

FREQUENTLY ASKED QUESTIONS

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Q: Why is the company changing its name from Hitachi Construction Machinery to LANDCROS?

A: The new name reflects our ongoing commitment to innovation and delivering world-class solutions for our customers. While our heritage as Hitachi remains strong, LANDCROS represents our future focus on supporting customers throughout the machinery lifecycle with integrated services and digital solutions.

Q: Was this decision made because Hitachi, Ltd. ended the brand contract?

A: No, the decision to change our name was not due to any termination of the brand contract by Hitachi, Ltd. Following the end of our joint venture with Deere & Company in February 2022 and our departure from the Hitachi Group in August 2022, we have operated independently, while maintaining ongoing collaboration with Hitachi, Ltd. The transition to LANDCROS reflects our continued commitment to delivering innovative solutions and enhanced value to our customers, with the same level of operational excellence and ongoing partnership with Hitachi, Ltd.

Q: Why is the change happening now, and not when you left the Hitachi Group?

A: The timing of the change reflects our careful approach to ensuring continuity and stability for our customers and partners. We wanted to make sure the transition would be smooth and that our customers would continue to receive the same high standard of products and support. Now, with our preparations complete, we're ready to introduce the LANDCROS brand and move forward together.

Q: What does the change mean for subsidiaries and the group structure?

A: Hitachi Construction Machinery (HCM) is becoming LANDCROS Corporation. All subsidiaries, including Hitachi Construction Machinery Australia, will transition to the new brand—for example, Hitachi Construction Machinery Australia will become LANDCROS Australia. This change is group-wide, and every part of our business is moving forward together.

Q: Will buildings, R&D, management, people, and supply chains change?

A: No. Our entire value chain, from the first stage of manufacturing to the final point of sale, everything stays intact. All our facilities, research and development centres, management teams, employees, and supply chain partners remain in place and will transition to LANDCROS. From our factories to our dealers, the entire group is moving forward together under the new brand.

Q: When will the change take effect?

A: The brand and company name will change on 1 April 2027.

Q: Will the quality of products and services change after the rebranding?

A: No. The quality, reliability, and support you expect will remain unchanged. Our Australian team and dealer network will continue to provide the same high standard of service.

Q: Do customers need to rebrand their existing machines?

A: No. Machines already owned by customers are not subject to rebranding. Future services and maintenance will be provided under the LANDCROS brand.

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Q: Will product names like ZAXIS or ConSite change?

A: The corporate colour will remain orange, redefined as “LANDCROS Orange”. Our machines will continue to feature the familiar orange colour, and our new LANDCROS logo will be introduced across all equipment and materials as part of the transition. Customers can expect the same recognisable look, now representing the LANDCROS brand.

Q: What will happen to existing Hitachi-branded goods and promotional items?

A: Sales of official goods with the Hitachi logo will end by March 2027.

Q: Will the company’s head office location or nationality change?

A: No. The head office for both LANDCROS Corporation (formerly Hitachi Construction Machinery) and LANDCROS Australia (formerly Hitachi Construction Machinery Australia) will remain unchanged. The transition to LANDCROS does not affect our locations or our commitment to serving the Australian market.

Q: Will there be any changes to contracts or relationships with suppliers and business partners?

A: No. All contracts and relationships with suppliers and business partners will transfer across to LANDCROS. Our legal team will work closely with you should your business require and specific amendments as a result of a name change.

Please rest assured, all existing contracts will be honoured as per the original intent and spirit of the contract.

Q: Will there be any impact on employees or restructuring?

A: There are no plans for restructuring or changes to employee treatment due to the name change.

Q: Will there be any changes to employee uniforms, or business cards?

A: These will transition to the new brand after 1 April 2027. Details will be communicated in due course.

Q: Will email addresses and internal systems change?

A: Yes, these are scheduled to change at the time of the company name change. Further details will be provided closer to the date.

Q: Who can I contact in Australia for more information?

A: Please contact your local Hitachi Branch.

Q: How will you support employees and customers attached to the Hitachi brand?

A: We recognise the strong attachment to the Hitachi name and will continue open dialogue, focusing on our shared future and the opportunities the LANDCROS brand brings.