

History of Value Creation

HCM's roots can be traced back to 1950 when Hitachi, Ltd. began the full-scale supply of mechanical excavators to markets. Later, HCM was spun off from Hitachi, Ltd. As an independent company, we worked toward the evolution of construction machinery based on our leading technical capabilities. HCM also established a global service system so that customers can operate their machinery in the best possible condition.

Hitachi Founding Spirit

Harmony
The willingness to respect the opinions of others and discuss matters in a manner that is thorough and frank, but fair and impartial, and once a conclusion has been reached, to cooperate and work together to achieve a common goal.

Sincerity
To act with a sense of ownership and honesty at all times and never pass the buck. The spirit to meet society's expectations and generate credibility for Hitachi.

Pioneering Spirit
To work creatively, using novel approaches to enter new areas. To always act as a pioneer within our areas of expertise and to have the passion to pursue higher goals beyond our capabilities.



Hitachi founder
Namihei Odaira

History Behind HCM's Establishment

1910	Establishment of Hitachi, Ltd.
1955	Establishment of Hitachi Construction Machinery Co., Ltd. (service company)
1956	Changed name of Mining Equipment Section to Construction Equipment Section
1962	Establishment of Hitachi Construction Machinery sales companies throughout Japan (Osaka, Tokyo, Kyushu, Tohoku, Chubu, Hokkaido)
1965	Establishment of (former) Hitachi Construction Machinery Co., Ltd. (consolidation of sales and services)
1969	Establishment of Hitachi Construction Machinery Co., Ltd. (manufacturing company)
1970	Establishment of Hitachi Construction Machinery Co., Ltd. (consolidation of manufacturing, sales and services)

1950

Expanded full-fledged machinery works and contributed to development of post-war Japan



We developed the U05 cable-operated power shovel in 1949, given growing demand for the economical rationale and shorter lead times of river, road and other infrastructure projects after the initial wave of post-war upheaval. We commenced mass production of the U06, a successor model, and launched sales in Japan in 1950. (Pictured: "U05")

1965

Development and release of the Hitachi UH03, the first hydraulic excavator developed exclusively with Japanese technology



With foreign companies actively entering the market, we developed the first hydraulic excavator made exclusively with Japanese technologies. This successfully and greatly expanded the scope for mechanized works and in 1973 demand for hydraulic excavators exceeded 20,000 units. As a result, these machines were rapidly popularized.

1970

**Consolidation of manufacturing, sales and services
Establishment of Hitachi Construction Machinery Co. Ltd.**



Hitachi Construction Machinery Co., Ltd. was established through amalgamation of Hitachi Construction Machinery Co., Ltd. (manufacturing company) and (former) Hitachi Construction Machinery Co., Ltd., which focused on construction machinery sales and services. The new company was capable of providing integrated services from manufacturing to sales and services.

2000

**World's first satellite communication kit equipped machinery
Release of the ZAXIS series of hydraulic excavators**



We were the first in the industry to offer an optional satellite communication system for the ZAXIS series of hydraulic excavators. This made us the first to offer the future of information functions as an information-driven e-excavator that can obtain operating information remotely.

2013

**Service solutions
Launch of ConSite in Japan**



We began providing ConSite and its next-generation menu of services powered by ICT amid the change in customer focus from not only performance but also to cost reductions throughout the life cycle. Since then, the number of ConSite contracted machines has reached 82,431 units. (As of March 31, 2018)

Changes in sales revenue

