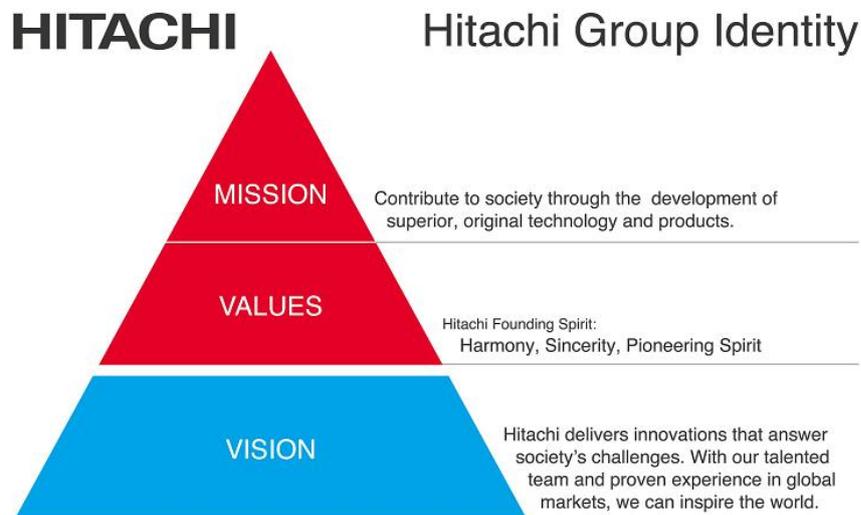


FOR IMMEDIATE RELEASE

Hitachi to Create the New Vision

- Shared among all employees as the Group enters a new phase of growth -

Tokyo, May 7, 2013 – Hitachi, Ltd. (TSE: 6501, “Hitachi”) has created a new “Vision” to express the ideals of the Hitachi Group as it heads into a new phase of growth. This new Vision coincides with the start of the new Mid-term Management Plan in fiscal 2013. Throughout its 100 year history, the Hitachi Group has passed on its Mission and Values, as embodied in Hitachi’s Principle and Hitachi Founding Spirit. The Vision has been created based on these Mission and Values, as a fresh expression of what the Hitachi Group aims to become in the future. Furthermore, a new “Hitachi Group Identity” has been established, reorganizing the Mission and Values shared by all Hitachi Group employees, as well as the Vision, which forms the foundation for the Mission and Values. In this way, the entire Group will be brought together in achieving the form that the Hitachi Group aims to become in the future, promoting a transition into a new phase of growth.



Hitachi introduced Brand Management in April 2000 to increase the value of the Hitachi brand. The goal of Brand Management is to ensure that employees understand and share the principles embodied by Hitachi’s Corporate Brand; to build unique brand value through consistent corporate activities; to secure competitive superiority in the market and a high profit structure; and to increase corporate value. “Inspire the Next,” which was created as Hitachi’s Corporate

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Statement, is recognized throughout the world, along with the message that communicates the promise of the Hitachi Brand: “Breathing new life into society and lifestyles in the next era, by providing new products, systems, and services that accurately anticipate the needs of that era.”

Hitachi has reorganized the Hitachi Group Identity to promote a transition in the Hitachi Group toward growth in the global market, and to roll out the Social Innovation Business in markets around the world. In addition to the “Defensive brand strategies” aimed at fostering value in regions where the Hitachi Brand has already attained a certain degree of presence, the company will also implement “Aggressive brand strategies” aimed at achieving effective penetration of the Hitachi Brand in regions where a presence has yet to be established. In this way, it will put in place a superior business environment for the rollout of business in new global markets, and provide support in the global growth of the Hitachi Group.

The newly created Vision is an expression of what the Hitachi Group aims to become in the future: “Hitachi delivers innovations that answer society’s challenges. With our talented team and proven experience in global markets, we can inspire the world.” Leveraging the knowledge and experience that Hitachi has cultivated through its 100 year history, the company will create innovations in collaboration with regional partners and stakeholders, and devote its energies to resolving social issues on a global scale, doing its part to create a world that is overflowing with vitality, by “Inspiring the World”. In this way, Hitachi will demonstrate that its stance transcends conventional approaches of B2C and B2B, with a new focus on B2S, which means Business to Society.

Hitachi will combine the strengths of the entire Group to make a transformation into a truly major global player, based on the new Mid-term Management Plan, which is the action plan for achieving the goals of this Vision.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen. Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
