



SPIRIT of Hitachi Construction Machinery Group

Our code of conduct

- **Challenge**
- **Customer**
- **Communication**

MISSION of Hitachi Construction Machinery Group

Our mission

***Meet expectations from customers,
co-create innovative products, services,
solutions and together,
we continue to create new values***

Corporate Statement

Reliable Solutions

We are a reliable solutions partner with/for our customers

Corporate Color

Reliable Orange

How we want to be

VISION

Ensure a prosperous land and society for the future
We contribute toward realizing a safe and sustainable society

Our mission

MISSION

Meet expectations from customers, co-create innovative products, services, solutions and together, we continue to create new values

Our code of conduct

SPIRIT

**Challenge
Customer
Communication**

Fundamental Values: Basics and Ethics, Trust and Technology, Pride and Responsibility