

Press Release

Kubota celebrates 130th anniversary

On April 3, Kubota Corporation, one of the world's leading machinery and engine manufacturers, commemorates more than a century of excellence in the market.

In these challenging times we express our solidarity with all our customers, employees, suppliers and distribution partners. We thank all those of you who are on the front lines helping others; like farmers who make sure that we have food or healthcare and medical professionals who take care of all those who are suffering. Kubota is #OnYourSide and we will be there long-term to support you.

Kubota's journey started in 1890, by manufacturing Japan's first iron pipelines for waterworks. Its founder, Gonshiro Kubota, laid the foundations of a company that is now one of the major players in the industry. Starting off as a foundry, Kubota would soon become a benchmark company in the global agriculture, construction and water-related industries.

Over time, the company expanded its business along with its range of services and products. In 1922 it started producing kerosene-driven engines for agro-industrial use, where it achieved significant progress in the field. Later on, in the 1960's, the company launched its range of tractors for dry-field farming, before beginning work on water supply projects and sewage systems. In 1974, Kubota introduced its own compact mini excavator, making ground breaking work easier for all. By 1998, Kubota had extended its agricultural machinery business further as part of its internationalisation strategy and had also established a manufacturing and sales operation in China.

The world today faces various serious issues. Kubota constantly accepts the challenge to sustain the future of our society and today represents one of the leading machinery manufacturers, becoming a reference for companies across the globe. Its product offering covers multiple areas such as farming, construction, and also water supply systems. The Japanese company is also the world's leading manufacturer of compact diesel and gasoline engines for industrial, agricultural, construction and generator applications. Aside from this, Kubota's technological solutions applied to farm work, such as the Autonomous Tractor and the Kubota Bi-speed system, have significantly improved and simplified the work of operators worldwide.

Moreover, Kubota is highly committed to the protection of the environment and helping to address global water and food scarcity issues. Its engines, lawn mowers and compact construction equipment, precision equipment and materials contribute to urban maintenance.

On top of this, Kubota employs its technologies, expertise and acquired knowledge to develop and commercialise products manufactured in Japan's globally renowned water infrastructure industry with the aim of protecting the Earth's limited resources and deliver clean, safe water to everyone around the world.

Mr. Yuichi Kitao, President and Representative Director of Kubota Corporation recently highlighted the core values of the company as a tribute to its founder: "On the occasion of our 130th anniversary, it would be amiss of us to not remind ourselves of our founding principles and that 'there will be no growth without innovation'".

Special mention was made to the two main values of Kubota philosophy today: "One Kubota" and "On Your Side." According to Mr. Kitao: " 'One Kubota', is the core belief that every member of the company is essential to our group, and to be 'On Your Side,' means that each and every employee must reconsider what we do each day, ensure we are incorporating the needs of the market into all our products and services, and look at it through the eyes or perspective of the customer."

As a result, given Kubota's long history and evolution, it is important to remember its origins, where the company was at the beginning, and where it is going. Kubota will continue to work as it has been doing for 130 years to provide the best quality and most appropriate products and services, whilst guaranteeing environmental protection in order to leave a better world for tomorrow's generation. By means of innovation, research, and most significantly by communicating efficiently with its customers, the company will remain true to its motto "For Earth, For Life".

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About Kubota Corporation

Kubota Corporation has been a leading manufacturer of agricultural, turf and construction equipment and Industrial Engines since 1890. With world headquarters in Osaka Japan, and offices in more than 110 countries throughout North America, Europe and Asia, Kubota achieved revenues in 2019 of \$ 17.6 Bn. Although, agricultural equipment is Kubota's primary line of products, Kubota also produces a diverse portfolio of other products including city wide water filtration systems, irrigation, piping, roofing, housing and large underground valves.

Our Mission

Our mission, "For Earth, For Life," speaks of our commitment to the preservation of the earth's natural environment while aiding the production of food and water supplies that are vital to societal needs as our world population continues to grow. That mission is realized each time a Kubota tractor harvests the land to produce life sustaining food or our construction equipment excavates to transport water resources or provide shelter. For more information on Kubota, please visit www.kubota.com or www.kubota-eu.com.

Picture material:

Caption to picture „Beyond 130“
(File: „Kubota_130_anniversary“):



130 years of Kubota, 130 years of innovation: Founded in 1890, Kubota Corporation today is one of the world's leading companies for agricultural machinery, construction equipment, industrial engines and water supply.

Keywords:

Kubota Corporation, 130th Anniversary Kubota, Gonshiro Kubota, "One Kubota", "On your side", "For Earth, For Life", Innovation

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