



"ConSite" can grasp the condition of equipment and enables advanced maintenance.

they need as soon as possible. There's no doubt in my mind that we can supply parts even more efficiently than we do now to customers throughout the Americas, so they can keep their machines running. And I plan to prove it."

In December 2016, Hitachi Construction Machinery of Japan acquired two firms overseas: H-E Parts International, LLC in the US, and Bradken Pty Ltd in Australia. Both have considerable experience supply parts for mining machinery in the Americas, and the Japanese firm is leveraging their expertise in parts sales and supply to develop new markets.

Hitachi Construction Machinery also plans to implement a telematic service solution similar to ConSite for its parts business. "We're planning on building on the technology used now in our ConSite Mine solution that tracks structural fatigue in parts not on regular replacement schedules," says Tanaka. In the past it was never possible to accurately set replacement schedules for parts like these, which rarely break but are expensive to replace. Because shipping takes time, an unexpected breakdown meant that machinery would be out of service for too long.

"If we can provide a more accurate replacement schedule, we can arrange to have parts sent from the parts center in Japan, and deliver them just when they are needed. Many of our dealers are very interested in the idea. Their willingness to try it out is one of the reasons behind the American success story, I think," he adds.

Tanaka is determined to build the parts business Hitachi Construction Machinery Americas will need to remain a leader in the sector.

■ Launching Rentals in Latin America

Another business sector that Hitachi Construction Machinery Americas hopes to grow into a major pillar of corporate revenue in the Americas is rentals. The construction machinery rental business is very active in North America, and manufacturers are selling hard to rental firms in anticipation of surging demand driven by the trillion-dollar Infrastructure Investment and Jobs Act. "This is an enormous business opportunity in North America," says Vice President Sales, Simon Wilson.

"In the US, demand for construction machinery in infrastructure projects, and renewable energy generation plants is expected to remain strong for several years to come. We are exploring demand in Latin America, too. The economies of many of the nations in that region are growing. That means demand growth not only in the mining industry, but in construction machinery as well, and potentially rentals should account for a big chunk of that business," continues Wilson.

"We have ideas to participate in rentals in a number of Latin American nations but our main focus is North America," revealed Jason Mizen, National Rental Accounts Manager of



Jason Mizen
National Rental Accounts Manager

the company. "The rental segment will continue to grow and we expect it will be 30% of our construction machinery business," he added.

Hitachi Construction Machinery Americas already has experience in delivering construction machines to rental operators, as it's been supplying wheel loaders directly since 2017. Wilson is confident: "We've accumulated quite a bit of expertise in the rental business in North America, and we plan to apply that in Latin America to make a significant contribution to Hitachi Construction Machinery Americas. By getting in on the ground floor we can offer the market new products and ideas, and drive major market growth."

Different nations use different sizes of machinery, but Hitachi Construction Machinery Americas is already getting requests from local dealers to handle their products, and plans to enter into concrete negotiations in the near future.



The Jackson parts distribution center in Georgia, which began operations in March 2022. It handles over 70,000 types of parts and stores parts for supply throughout the Americas.

Hitachi Construction Machinery's operation in the American continents entered a period of massive transformation with the termination of the agreement with Deere, as did Hitachi Construction Machinery Americas, which took lead in implementing the change. Hitachi Construction Machinery Americas had only 40 employees in August 2021, but has rapidly hired 100 more locally, and welcomed an additional 40 from the parent firm in Japan, boosting its current total to 180.

The Group's corporate values are one of the elements helping to bring them all together -- what Hitachi Construction Machinery calls the "Kenkijin Spirit".

The Kenkijin Spirit is based on three key ideas, all starting with the letter C: Challenge, Customer, and Communication.

For the global Hitachi Construction Machinery Group, this Spirit helps define its sense of value and code of conduct. It also serves as a guideline for business growth in the Americas.

■ Uniting Diverse Employees

CEO Quinn of Hitachi Construction Machinery Americas describes the Kenkijin Spirit as "a set of customs that invites personal opinions to help get things done even better, in a company culture that is extremely open and transparent. Everybody expresses themselves, and nobody attacks anyone for a different opinion. Once something is decided, everyone helps get it accomplished. This isn't a dictatorship or top-down management, it's all the employees contributing to improve products and processes." Quinn is confident that this is one of the major reasons Hitachi Construction Machinery Americas is able to utilize its diverse workforce so effectively.

Vice President Wilson explains that one of the ways this is implemented is to talk things over with employees and customers, to make organizational changes if needed, and to find ways to provide even better service. "For example, we listen to what our customers have to say, but we also listen to what people who decided

not to buy our products have to say. If there's something we didn't or couldn't do, we want to know about it, and make it better. It gives us a chance to grow as a company."

Babliton Cardoso, Senior Director of Mining Equipment Sales, says his personal interpretation of the Kenkijin Spirit might be a little different: "I feel that it helps everyone share common objectives with the company, and understand the company's goals and the methods used to achieve them. They provide the tools and rights needed for the company and each individual employee to grow."

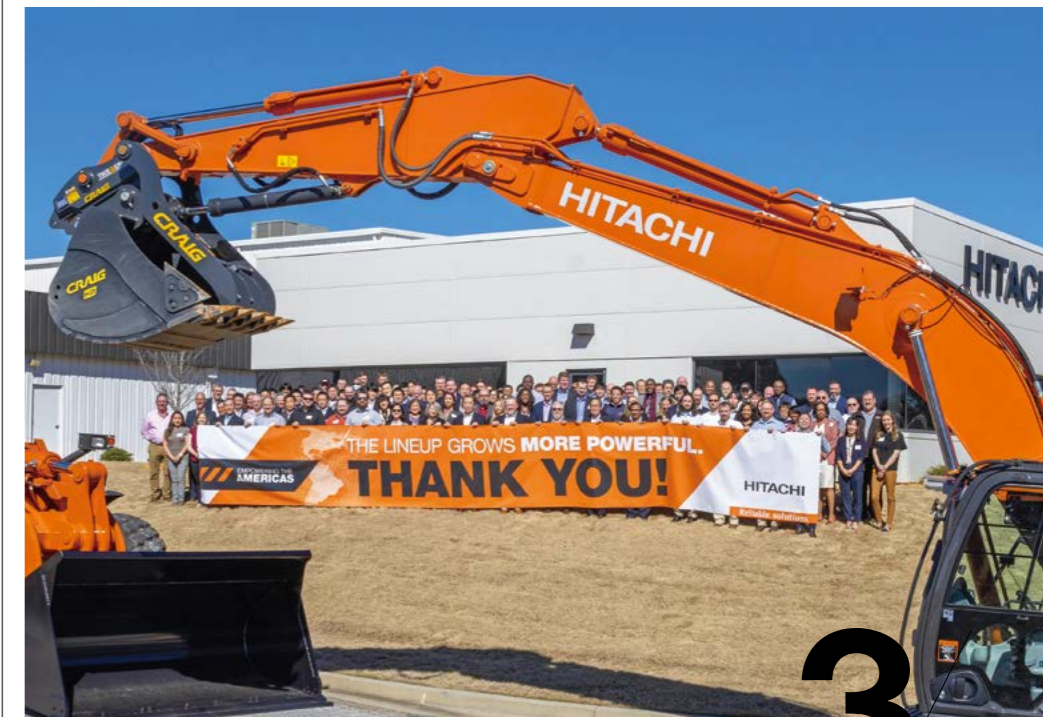
Jason Mizen, National Rental Accounts Manager says: "To find out what each dealers and customers expect from us."

Listening to customers to discover how to increase their benefits, actively



CEO Quinn says that at Hitachi Construction Machinery Americas, where diverse human resources are gathered, the Kenkijin spirit will serve as a guiding principle to bring the team together.

exchanging ideas and opinions in-house, and then finding ways to make the necessary improvements -- as Hitachi Construction Machinery Americas rises to meet new challenges, the Kenkijin Spirit spells out a code of conduct to serve as a guiding light.



Nurturing "Kenkijin Spirit" through New Challenges in the Americas

3
chapter
kenkijin spirit
in Americas