

FREQUENTLY ASKED QUESTIONS

Reliable Solutions

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

A: Hitachi Construction Machinery became an independent company in 2022, operating globally under its own corporate structure.

As an independent company, it was important that the brand aligned with that structure. The Hitachi name is owned by Hitachi Ltd. The transition to LANDCROS reflects that independence and provides a global brand fully owned and controlled by the company itself.

What doesn't change:

- Same Japanese factories
- Same engineering standards
- Same machines and performance
- Same people in Australia and Japan
- Same parts, service, warranty and support

The name is changing. Reliability is not.

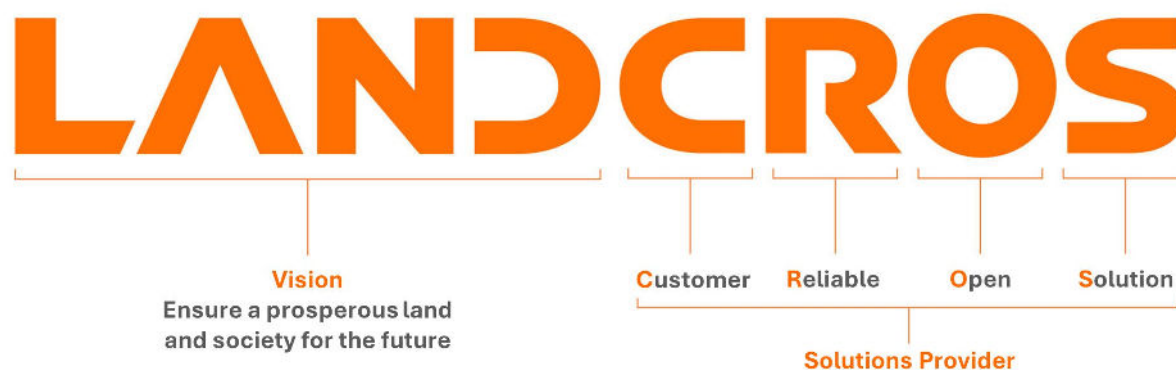
Q: What do you mean by becoming independent?

A: In 2022, Hitachi Construction Machinery began operating independently, outside the Hitachi Ltd group structure.

This independence applies to the global, Japan-based business and its subsidiaries.

It relates to corporate structure and brand ownership. It does not affect where machines are designed, manufactured or supported, and we continue to collaborate with Hitachi Ltd.

Q: What does the name LANDCROS mean?



LANDCROS brings together two elements:

- LAND – our aspiration to contribute to prosperous, safe and sustainable societies over the long term.
- CROS – Customer, Reliable, Open and Solutions: the values that guide how we work.

Together, LANDCROS reflects our independence and our commitment to practical solutions beyond machinery.

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.

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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: Are the machines staying the same?

A: Yes. Machines continue to be designed and built in Japan, in the same factories, by the same engineering teams, using the same quality standards and processes.

There is no change to:

- Product design
- Performance
- Durability
- Model codes
- Parts compatibility
- Serviceability

Only the brand name on future machines will change.

Q: When will the transition be completed?

A: The global transition to LANDCROS will be completed by April 2027.

During the transition period, customers may see:

- Dual branding in some materials
- LANDCROS branding on new equipment
- Gradual updates to documentation and systems

No action is required from customers.

Q: Is this a local rebrand or a global change?

A: This is a global transition.

LANDCROS is the global identity of the independent Hitachi Construction Machinery business, including the Japan-based manufacturing operations and its subsidiaries worldwide.

It is not a regional initiative.

Q: Will warranties, parts or service support change?

A: No. Warranties, parts supply, service support and dealer networks remain unchanged.

The same teams who support your equipment today will continue supporting it under the LANDCROS name.

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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.

Q: Will existing Hitachi-branded machines continue to be supported?

A: Yes. All existing machines will continue to receive full parts and service support throughout their operating life.

There is no change to support commitments.

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 name change affect machine value?

A: Machine value is determined by:

- Reliability
- Performance
- Operating cost
- Condition and hours
- Parts and service availability

All of these remain unchanged.

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: What does this mean for contracts and agreements?

A: Existing contracts remain valid. There is no change to obligations, warranties or commercial terms as a result of the brand transition. Where required, legal entity names may be updated in future documentation.

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.

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Q: What strategic changes are being made towards technology and innovation?

A: The company is increasing collaboration with technology partners, pursuing mergers and acquisitions with software and interconnection companies, and integrating advanced solutions into products to remain competitive.

Q: How is technology being integrated into operations?

A: There is a shift from traditional engineering to the integration of advanced technology, digital tools, and innovative solutions, especially in mining and construction sectors.

Q: What improvements are being made to work processes and tools?

A: New digital tools and faster product development processes are being adopted to improve engineering procedures and support tools.

Q: Are you still connected to Hitachi?

A: Hitachi Construction Machinery became independent in 2022. We continue to collaborate with Hitachi Ltd in areas such as component supply, technology and research and development where it supports our customers. LANDCROS represents the global identity of the independent company moving forward.

Q: Which business units are affected by the rebranding?

A: Only business units with 'Hitachi' in their name will transition to LANDCROS. Others, like Bradken, HE Parts, and Wenco, will keep their current branding.