

The HCM Group's Philosophy

Soon after the end of World War II, HCM embarked on a new journey to develop, manufacture, market and provide services for construction machinery in an effort to contribute to Japan's reconstruction using our own technologies. The origin of this commitment traces back to Hitachi's founding spirit of "harmony," "sincerity" and "pioneering spirit." This spirit has been passed down over the years as the very fabric of our corporate DNA and is firmly entrenched in the Kenkijin Spirit that forms the heart of the HCM Group's shared values and codes of conduct. Using the Kenkijin Spirit as a driving force, we are working to create new value in order to achieve Our Vision.

Hitachi Construction Machinery's Vision

"Toward the richness of Earth and prosperous communities in the future..."
Hitachi Construction Machinery is contributing to the creation of comfortable living spaces.

Identity

Part of our vision is to be active in the evolution of "machinery" and the synergy between "human" and "business" that combines to create rich living spaces, making them more comfortable, developed and efficient.

Our philosophy

Innovation

We will continually develop and supply innovative technologies, products and services that generate new value for customers.

CSR

We are committed to generating stable profits and also acting as a good corporate citizen widely aware of our connections with society, including harmony with the environment, social contributions, and cultural activities.

"Kenkijin Spirit"

To realize our philosophy, it is vital that we fulfill the HCM Group's mid- to long-term vision and mid-term management plan while addressing the needs of society in the form of our CSR. The driving force behind these efforts will be our people (Kenkijin).

If these actions are in line with shared values and guiding principles, we can pursue our goals while making the most of each employee's ideas and initiatives.

The Kenkijin Spirit codifies the shared values and codes of conduct for all HCM Group employees. The underlying commitment behind this spirit are the three words "Challenge," "Customer" and "Communication."



Hitachi Founding Spirit

The Hitachi Founding Spirit has been carefully fostered over more than a century since Hitachi's founder Namihei Odaira and our other predecessors.

Harmony

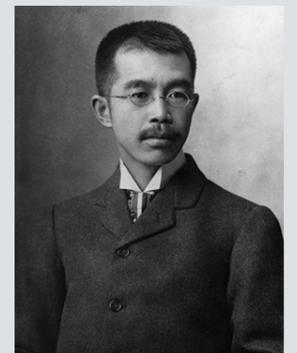
The willingness to respect the opinions of others and discuss matters in a manner that is thorough and frank, but fair and impartial, and once a conclusion has been reached, to cooperate and work together to achieve a common goal.

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