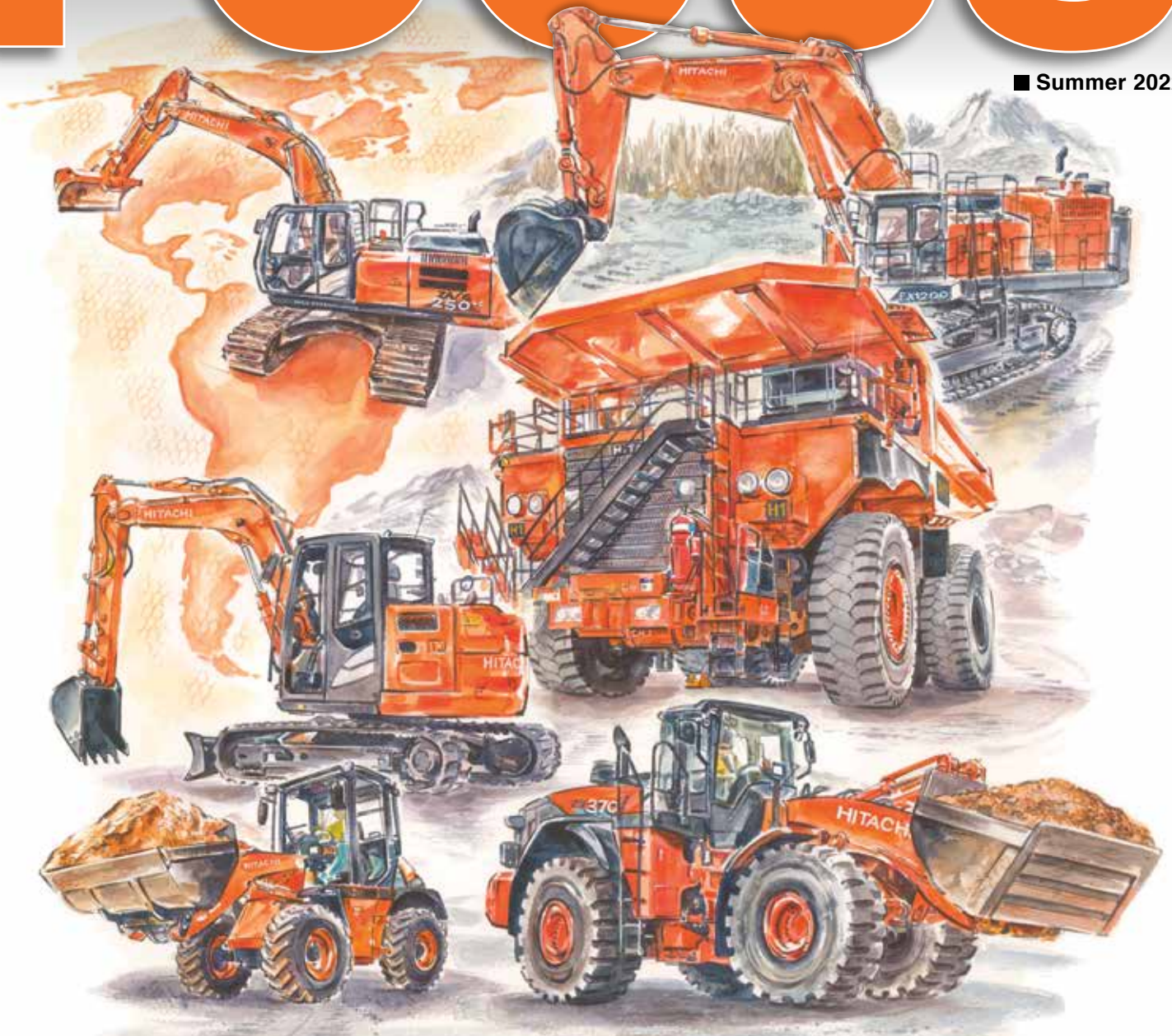


FOCUS

■ Summer 2022



Hitachi Construction Machinery Americas Inc. (HCMA) is "Empowering the Future" during a time of growth and expansion for the company

- HCMA's mining team is leading the way with new hires and a strategic approach
- HCMA took MINEXCHANGE 2022 by storm with new equipment and technology
- The Hitachi ZX210LC-6 HP excavator helps DBU Construction, Inc. deliver cost-effective solutions in directional drilling, road construction, excavation, site development, utilities and more

HITACHI

Reliable solutions

HITACHI

Reliable solutions

Welcome to *FOCUS* magazine

Information. Inspiration. Support.

Since 2003, Hitachi Construction Machinery Americas Inc. (HCMA) has delivered compelling stories, critical tips and news updates to equipment users. Through FOCUS, wheel loader and excavator owners not only understand the benefits of Hitachi ownership, but also learn about the latest programs, services and dealer news.

HCMA stays on the leading edge of growth in the industry; however, 2022 kicks off a special time of expansion and innovation for the company. Read about HCMA's "Empowering the Future" event on **page 3**.

HCMA's mining team prepares for the future with new hires and new strategies. Read how Senior Director of Mining Sales Bablton Cardoso is preparing for growth on **page 6**.

MINEXCHANGE 2022 was the perfect platform for equipment manufacturers to show off their latest and greatest. Read about how HCMA took the show by storm on **page 6**.

The Hitachi ZX210LC-6 HP excavator helps DBU Construction, Inc. deliver cost-effective solutions in directional drilling, road construction, excavation, site development, utilities and more. Read how on **page 10**.

ON THE COVER:

"Empowering the Americas," commissioned from U.K.-based artist Gary Wing, commemorates the introduction of excavators and mining equipment to the HCMA lineup. The original painting is displayed at HCMA headquarters in Newnan, Georgia.

REPUTATIONS ARE BUILT ON IT.

Your job is a constant rush of tough work and tight deadlines. Our focus is moving you forward at all times. Protecting your reputation and your bottom line.

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Hitachi Construction Machinery Americas Inc.



HCMA employees display a thank-you banner, acknowledging the strong partnership with HCM employees in Japan.

EMPOWERING THE FUTURE

Hitachi Construction Machinery Americas Inc. kicks off new era

Bright blue skies, proud banners unfurled, commemorative artwork and confident handshakes among distinguished leaders from both sides of the Pacific served as the perfect backdrop for one of the biggest days in Hitachi Construction Machinery Americas Inc. (HCMA) history. The March 1 commemorative event at HCMA headquarters in Newnan, Georgia, was the culmination of years of planning and hard work. Hitachi-built excavators and mining equipment now complement the brand's decades-proven selection of wheel loaders in the Americas.

Themed "Empowering the Future," the event paid homage to Hitachi's

impressive history, while looking forward to a growth plan that empowers HCMA to aggressively expand its business across the Western Hemisphere. Following a path that has already seen HCMA's market share more than double over the past five years, the company projects additional growth of close to 700% by the end of 2025.

Illustrating the important milestone, HCMA CEO Al Quinn was joined by Yasushi Ochiai, executive vice president and executive officer, and Sonny Ishii, senior vice president and executive officer from Hitachi Construction Machinery (HCM), HCMA's parent company. Other distinguished guests from HCMA sister companies attended, including

Andrew Pyne, president and CEO of WENCO; RK Padiyath, CEO of Hitachi Construction Truck Manufacturing Ltd.; and representatives from H-E Parts International, including David Higgs, CFO; Takehisa Wakikawa, vice president of performance management and Hitachi finance and synergy liaison; and Michael Coffey, director.

Significant change means big opportunities

"North and Latin America represent the largest construction markets in the world," said Quinn. "They are also the most competitive markets in the world, and if we really want to be the best in construction and mining equipment, we have to be number one in North and Latin America. That's our goal."

Hitachi excavators and mining trucks have been sold through John Deere dealers for the past 30 years under a distribution agreement between HCM and Deere that was dissolved as of March 1. The separation created a unique opportunity for HCMA to sell and service those lines of equipment, along with the well-established Hitachi lineup of wheel loaders, through its own network of dealer partners. The change has positioned HCMA as an important player in the construction and mining equipment industries in the Americas and has opened significant opportunities for current HCMA dealers to expand their equipment offerings. It also allows newly established HCMA dealers to grow with one of the most proven and respected construction and mining equipment lineups in the world.

"In the 70 years that HCM has been developing, producing, selling and servicing construction and mining machinery, this expansion of our business in North America and Latin America is the biggest change," said Ochiai, looking back at HCM's history since its founding as a group by Hitachi in 1970. The first shovel had been manufactured using Japanese technology in 1949. "It has been the dream for many years for HCM to explore its own business in North America and Latin America, not only with wheel loaders, but also with other products, services and solutions. Expansion of business in the Americas will give further momentum, not only to development and production, but also to the promotion of sales, services and value chains. The Hitachi Construction Machinery Group will become a true global player."

The first Hitachi-built hydraulic excavator was shipped from HCM Tsuchiura Works on November 10, 2021, and was on display at the commemorative event, along with a banner that offered thanks to HCM counterparts in Japan. HCMA's product lineup now includes 26 excavator models engineered for compact, construction and mining industries; three

haul truck models built for the mining industry; and 16 wheel loader models designed for compact and construction.

"I believe that mining and construction dealers in North and Latin America will want to consider partnering with Hitachi because of our established performance in markets around the world both in construction and mining," said Quinn. "Hitachi has been the leading manufacturer of excavators for a long, long time. We have set a standard of excellence throughout the world that we are now bringing to the Americas.

HCMA, as a company, is fully invested in doing everything we need to do to be successful in North and Latin America, and our customers and dealers will feel that from us, and they will feel that from our parent company in Japan. We will do whatever it takes to be the best supplier you could deal with."

A commitment that goes beyond equipment

That commitment doesn't just stop with providing a great lineup of products. It also includes autonomy in decision-making that will allow leaders at HCMA to respond more quickly to the changing needs of dealers and customers in North and Latin American markets.

"The regional office structure that's been established is really a unique approach that Hitachi has employed around the world," said Simon Wilson, vice president of sales at HCMA. "By making a regional center and a regional management center, we have the ability to make decisions that are in the best interest of local customers."

In preparation for the transition, HCMA



CEO AI Quinn addresses HCMA employees and distinguished guests and presents his vision for significant growth in the Americas.



For the March 1 event, HCMA commissioned artist Gary Wing to create a commemorative painting. Titled “Empowering the Americas” (pictured right), the painting signifies the addition of excavators and mining equipment to HCMA’s existing wheel loader lineup. The original painting is on display at HCMA headquarters in Newnan, Georgia. Limited edition, signed prints were provided as gifts to VIP guests at the event and

sent to select HCMA dealer locations. Wing previously painted a piece titled “Coming to America” to celebrate the grand opening of HCMA’s headquarters in 2018 (pictured left). HCMA employees signed the original painting in honor of Masaaki Hirose, former HCMA chairman, prior to his return to Japan.

has added more than 70 new team members throughout North America and Latin America, including product specialists from HCM.

Another significant part of HCMA’s growth plan includes building a world-class 336,017-square-foot parts distribution center in Jackson, Georgia. It’s only 30 miles southeast of the Atlanta airport, the busiest airport in in the Western Hemisphere. This proximity will allow HCMA to deliver parts across North and Latin America efficiently.

“The parts distribution center is a significant investment,” said Quinn. “Parts support is the lifeblood of what keeps equipment running, and customers really need access to great parts support to be able to minimize downtime and make money with their equipment. We’ve partnered with Hitachi Vantara, an advanced logistics company headquartered in Silicon Valley, to operate our parts facilities in Jackson, Georgia. Hitachi Vantara is the same company that looks after our centralized parts warehouse in Japan. This gives us unique synergies that allow us to streamline the parts distribution

chain. We can offer innovative ways of delivering parts to customers directly from Japan or from Atlanta, whichever is quicker. We think our dealers and customers will consider this a significant advantage.”

Closing remarks from Quinn at the event set the stage for continued growth — recognizing the vision that helped make the historic day a reality.

“Today is March 1, 2022. This is a really amazing day. We have top management from Japan together with all our employees here in Newnan, Georgia. We reflected on the past, our history and all the changes we’ve been implementing over the last five years to get ready for this day. We had Mr. Ochiai from Japan, one of the primary architects of making this change happen, visiting with us today and sharing his experiences of how this plan all unfolded and came to be. You cannot believe how excited our employees are, being a part of taking Hitachi to the next step in the Americas. We’re going to do a great job for all our dealers and customers. We are truly excited. This is a special day. This is a historic day.” ■



At HCMA, relationships mean everything. CEO AI Quinn shares his excitement for what customers, dealers and the industry can expect moving forward.



READY FOR ANY CHALLENGE

HCMA's mining team looks to exceptional personnel to provide service, support

With long-planned changes underway throughout the company, the mining team at Hitachi Construction Machinery Americas Inc. (HCMA) has not just focused on equipment, but also on their personnel. According to Babliton Cardoso, senior director, Mining Equipment Sales, bringing on key people to support HCMA's mining business in both North and Latin America is a center of emphasis.

"We are about to welcome two new sales managers in North America and an additional sales manager in Latin America, who will be dedicated to the Brazilian market," Cardoso says. "In addition, we are looking for exceptional individuals to join our Customer Care team. Hitachi is committed to attracting the best professionals to make sure our customers and dealers have the best support in the industry."

The timing of MINEXCHANGE 2022 was perfect for HCMA — delivering a great opportunity to show mining customers not only the company's plans for the future, but also new technologies and equipment available now and in the next few years.

Cardoso says his team plans to spend the short term strengthening their already robust relationships with the dealers in their network, evaluating opportunities and challenges that lie ahead, and establishing business plans.

"While our new operational structure is just getting started in North America and Latin America, we are excited to bring the full breadth of resources seen from Hitachi in many other parts of the world," Cardoso says. "Our objective is to grow our business across the Americas while delivering the same quality and performance that we always have. Our success is directly dependent on two factors: successful partnership with our dealers and customer success. We are ready for the challenge."

A FOCUS ON Hitachi Construction Machinery

Hitachi Construction Machinery Americas Inc. (HCMA) took center stage when it shared its plans and vision for the mining industry and gathered critical feedback from industry experts at the 2022 MINEXCHANGE SME Annual Conference & EXPO held in Salt Lake City, Utah, from February 27 to March 2. "Our goal at the show was to introduce mining decision makers and our dealers to the new era of HCMA," explains Babliton Cardoso, senior director, Mining Equipment Sales. "Our focus moving forward is to be an active partner in their operations. We are raising their level of expectations from an equipment solutions and technology partner in the mining industry to become an extension of their business by expanding our team and capabilities to meet those needs."

HCMA is developing a team to specifically support the mining industry, building relationships with dealers who support the mining industry, and expanding parts services to include a 400,000 square-foot parts distribution center located south of Atlanta, Georgia. More than 70 new team members have been added throughout North America and Latin America, and the company is in the process of hiring additional staff. "We



HCMA sent three industry leaders to participate in the 2022 MINEXCHANGE SME Annual Conference & EXPO and gather critical feedback from mining dealer personnel as well as mining executives who will help position HCMA as an active partner with their customer bases. From left to right: HCMA Senior Director of Mining Equipment Sales Babliton Cardoso, HCMA Director of Mining Sales Hidefumi Asanishi and HCMA Product Manager of Mining Trucks John Schellenberg.

N MINING'S FUTURE

inery Americas Inc. invests in mining innovation



are positioning ourselves to properly support our dealers and customers,” Cardoso says.

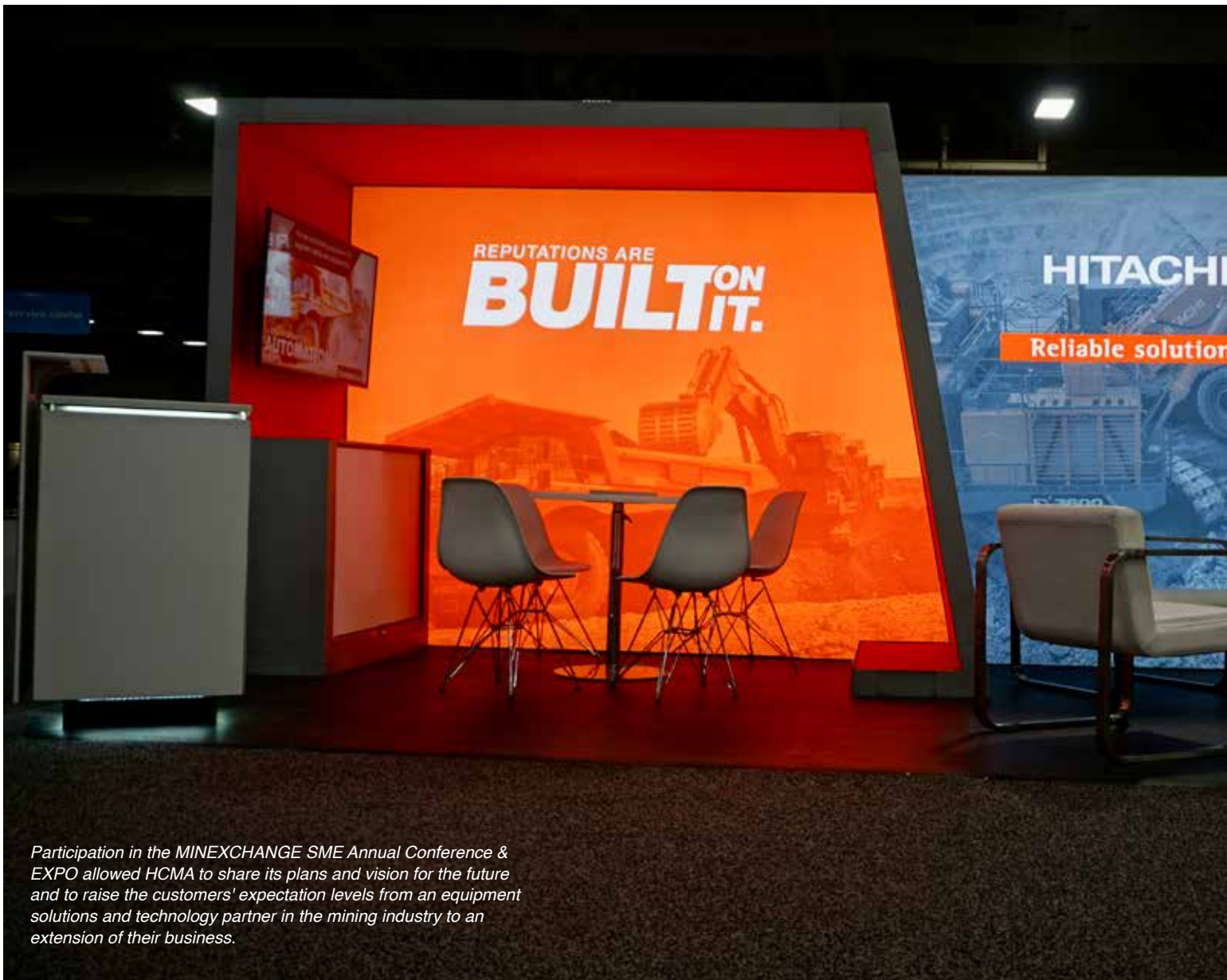
HCMA currently has 15 experienced dealers who have been retained to support mining operations; seven are in North America and eight in Latin America. The company will continue to add to this dealer network in the coming months.

Attendees of the MINEXCHANGE 2022 SME Annual Conference & EXPO exchanged ideas and learned from mine-industry experts. Topics ranged from achieving environmental goals to the latest innovations to safety and workforce development.

Preparing for the future of mining today

The future of mining is bright as the market continues to expand to meet the increased demand for minerals as the pandemic subsides and the drive toward low-emission transportation

solutions gains momentum. At the same time, exploring sustainable alternatives to reduce the environmental impact of mining operations is the hot topic in the industry. Mine owners and their investors demand innovative solutions to reduce their carbon footprints and meet



Participation in the MINEXCHANGE SME Annual Conference & EXPO allowed HCMA to share its plans and vision for the future and to raise the customers' expectation levels from an equipment solutions and technology partner in the mining industry to an extension of their business.

environmental, social and governance (ESG) plans without sacrificing performance.

Mine sites are getting serious about decarbonization, and more are exploring electrification as a possible solution to reduce greenhouse gas emissions.

Delivering what customers need

Listening to customers allows HCMA to become a stronger partner to mine sites across North and Latin America. The MINEXCHANGE SME Annual Conference & EXPO brings these customers to a central location. “The

show gave us the opportunity to learn about the challenges and goals mining operations face and how we can help support those initiatives,” emphasizes Cardoso. “A big topic on everyone’s mind is complying with ESG plans. Attendees wanted to know what equipment solutions are under development to help them meet their goals. They want to understand how future mining equipment will help them reduce their carbon footprints without sacrificing performance.”

HCMA shared information on future products that can help mine owners do just that. John Schellenberg, HCMA

product manager, Mining Trucks, walked several attendees through new haul truck technology HCMA is developing, while taking diligent notes about mining executives’ concerns that need to be addressed during the engineering process.

HCMA announced it is working on battery-powered haul truck technology that will help reduce equipment exhaust emissions while still delivering similar productivity. Schellenberg is passionate about pursuing more carbon-neutral haul trucks, and there have been many questions in the industry surrounding the development of a battery trolley



MINEXCHANGE 2022 was a great event! Check out the video and recap.

truck. “We are looking to have a working prototype on the ground as soon as possible,” he explains. “But we need to ensure that it is practical. Putting a battery in the truck isn’t the hard part; it’s making it work in a real mine site.”

In addition, digitization and automation of mine sites will continue to be an ongoing priority, according to conference attendees. An example of innovation as it relates to automation is the development of autonomous haulage systems. HCMA is currently developing its own solution. “The autonomous haulage solution (AHS) is being designed with

customer needs in mind, allowing trucks purchased today to be retrofitted at a later date,” Schellenberg says. “The AHS has been designed to paddock, over-edge or crusher dump, providing flexibility for the customer. A lidar system has been designed to stop the truck with centimeter accuracy to protect the truck and limit potential tire damage.”

Looking toward the future

Findings from the MINEXCHANGE SME Annual Conference & EXPO allow HCMA to look toward the future of mining and develop proactive solutions. Customer input inspires the HCMA team to innovate concepts and technology that help the mining industry achieve sustainability goals.

The conference allowed HCMA to validate technologies under development, such as advanced hydraulic systems, IoT technologies, electrification and automation. It also laid the groundwork for exploring new product offerings. In the near future, we may see autonomous Hitachi mining excavators and haul trucks that can communicate with each other and realize improved safety and productivity through autonomous operation.

Each year, the MINEXCHANGE SME Annual Conference & EXPO provides a forum for the exchange of ideas that address the top concerns facing the mining industry. It brings together all disciplines of mining engineering and attracts mining professionals from around the world. Over 5,000 attendees made the trek to Salt Lake City, Utah, to learn about the latest developments in the mining industry, including industry innovation, responsible mining, workforce development and safety.

A wealth of information was shared through 430 presentations or papers, and over 88 technical sessions. In addition, 480 exhibiting companies shared their solutions with attendees.

Building on a legacy

Ongoing participation in The

MINEXCHANGE SME Annual Conference & EXPO helps HCMA further expand its legacy of technical innovation and dependable performance in the mining industry. Hitachi has established a rich history in the mining segment with a proven track record of innovation and reliability. The brand has established impressive market penetration with over one-third of all hydraulic mining excavators working globally being Hitachi. There are currently 17 mining excavator models in the lineup that range from the EX1200-7 to the EX8000-7E.

Hitachi highly engineered haul trucks have also earned a reputation for efficiency and durability. There are three models that range from the 200-ton (181-tonne) EH3500AC-3 AC-Drive rigid haul truck to the 326-ton (296-tonne) EH5000AC-3 AC-Drive rigid haul truck.

Hitachi is also a leading provider of mining solutions that allow real-time fleet visibility, establish control over mine operations and offer services that help boost operational performance. ■

As one of the leading providers of mining solutions, Hitachi offers an assortment of high-performing products and services that help augment operational performance and overall productivity. Learn more about the Hitachi Mining Division.



DBU CONSTRUCTION, INC. BUILDS ON FOUNDATION OF INNOVATION

Diverse team successfully delivers cost-effective services

Chichester, New Hampshire-based DBU Construction, Inc. has been an innovator since it began offering directional boring and utility (DBU) services in 1998. In 2008, Jessica Towne took ownership of the company with 100% of the shares, making it the first woman-owned business (WBE) in New Hampshire to provide directional drilling services.

Today DBU Construction, Inc. remains dedicated to delivering cost-effective solutions in diverse specialties, including directional drilling, road construction, excavation, site development, utilities and more. The company runs a large fleet that includes modern equipment like Class 8 trucks, excavators, dozers, wheel loaders, horizontal directional drills and vac trucks. They recently moved into new headquarters with a modern shop near Route 4 in Chichester, New Hampshire.

“We strive to provide a quality product within budget and ahead of schedule, emphasizing safe practices,” Jessica Towne says. “Our customers have enabled us to build a great business — one with longevity, stability and the resources to continue to take their businesses further, faster,” she says. “Using our foundation of innovation, I envision that we’ll continue to deliver



high-quality technology services for many years to come.”

DBU Construction, Inc. provides services as either a prime contractor or as a subcontractor for larger general contractors and established developers. While it is a small business, DBU Construction, Inc. remains competitive by leveraging its status as a WBE in New Hampshire and Maine and a disadvantaged business enterprise in Massachusetts, which allows

it to compete for federally funded projects. The company also prides itself on providing top-level expertise. All the company’s site supervisors have more than 20 years’ experience in the construction industry, which helps ensure projects are completed professionally and on time.

Working toward a common goal

Adam Towne, CFO, adds that one of the core pillars of the company’s success is its diversity of work. The

company provides a wide range of services for larger general contractors, developers, municipalities and state and public utilities.. "It has allowed us to keep crews on the ground since 1998. Nothing would be possible without our great teams who are very dedicated to our success."

DBU Construction, Inc. looks for its suppliers to be partners in its teams' success. "With multiple crews going at once, we need timely and efficient service," Adam Towne says.

As one of the company's suppliers, Chappell Tractor Sales wants to provide the support DBU Construction, Inc. needs to succeed. "Their amazing customer service and knowledgeable support staff have helped us tremendously," Adam Towne says. "They provide quick and easy service when we are in need."

The right tool for the job

DBU Construction, Inc. also turns to Chappell Tractor Sales to provide the latest in equipment technology. They recently delivered a new Hitachi ZX210LC-6 HP excavator, and DBU Construction, Inc. put it to work on a job site at the Abenaki Ski Area in the town of Wolfeboro, New Hampshire. This 50,265-pound (22,800-kg) machine offers innovation that complements the company's equipment fleet, while also providing best-in-class power and speed.

"With any new machine you are skeptical," explains Jon Asselin, supervisor, DBU Construction, Inc. "So far, I have not found any negatives. It seems to be a nice operating machine. It is quiet and smooth, and the response is great. It is fast for this weight-class of machine. We all know that time is money, so the faster we move dirt, the faster we make money."

Power to excel

The hydraulic system on the Hitachi ZX210LC-6 HP sets this excavator apart from its competitors. A high-power HP mode increases engine speed and hydraulic-pump output torque when



extra speed and/or heavy-duty work is required. The TRIAS II hydraulic system is an improvement with three pumps that supply an optimal amount of oil to each actuator. This is an improvement Asselin noted during operation. "It seems to be a lot more agile. You can travel and operate at the same time. Some of the other brand machines, as soon as you start traveling, they numb right up. This machine doesn't seem to do that." This results in increased speed and agility.

Fuel burn is also a concern with today's diesel prices. "The Hitachi ZX210LC-6 HP hardly burns any fuel, and you don't get the DEF fluid smell that you get with some other diesel machines," Asselin says. "As a business, fuel consumption is huge. This machine has run about seven and a half hours between today and yesterday, and I haven't even burned half a tank of fuel. That's really good. Other machines tend to burn a tank a day, plus or minus."

A variable geometry turbocharger delivers an optimum quantity of air to the combustion chamber under all the Isuzu engine's operating ranges. This, coupled with an electronically controlled common-rail fuel injection system that delivers a precise quantity of pressurized fuel for efficient combustion, helps reduce fuel consumption.

Safety is a priority on all DBU Construction, Inc. job sites. The Hitachi

ZX210LC-6 HP helps on this front with the Aerial Angle peripheral vision display camera system, which increases visibility around the machine and eliminates blind spots traditionally associated with excavators.

"It has multiple cameras," Asselin says. "That has made a huge difference," he says, because Increased visibility provides additional confidence for the operator.

A silent partner

Operating in comfort is very important for productivity. "The Hitachi excavator is super smooth, quiet," Asselin says. "I can't believe how quiet it is honestly. The response is really good."

The reduced noise levels are a definite advantage on many job sites where DBU Construction, Inc. works. "I would recommend the Hitachi due to the new types of job sites," Asselin says. "We are usually in really tight work areas. The sound level is awesome. You can talk next to it while it is running."

With the reliable Hitachi ZX210LC-6 HP, DBU Construction, Inc. will continue its legacy of solid work and innovation. The excavator's performance paired with support from Chappell Tractor Sales and Hitachi will help propel this construction company to further success. ■

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HITACHI

Reliable solutions



**YOUR REPUTATION IS ON
THE LINE EVERY DAY.**



Jobs keep getting tougher. Timelines keep getting shorter. You need to get it done faster and more efficiently.

We get it. That's why we've been making the big moves that keep you moving forward. Rolling out new machines engineered with a "get it done" mentality. Providing After Sales Solutions that keep you up and running.

Because you've earned it. And your customers deserve it.

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Hitachi Construction Machinery Americas Inc.