

## Construction Machinery for Diverse Global Markets



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THE market for construction machinery is growing in response to vigorous demand from emerging economies. While fluctuations in demand such as those that accompanied the global financial crisis are likely to recur in the future, demand for construction machinery is anticipated to continue increasing with the ongoing economic development of emerging economies such as China and India.

As a result, our business is rapidly expanding throughout the world, from developed to emerging economies, to the extent that the proportion of our business outside Japan has increased from about 50% 10 years ago to around 80% now.

Meanwhile, the business environment in the global marketplace is undergoing major changes, including the growing diversity of regional needs, the strengthening of environmental regulations, and intensifying competition, not only from existing competitors, but also from new manufacturers based in China or South Korea. In response to these increasingly diverse needs of the global market, our role is to deliver products that suit each region in a timely manner.

This issue describes what the Hitachi Construction Machinery Group is doing to meet the diverse needs of the global market.

Environmental measures will feature strongly in future construction machinery. Developed economies are taking active steps to strengthen exhaust emission laws for construction machinery, and

energy efficiency improvement represents a central pillar for environmental measures because of its role in helping prevent global warming. In addition to complying with the world's most stringent exhaust emission laws in Japan, the USA, and Europe, the latest ZAXIS-5 Series of hydraulic excavators also feature excellent energy efficiency. As in automobiles, electric and hybrid drives are effective technologies for improving the energy efficiency of construction machines. We see trolley-assisted dump trucks, electric-hydraulic excavators, and hybrid hydraulic excavators equipped with the latest technology as representing a pioneering approach to reducing emissions of carbon dioxide (CO<sub>2</sub>). Furthermore, we were the first in Japan to implement carbon offsetting for construction machines, and we believe this to be a valuable activity for raising wider awareness of CO<sub>2</sub> emissions reduction.

The articles in this issue cover a range of other measures that the Hitachi Construction Machinery Group is undertaking, including the use of information and communication technology (ICT) in construction machinery, preparing for the future through greater use of robotics in construction machines, and assistance with earthquake recovery and landmine clearance that we are undertaking as part of our corporate social responsibility (CSR) activities. I hope that this issue will help you understand the many different roles of construction machines, and prove beneficial to your business.