

October 28, 2025

Corporate name	Hitachi Construction Machinery Co., Ltd. (Code: 6305, Prime Market of the Tokyo Stock Exchange)
Name of representative	Masafumi Senzaki Executive Officer, President & COO

Hitachi Construction Machinery Changes Trade Name to LANDCROS Corporation

Transforming into the "LANDCROS" brand for the next 100 years of growth based on 75 years of trust and technology

Hitachi Construction Machinery Co., Ltd. (President and Executive Officer, COO: Masafumi Senzaki; "Hitachi Construction Machinery") announced at today's Board of Directors meeting that it plans to change its trade name to LANDCROS Corporation and its corporate brand to "LANDCROS" effective as of April 1, 2027.

Based on this plan, the company will formulate a set of proposed amendments to the articles of incorporation, which it plans to submit at the annual shareholders meeting scheduled to be convened in June 2026. The details will be disclosed once they are officially decided.



"LANDCROS" was announced in July 2024, and the company began gradually offering innovative solutions under the "LANDCROS" naming from April of this year. This is a new concept that the company is promoting and a neologism which symbolizes a new direction for the company to pursue, which has been widely discussed within the group together with the group identity since becoming independent from the Hitachi Group.

In the past, the company has embodied the vision stated in its group identity which consists of "Ensure a prosperous land and society for the future" and "We contribute toward realizing a safe and sustainable society." "LANDCROS" expresses the determination to provide innovative solutions to global customers in the construction and mining industries. The consolidated subsidiaries of Hitachi Construction Machinery will also unify their brands under "LANDCROS" to enhance recognition in global markets.

■ Background and significance of the trade name change

The construction and mining industries are currently facing complex and serious social challenges including labor shortages, environmental regulations, operating cost increases, and aging infrastructure. Hitachi Construction Machinery has led the industry for many years through efforts such as releasing a mechanical excavator in 1950 and developing Japan's first hydraulic excavator using purely domestic technology in 1965. However, in order to respond to a rapidly changing market environment, it is essential for the company to break away from its traditional hardware-centric business structure and evolve into a "solutions provider" that helps solve customer issues with integrated support that includes services and digital solutions throughout the machinery lifecycle in addition to developing next-generation construction machinery combining AI, robotics, sensing, and communication technologies.

This trade name change embodies the company's determination to embark on a new stage to further accelerate that evolution and will be carried out as part of its ongoing efforts to create and provide new forms of value together with customers into the future.

Even after the trade name changes to "LANDCROS Corporation," the company will continue as always to directly address customer issues and provide high-quality products and services to realize the company's long-stated vision.

Going forward, Hitachi Construction Machinery aims to create the construction and mining industries of the future that will support people and society together with its customers around the world and cultivate the new "LANDCROS" corporate brand as a brand that will continue to provide innovative solutions that transcend the traditional framework of construction machinery manufacturers by contributing to the creation of a prosperous society that will be the pride of future generations.

■ Comment from Hitachi Construction Machinery President and Executive Officer, COO Masafumi Senzaki

The new "LANDCROS" corporate brand combines the word "LAND" representing our vision, with "Customer," "Reliable," "Open," and "Solutions," which are all words that are important to us, to express our commitment to society to "provide innovative solutions to all of our customers." We aim to cultivate "LANDCROS" into a brand that will make our customers feel that they made the right choice when selecting our machinery or services, our shareholders confident about their decision to invest in the company, and our employees feel that their work is meaningful.

■ Trademark notice

LANDCROS is a registered trademark of Hitachi Construction Machinery Co., Ltd.

■ Related Information

• October 28, 2025 [LANDCROS Special Site](#)

About Hitachi Construction Machinery Co., Ltd.

Hitachi Construction Machinery Co., Ltd. (TSE: 6305), headquartered in Tokyo, Japan, is a construction machinery manufacturer that globally deploys development, manufacturing, sales, and service businesses for its hydraulic excavators, wheel loaders, compaction equipment, and mining machinery, etc. In addition to its new machinery business, Hitachi Construction Machinery is expanding its "value chain businesses" of parts and services, remanufacturing (parts and machines), rentals, and used equipment as it continues to grow together with customers as a solutions provider that offers innovative solutions to customers. With roughly 26,000 employees around the world, the consolidated sales revenue for Hitachi Construction Machinery was 1,371.3 billion yen for fiscal year 2024 (ended March 2025) with an overseas sales revenue ratio of 84%. For more details, please see [the company's website](#). The company plans to change its trade name to "LANDCROS Corporation" and its corporate brand to "LANDCROS" on April 1, 2027.