.

Suitable for use with many different attachments, Hitachi medium excavators can be used for a variety of projects, including earthmoving, general and road construction, as well as heavy-duty applications, such as quarrying. The range also includes several ultra-short tail swing models, with a minimal swing radius, which are ideal for operating in confined spaces. This further extends their versatility for working on a wider range of sites, allowing owners to get the most from their investment.

The latest Zaxis-7 models have been designed to increase profit and uptime for owners, and improve comfort and safety for operators. Customers can feel assured of their performance, and supported by the technological expertise and services that Hitachi provides.



# Exceptional versatility

At home on- and off-road, Hitachi wheeled excavators offer exceptional mobility and flexibility for earthmoving, transporting materials, groundworks and road construction projects. Sharing several features of Hitachi crawler excavators and used with a wide variety of attachments, they are a versatile addition to any fleet.

The new Zaxis-7 range offers an extensive range of features designed to help owners and operators control their profitability, comfort, safety and uptime. They are equipped with the HIOS V hydraulic system to enhance both speed and fuel efficiency. It enables them to deliver excellent levels of productivity with relatively low fuel consumption, which helps to reduce running costs for owners.

Like Hitachi crawler excavators, these models have ultra-spacious cabs, which provide the ultimate in comfort and quality, with low noise levels and less vibration than previous generations. The seat and console have a synchronised motion, designed to ensure that operators feel less tired at the end of the working day.







## Built for durability

Hitachi is renowned for designing reliable and durable large excavators suitable for challenging large-scale construction projects, as well as tough working environments such as mines and quarries. Ranging in size from 40 to 90 tonnes, the latest machines have been built to exceed previous levels of productivity and durability, with enhanced levels of comfort and safety, and a smaller environmental impact than previous models.

The hydraulics of Hitachi Zaxis-7 excavators are highly regarded by owners and operators, due to their positive impact on productivity. The new HIOS V hydraulics system also reduces fuel consumption by an incredible 20% for the ZX890-7, which represents a huge saving on running costs.

Zaxis-7 large excavators can be fitted with heavy-duty and bulk excavation arm and boom types and have the option of reinforced arms and booms for harsh conditions. Maximum uptime is guaranteed by durable components such as the robust undercarriage. They can also be fitted with a wide range of attachments, such as buckets and breakers, and ground engaging tools to enhance performance.



# Giants of mining

Developed in response to the global increase in demand for resources, Hitachi ultra-large excavators have an exceptional capacity for excavation and loading. Their production capabilities are designed to perfectly match those of the Hitachi rigid dump truck models. The bucket capacity has been optimised and the reach of the front attachment has been shortened. The engine output has also been boosted to significantly increase production capacity and efficiency.

To run like clockwork in tough working conditions and extreme temperatures, on-site maintenance and service are crucial. Hitachi has a reputation for providing high levels of service and excellent parts availability to its mining customers, no matter where they are in the world. The design of the machines also lends itself to simple routine maintenance, with easily accessible stairs and walkways.

To further enhance levels of productivity and availability, Hitachi ultra-large excavators can also be supplied with an optional interface for leading PC-based mine management systems. Manufactured by Wenco International Mining Systems Ltd (a Hitachi group company), they help to effectively control a mine's mobile assets, resulting in greater efficiency. To further enhance performance, these models can be fitted with a specially engineered undercarriage and ground engaging tools from Bradken (a Hitachi group company).







## Designed for the job

The extensive range of Hitachi construction machinery includes factory-modified excavators that meet the specific requirements of several industry applications. These include machines suitable for demolition, material handling, tunnelling and forestry, as well as excavators fitted with clamshell telescopic arms for underground excavation. For slope finishing, dredging and bank maintenance, Hitachi offers the widest super long front product range in the industry, from eight to 50 tonnes, and from 10 to 22m reach.

Three special application machines have been developed exclusively with KTEG (Kenki Technology Group GmbH), a joint venture between Hitachi Construction Machinery Co., Ltd and Kiesel Technologie Entwicklung GmbH. The tool-carrier model boosts productivity and efficiency on heavy duty applications including demolition, and the two multi-carrier models are supplied with up to four front attachments and are built to meet the requirements of all demolition projects.



# Non-stop productivity

Designed after many years of extensive research, Hitachi wheel loaders meet the needs of operators and owners perfectly, providing exceptional safety, comfort and uptime, with an industry-leading cab and superior visibility.

Thanks to substantial loading capacity, a powerful digging force and impressive travel speeds, they're extremely productive. Fuel-efficient and easy to maintain, they offer reduced running costs. They are easily adaptable for different tasks as they can be used with a variety of attachments and customised buckets.

The larger models in the ZW-7 range are suitable for use in quarries and mines; the medium-sized machines are ideal for use in stock yards, material handling and waste management sites; and the compact wheel loaders are ideal for road and general construction projects. An optional parallel (PL) tool carrier is also available on the medium-sized wheel loaders, which makes them suitable for a broader range of applications.







## Driven by technology

Hitachi rigid dump trucks are subjected to months of rigorous testing to ensure they can offer high levels of reliability and availability for long-term projects in some of the most challenging conditions on earth.

The AC-3 models incorporate proven Hitachi technology, such as an advanced AC drive system, developed using propulsion technology that also powers Japan's high-speed bullet trains. They also benefit from the Hitachi drive control system, which ensures more stable haul-cycle times, giving higher levels of productivity, safety and efficiency.

Further examples include an advanced braking system, which allows for precise braking and quick system responses, and a camera monitoring system called SkyAngle. Developed in conjunction with Clarion Co., Ltd (a Hitachi group company), SkyAngle enhances on-site safety by providing the driver with multiple viewing options, including a bird's-eye view of the dump truck's immediate surroundings.





The 489,000m<sup>2</sup> Tsuchiura Works is one of the largest facilities of its kind in the world

## A global family

When a customer takes delivery of a new Hitachi machine, they become part of a global family with a 70-year heritage in designing hydraulic excavators. Twenty years after Hitachi began full-scale production of its excavators in 1950, it established Hitachi Construction Machinery Co., Ltd (HCM), which has become one of the world's largest construction equipment suppliers.

It produces the widest range of hydraulic excavators in the world – from one-tonne minis to 800-tonne mining machines – as well as wheel loaders, dump trucks and special application machines, which all incorporate advanced technology and pioneering expertise.

Its comprehensive product range is manufactured globally at state-of-the-art facilities, which prioritise safety and quality, and rely upon a dedicated and talented workforce. HCM's manufacturing plants in Japan include the 489,000m<sup>2</sup> Tsuchiura Works, one of the largest facilities of its kind in the world.

Over the decades, HCM has continued to build upon its founding philosophy of contributing to people and society through technology. Its products, solutions and services are created through extensive research and development to challenge convention, improve social infrastructure, contribute to a sustainable society, and ultimately to make the customer's vision a reality.



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