



## We Are Kenkijin!

We asked all of our global offices to make a *My Kenkijin Spirit* declaration.



The *Kenkijin Spirit* is the shared values and code of conduct for the Hitachi Construction Machinery Group. Employees in Japan and overseas gathered together to voice their opinions and state clearly that this spirit is a shared global mindset. Laziness, complacency, and lack of openness—these are reasons for a company's decline. The Three Cs are the opposite of these negative elements. For me, the *Kenkijin Spirit* is both a source of pride and a reminder.

### The Three Cs of the *Kenkijin Spirit*

3C

Challenge  
Customer  
Communication

The *Kenkijin Spirit* is the mindset of a *Kenkijin* who understands the vision of Hitachi Construction Machinery and acts on his or her own to achieve that ideal.

We aim to foster a corporate culture in which every employee around the world takes on the challenge of creating valuable technologies, products, services, and solutions from the customer's perspective.

