

## About the new concept “LANDCROS”

In July 2024, we established the new concept “LANDCROS” as a proof of our desire to deliver innovative solutions. The logo design features the keywords of “LANDCROS” with the Hitachi Construction Machinery Group, Japanese-rooted latest technology, and reliable solutions. From now on, under the Hitachi brand, we will utilize “LANDCROS” in a variety of internal and external occasions to spread a new image of Hitachi Construction Machinery to all stakeholders.



New concept logo

### Determining how to be a True Solutions Provider

Currently, the construction machinery market is undergoing significant changes. To respond to the market changes, we must listen to our customers and become a “true solutions provider” that can address various customer issues.

The Hitachi Construction Machinery Group is in its second start-up period after separating from the Hitachi Group and restarting its independent expansion in the Americas.

In this context, the unique “Group Identity” was established in 2022. In discussing the Group Identity, we conducted a broad survey regarding symbolic phrases that would express the direction that we should take and formulated the new concept that embodies the various “desires”.

### Our Desire behind LANDCROS

In the 2022 survey for employees, we received nearly 5,000 proposals, including desires behind those words. The most common desires can be summarized as the following five.

- We want to connect with land through machines and contribute to ensure a prosperous land and society for the future.
- We want to cross with our customers on their journey.
- We want to be a reliable presence for our customers.
- We want to openly co-create new businesses and value with our customers and partners, and develop together.
- We want to propose innovative solutions to our customers and various stakeholders.

LANDCROS is a unified symbolic word that embodies the five desires.

The LAND symbolizes our vision “Ensure a prosperous land and society for the future -We contribute toward realizing a safe and sustainable society-” which is defined in the Group Identity. The CROS represents “Customer, Reliable, Open, and Solutions”, and reflects our direction toward becoming a solution provider.

