

New “LANDCROS” Concept

We established the new concept “LANDCROS” as proof of our desire to deliver innovative solutions. In line with this concept, we aim to transform ourselves from a construction machinery manufacturer into a true solutions provider that can help customers solve their various issues.



LANDCROS

Customer Reliable Open Solutions

VISION

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

Solution Provider

Our Desire behind LANDCROS

Through the discussion and questionnaire survey conducted with the participation of employees in 2022, we received nearly 5,000 proposals and then summarized the desires behind their proposals into 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 word coined by combining these 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 true solutions provider.