

Value Creation Model

Under its slogan "Reliable solutions," the HCM Group is aiming to maximize economic value, social value, and environmental value by increasing management capital through the sustainable cycle of its value creation model, based on the social issues it should be addressing.

The HCM Group's Business Activities

Development marketing

We focus our energy on creating a global strategic development marketing system in order to provide the most appropriate products for the needs of specific countries and regions in a timely manner.

Research

We harness the collective strengths of the Hitachi Group to research technology that is "kind to both human beings and the environment" and "technology that creates an even better environment" as a basis of our medium- to long-term growth.

Development

We develop advanced and innovative construction machinery that offers improved reliability, controllability, and comfort, while meeting a broad range of customer needs.

Production procurement

We are dedicated to standardizing and improving quality levels while aiming to achieve the concept of Made by Hitachi where all products are made with the same high quality regardless of which of our manufacturing facilities around the world they are made at.

Logistics

We are raising logistics efficiencies by building a logistics system and global supply system powered by IT and our know-how in transporting ultra heavy objects.

Finance

We offer various financing plans for our products to ensure that they can be employed by customers in a format that meets their needs.

Rentals

We provide various types of construction machinery and equipment needed in the field, including standard machines, specially designed machines, recycling machines, mowers, and submersible pumps, among others.

After-sales service

We support the preventive maintenance of construction machinery, which includes our ConSite® service solution using a wide array of operating data obtained from each individual machine.

Parts sales

We guarantee the high performance and long service life of our products by supplying high quality parts. This reduces customer costs and helps conserve the environment.

Parts remanufacturing

We collect replacement parts from repair work and restore them to like new condition at our remanufacturing plant. This supports the operation of construction machinery in even the most harshest work sites.

Resale of used equipment

Resale of used equipment We propose the purchase or sale of construction machinery that matches customer needs using our worldwide network and support system.

