

## SPIRIT of Hitachi Construction Machinery Group

Our code of conduct

# Challenge Customer Communication

Employees of the Hitachi Construction Machinery Group share common values that we call the “*Kenkijin Spirit*” across the world. In line with this spirit, we are committed to taking actions in an autonomous manner as “*Kenkijin*,” understanding the Group’s goals and aspirations and working for their achievement.

For the *Kenkijin Spirit*, we have set three words that begin with “C” as key concepts that surpass the boundaries of language, which are Challenge, Customer and Communication. Across the globe, each person in the Group is working to demonstrate the *Kenkijin Spirit* in their own ways to offer products and services in consideration of the individual needs of their customers, thereby bringing new value to them.

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 value**

Our code of conduct

SPIRIT

**Challenge  
Customer  
Communication**

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