

# News Release

## For Immediate Release

JR Automation

### JR Automation unveils plans for \$72.8M global headquarters

*Announced during a strategic meeting in Tokyo with Hitachi executives, JR Automation leadership, and Governor Whitmer, the new HQ reflects a shared commitment to advancing smart manufacturing on a global scale.*



Holland, Mich., September 3, 2025 — JR Automation, a Hitachi Group company and global automation leader, announced plans for a new global headquarters in Zeeland, Michigan. The announcement follows a strategic meeting in Tokyo between Hitachi, Ltd. (“Hitachi”) executives, JR Automation leadership, and Michigan Governor Gretchen Whitmer, underscoring the company’s commitment to innovation, global collaboration, and investment in Michigan’s advanced manufacturing sector.

JR Automation will officially break ground on the new headquarters September 17, 2025, with construction expected to be completed by late Fall 2026.

This milestone honors the visionary legacy of Ken Wassink, founder of JR Automation, whose pioneering spirit helped establish West Michigan as a hub for advanced automation. It also reflects Hitachi’s dedication to preserving that legacy by keeping the global headquarters rooted where it all began.

“This investment reflects our long-term commitment to shaping the future of Integrated Industry Automation<sup>1</sup> and Lumada<sup>2</sup> through sustainable innovation. By strengthening JR Automation’s capabilities in Michigan, we are creating a One Hitachi hub for breakthrough technologies featuring the convergence of digital twin, edge computing, and AI to create truly intelligent manufacturing ecosystems that will deliver lasting value to our customers, partners, and shareholders,” said Charlie Takeuchi, President & CEO of Hitachi America, Ltd.

The 286,000-square-foot facility will include 76,000 square feet of office space and 210,000 square feet dedicated to the assembly of customer automation projects. The headquarters will bring together approximately 350 employees from several West Michigan locations into one state-of-the-art campus. The move comes as JR Automation continues to grow its global footprint through the [acquisition of MA micro automation](#) in Europe and an expansion in Singapore.

“JR Automation’s new global headquarters is a powerful example of what’s possible when we invest in innovation and build strong partnerships between Michigan and global leaders like Hitachi,” said Governor Gretchen Whitmer. “This project will retain and create good-paying jobs, strengthen our advanced manufacturing sector, and reinforce Michigan’s position as a hub for cutting-edge technology.”

“JR Automation has become a truly global company, and we need a space that meets our needs for hosting customers, showcasing technology, and attracting the best talent,” said Dave DeGraaf, CEO of JR Automation and General Manager of Hitachi’s Automation Division. “Our new headquarters places us at the heart of a thriving automation and advanced manufacturing cluster that deepens our industry connections and competitive advantages.”

The new headquarters will feature modern spaces for collaboration with global customers and demonstrations of the latest automation technologies. Designed with employee experience in mind, the headquarters will include amenities such as an on-site fitness center and workspaces that inspire sustainable practices and connection to the outdoors, all to help attract and retain leading talent. The 45-acre campus will also feature walkable, bikeable paved paths integrated into an ecologically restored native prairie landscape.

The new headquarters also represents a significant step toward JR Automation's goals of carbon neutrality and zero landfill waste by 2030 as the company advances its sustainability practices. These efforts include cultivating native biodiversity across the campus and meeting non-production electricity needs with on-site renewable energy, demonstrating a commitment to environmental stewardship and the local community.

Founded in 1980 as a family-owned business serving the automotive industry, JR Automation has grown into a global leader in industrial automation and smart manufacturing technology. As the company rapidly grew, it attracted investment from two private equity firms before Hitachi acquired it in 2019. Today, the company employs over 2,000 people across 21 global locations and serves industries including aerospace, automotive, consumer goods, energy, life sciences, warehousing, and more.

<sup>1</sup> Integrated Industry Automation innovates on-site through evolving vertical integration of mission-critical products, abundant OT domain knowledge, and advanced IT, leveraging AI and driving horizontal integration in growing industrial fields, aiming to achieve profitable growth.

<sup>2</sup> Lumada is a collective term for solutions, services and technologies based on Hitachi's advanced digital technologies for creating value from customers' data accelerating digital innovation.

## About JR Automation

At JR Automation, we accelerate what's possible with integrated manufacturing solutions that adapt, evolve, and scale at the speed of business. With over 45 years of experience, we're driven to solve complex manufacturing challenges — to deliver results today and for what's next. As part of the Hitachi Group of Companies, our team of 2,000 serves customers from 21 facilities in North America, Europe, and Asia. Visit us at <https://www.jrautomation.com>.

**About Hitachi, Ltd.**

Through its Social Innovation Business (SIB) that brings together IT, OT (Operational Technology) and products, Hitachi contributes to a harmonized society where the environment, wellbeing, and economic growth are in balance. Hitachi operates globally in four sectors – Digital Systems & Services, Energy, Mobility, and Connective Industries – and the Strategic SIB Business Unit for new growth businesses. With Lumada at its core, Hitachi generates value from integrating data, technology, and domain knowledge to solve customer and social challenges. Revenues for FY2024 (ended March 31, 2025) totaled 9,783.3 billion yen, with 618 consolidated subsidiaries and approximately 280,000 employees worldwide. Visit us at <https://www.hitachi.com>.

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