HITACHI

Reliable solutions

Corporate brochure

Hitachi Construction Machinery (Europe) NV



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Hitachi

Founded on the principles of harmony, sincerity and pioneering spirit 100 years ago, the Hitachi brand has become synonymous with technological innovation

From power stations to microscopes, bullet trains to plasma screens, the group and its subsidiaries, such as Hitachi Construction Machinery Co., Ltd. (HCM), have had a huge impact on society, shaping it for the 21st Century and beyond.

The continual success of its products and services over the decades has brought the brand a reputation for quality and reliability among customers, whether they are multinational corporations or independent family businesses. This is supported by the expertise and passion of its diverse workforce, the people behind the products, including designers, engineers and industry specialists.

Like all other Hitachi products, the manufacturer's construction machinery has proved its reliability on the global market and in a variety of industries, from coal mines to recycling plants; from construction to demolition sites. Although no two jobs are the same, HCM and its European subsidiary, Hitachi Construction Machinery (Europe) NV (HCME), aim to offer consistently high levels of quality, advanced technology, efficiency, support and service that today's customers demand.

To face the challenges of the next century, Hitachi will continue to strive to further enhance its capabilities, not only within the construction sector, but across the whole of its product spectrum. It aims to focus on the development of environmentally innovative products to contribute to a sustainable society for the next generation. In doing so, it will stay true to its core values and founding philosophy.

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Hitachi was established in 1910 as an electrical repair shop servicing a copper mining company in Japan. The company, which name in Kanji (Chinese characters) means ‘sunrise’, was built on the philosophy of contributing to people and society through technology.

Today Hitachi, Ltd. is one of the world’s largest corporations with a range of over 20,000 products and approximately 400,000 employees. It manufactures a full range of consumer electrical goods, power generators, innovative transport systems, IT solutions and construction equipment.

Driven by the collective aim to contribute to social infrastructure development, the Hitachi Group and its distinctive companies provide products and services that meet the ever-changing needs of its customers around the world.

Welcome to the world of Hitachi

























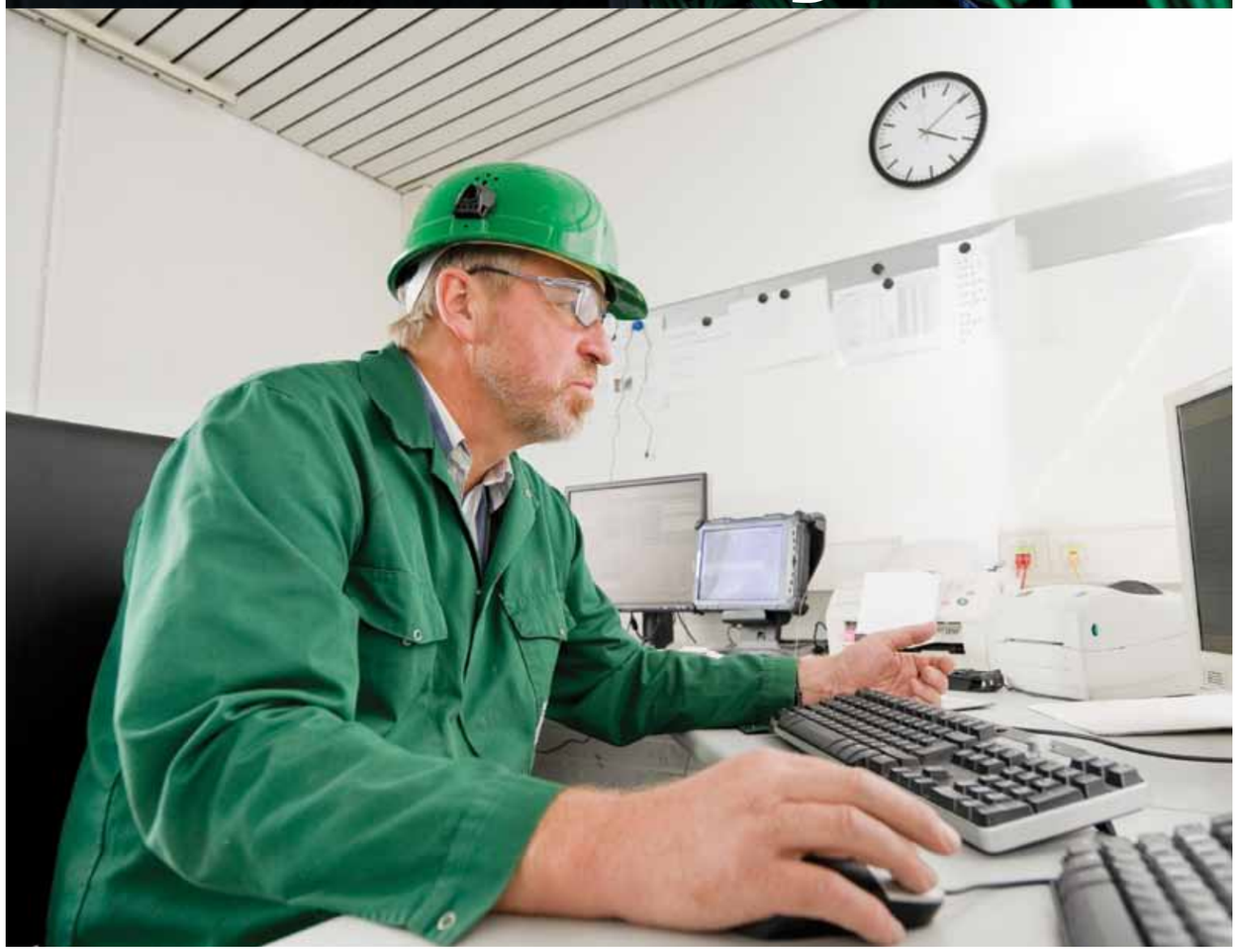


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Strength in diversity





In homes, offices and industries all over the world, you'll find products bearing the Hitachi name, which is evidence of the expansive technological know-how shared and developed by Hitachi, Ltd. and its subsidiaries

Information and telecommunication systems

Hitachi supports the creation of customers' information systems by providing highly efficient and reliable platform technologies and solutions. Its wide range of products includes storage equipment, servers, network-related products and information terminals. When security is paramount, Hitachi has an abundance of sophisticated technologies and systems such as finger-vein authentication, which makes forgery, falsification or impersonation extremely difficult.

Governments and public services rely on Hitachi to provide electronic systems, while companies in financial, electronic and logistic fields turn to the company for its systems solutions. For all its customers, Hitachi aims to be a one-stop solution service provider. In addition, its business and IT firm, Hitachi Consulting, offers cutting-edge solutions to global firms looking to expand worldwide.

Electronic devices

Providing enhanced visibility and responsiveness, the Hitachi IPS (In-Plane Switching) LCD (Liquid Crystal Display) is used for information equipment, such as mobile phones and digital cameras, as well as household items like televisions and monitors.

Hitachi also supplies a wide range of products to semi-conductor processes, including plasma etching equipment and measuring, inspection and analytical systems – such as one of the world's leading microscopes, the CD (Critical Dimension) Measurement SEM (Scanning Electron Microscope).

In the biomedical field, Hitachi offers products based on the development of analytical technologies over many years. These include a compact DNA (Deoxyribonucleic Acid) analysis system, which will form the foundation of tailor-made healthcare, and minimally invasive diagnostic equipment designed to reduce patient discomfort.

Power systems and equipment

Thermal and nuclear power systems belong to one of the core business areas of Hitachi. For its nuclear power business, the company has a global alliance with General Electric (GE). Efforts are being made to develop highly reliable monitoring control systems, state-of-the-art preventative maintenance technology and next-generation reactor technology.

In the thermal power business, Hitachi is implementing various projects to suit diverse regions around the world. Using sophisticated technologies, including AQCS (Air Quality Control System), Hitachi aims to boost efficiency and reduce the environmental burden of electric power facilities.

Hitachi is also making progress in promoting the diversification of energy sources. This is reflected by its development and commercial application of alternative energy sources such as wind power.

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Industrial and infrastructure equipment

From manufacturing equipment to construction machinery and power tools, Hitachi products are designed to provide a solution for customers, as well as increase productivity, save energy and reduce the impact on the environment.

Hitachi aims to make people's lives safer, more comfortable and convenient by providing urban development solutions such as elevators and escalators, which incorporate pioneering technology. It has also developed industry-leading railway traffic control systems and lightweight aluminium train carriages for networks in the UK and Japan.

For the roads, Hitachi is focusing on the development of hybrid vehicles that have a smaller environmental impact and feature exterior recognition technology for enhanced safety and comfortable driving.

Digital media and consumer products

Hitachi digital media and consumer products incorporate unique technologies and are created to enhance the lives of those who use them. Its digital imaging equipment continues to push the boundaries in the realm of home entertainment. In addition to HD (high-definition) flat-panel TVs and ultra-thin, lightweight LCDs, Hitachi has introduced the world's first Blu-ray Disc hybrid camcorder.

Elsewhere in the home, Hitachi provides high-quality, energy-efficient and easy-to-use products to suit today's busy lifestyles. These include high-capacity and efficient refrigerators, water-conserving, high-performance washer-dryers and eco-friendly air conditioners and cleaners that are simple to maintain.

High functional material and components

From office equipment and household appliances to heavy machinery and power cables, Hitachi high-performance materials can be found in all sectors. For example, Hitachi Chemical Co., Ltd. manufactures electronics-related products, including anisotropic conductive films for flat-panel TV displays.

Hitachi Metals, Ltd. sells metal materials for electric transformers used in electric power and high-grade casting components for automobiles. And Hitachi Cable, Ltd. provides electric wires and cables that are used to send information and supply power, as well as information and telecommunications network equipment.

Logistics and financial services

Established in 1950, Hitachi Transport System, Ltd. provides logistics services with fully integrated procurement, production and sales systems to customers worldwide.

Hitachi Capital Corporation is the Hitachi Group's core provider of financial services to corporate and public sector clients, their employees and consumers. To ensure customer satisfaction on all levels, operations are divided into leasing, loan, card, security, insurance and outsourcing businesses.

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Built on solid foundations



Initially renowned for manufacturing hydraulic excavators, Hitachi Construction Machinery Co., Ltd. has become one of the world's largest construction equipment suppliers

Established in 1970 in Japan as a subsidiary of Hitachi, Ltd., Hitachi Construction Machinery Co., Ltd. (HCM) has gone from strength to strength over the past four decades. Using its vast experience and advanced technological capabilities, the company has developed a comprehensive line-up of construction equipment that includes excavators, wheel loaders, dump trucks, crawler cranes, aerial working platforms and many more. It employs more than 17,000 people around the world.

The wide range of Hitachi construction machines and attachments are manufactured in production plants located in Asia, Europe and North America. Each model is purpose-built to cater for the requirements and utilities of global construction and related industries.

The corporate vision of HCM is to contribute to the creation of congenial living spaces. To achieve this, the company continues to develop its market-leading, technologically advanced products and services. These are used for residential and commercial construction, urban development, infrastructure maintenance, mining, the modernisation of telecommunications and transportation networks, and the creation of more eco-friendly living environments.

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Building a better future



Mr. Amemiya, President of Yamanashi Hitachi Construction Machinery

Aware of its corporate and social responsibility, Hitachi Construction Machinery Co., Ltd. is taking some important steps towards making a positive impact on people and the environment

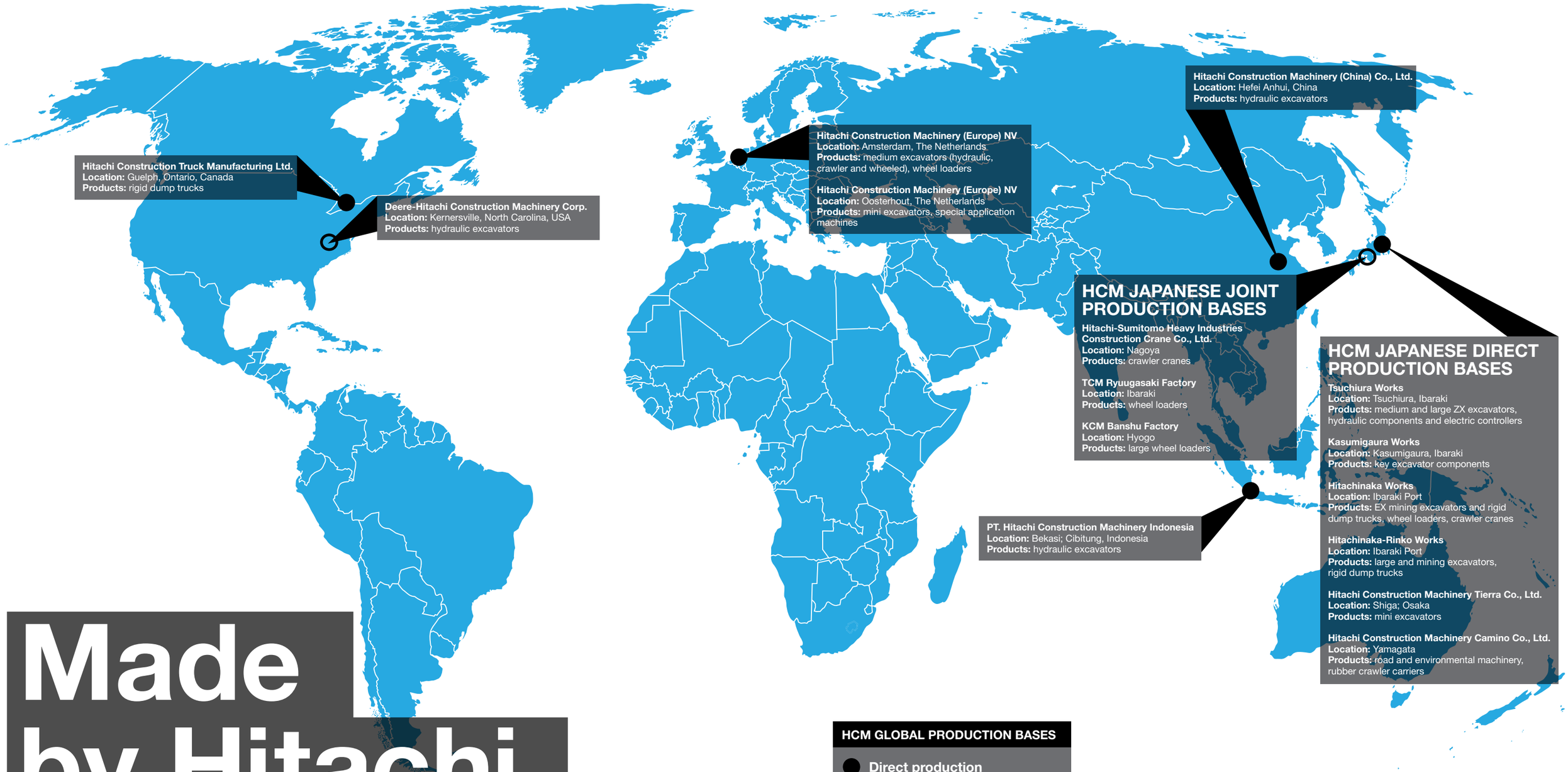
Hitachi Construction Machinery Co., Ltd. (HCM) endeavours to contribute to an environmentally sustainable society and improve the quality of life of people all over the world.

As part of the Hitachi Group, it is committed to the Environmental Vision 2025. This represents the group's aim to reduce CO_2 emissions from the use of Hitachi products by 100 million tonnes annually by 2025. Developing products that consume less energy, last longer and incorporate recyclable materials is an important step towards achieving this aim.

In addition to manufacturing hybrid excavators, and fuel efficient dump trucks and wheel loaders, HCM has also reduced the impact of its factories and offices on the environment. By enhancing production procedures, for example, it hopes to prevent wasteful use of resources and energy.

Using the technology and expertise at its disposal, HCM has already enhanced the lives of millions across the globe. From clearing landmines in Asia and Africa, and conserving forests in Japan, to supporting communities through global initiatives and local charities, the company is investing in another of the world's most vital resources: people. HCM aims to build on the success of its current corporate and social responsibility policy and continue to contribute to society – helping to solve global issues and create a safer, more comfortable environment for all.

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Made by Hitachi

Hitachi Construction Machinery supplies its customers with machines from state-of-the-art manufacturing and assembly plants around the globe

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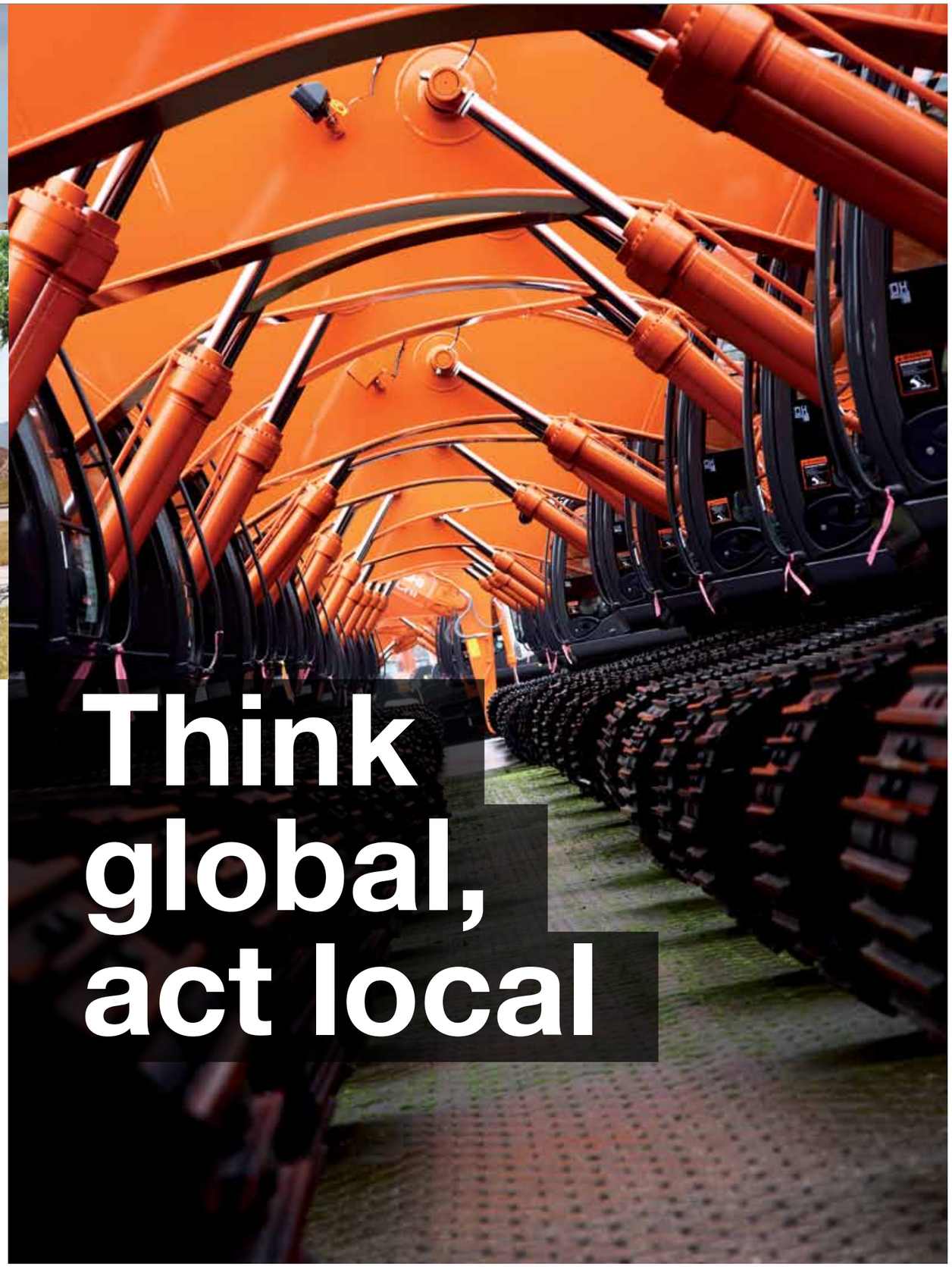
Based in The Netherlands, Hitachi Construction Machinery (Europe) NV is ideally situated to support the national markets within Europe and cater for their individual requirements

Hitachi Construction Machinery (Europe) NV (HCME) is a subsidiary of Hitachi Construction Machinery Co., Ltd. (HCM) and was established in 1972 in Oosterhout, The Netherlands. It is responsible for the manufacture, sales and marketing of Hitachi construction equipment throughout Europe, Africa, the CIS and the Middle East.

Hitachi mini excavators have been produced in The Netherlands since 1988. The factory moved to its current site (also in Oosterhout) three years later, when HCME further expanded its operations. In 2002, the Zaxis mini excavator range was introduced to the plant.

In the same year, HCME headquarters, including a factory for the construction of medium excavators and a Training and Demonstration Centre, was established in Amsterdam. A wing was added to the existing factory and a new production plant built alongside it in 2006.

Successful operations at its European factories are allowing HCME to fulfil its business strategy and increase market share in each of its key markets. The company's mission to 'think global, act local' is reflected in its focus on customer needs and the Hitachi brand values associated with innovation and technology.



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First-rate production









The assembly line that runs through the network of factories supplying Hitachi Construction Machinery (Europe) NV results in the delivery of high-quality construction machines that continually exceed customers' expectations

To meet the demand across Europe for Hitachi mini and medium excavators, Hitachi Construction Machinery (Europe) NV (HCME) has two factories in The Netherlands. The larger of the two is based in Amsterdam at HCME headquarters and the smaller is approximately 100km away in Oosterhout.

Mini excavators from one to six-tonnes are manufactured at Oosterhout and medium excavators up to 48 tonnes are produced at the plant in Amsterdam. Both factories have similarly efficient assembly lines and systems in place, which have coped well as the brand's market share has steadily increased.

Approximately 21,000 mini excavators have rolled off the production line at Oosterhout since 1988. In Amsterdam, more than 25,000 medium wheeled and crawler excavators have been assembled since production started in 2003.

In anticipation of the growing demand for Hitachi medium excavators in Europe, a €20million investment programme was completed in late 2006. It included the construction of a 19,600m^2 production plant alongside the existing HCME facility in Amsterdam, which became the assembly floor.

Hitachi is able to produce up to 6,000 mid-range excavators per year at the Amsterdam plant. A wide range of optional extras can be fitted to the ZX110-3 to ZX470-3 crawler range and ZX140W-3 to ZX210W-3 wheeled excavators.

Additional large and specialist Hitachi machines are supplied from its factories in Japan. Dump trucks and EX-series excavators used for the mining and quarrying industries are manufactured at the Hitachinaka Port factory and shipped to the job site for assembly.

Base machines for special applications such as long-reach, demolition and material handling are also supplied from the main Hitachi Construction Machinery Co., Ltd. factory at Tsuchiura to the HCME Special Application factory in Oosterhout. The arm and boom are then assembled, and the machine can be modified to the individual customer's specifications.

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Small and mighty

From excavating earth beneath Moscow's iconic Bolshoi Theatre to maintaining Perugia's hillside olive groves, the smallest models in the Hitachi excavator range can be found on a variety of job sites

Designed for earthmoving and agriculture, landscaping, general and road construction projects, Hitachi mini excavators are extremely versatile.

Each machine, from the ZX10U-2 to the ZX60USB-3, is compatible with buckets of varying shapes and sizes, and a wide selection of attachments. Available with a canopy or an insulated cab, all Hitachi mini excavators offer a spacious and comfortable working environment.

The smaller standard models up to and including the ZX27-3 are easily transported between job sites by trailer and a suitable towing vehicle. With user-friendly controls, they are the most popular choice for rental customers.

The short-tail swing Hitachi mini excavators are ideal for working in confined spaces and on narrow roads. In addition, the U-3 models incorporate Eco Zone technology, which boosts efficiency and helps to reduce fuel consumption.

The five to six-tonne zero-tail and ultra-short tail machines are suitable for larger, more demanding construction sites, where space may be limited. Low-noise four-cylinder engines ensure a high level of productivity.

The largest Hitachi mini excavator highlights a strong commitment by Hitachi to the environment. The ZX60USB-3 is completely lead-free and more than 95 per cent of it is recyclable. For job sites that require special environmental care, biodegradable hydraulic oil is also available.



"I think that Hitachi mini excavators are better than the competition due to greater manoeuvrability and the comfortable cab." Andrea Tognoloni works on general construction projects across Umbria, Italy

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"The Zaxis excavator works quickly and efficiently, and is extremely user-friendly – it always does what you want it to do." Operator Arno Janssen works for quarrying company Zilverzand Exploitatie Beaujeau BV in The Netherlands

Leading the way







Hitachi medium excavators are the most popular machines in the manufacturer's wide range of construction machinery. This highlights their adaptability for numerous industry solutions

The standard models such as the ZX210LC-3 are commonly selected for earthmoving and general construction; the larger machines including the ZX350LC-3 are suitable for more heavy-duty applications, such as quarrying. In addition, Hitachi medium excavators are the base machines for several other special applications, including demolition, material handling and dredging.

The Hitachi medium excavator range also includes a variety of ultra-short tail swing models. With a minimal swing radius, they are easy to operate in confined spaces, such as narrow road construction sites.

From the seven-tonne ZX70LC-3 up to the 48-tonne ZX470LCH-3, Hitachi medium excavators share many of the same features, including a powerful, economical engine and an on-board satellite communication system. This allows Hitachi owners around the world to manage their fleet of machines online via the E-Service Owner's Site.

Every Hitachi medium excavator provides a high level of comfort for operators. The spacious and ergonomically designed cab provides a pleasant working environment and allows operators to work continuously for long hours on the most demanding job sites.

Since their introduction to the European market, Hitachi medium excavators have proven to be reliable, versatile and productive, even in the toughest working conditions. The advanced technology incorporated in their design has helped Hitachi to gain a reputation as one of the world's leading excavator manufacturers.

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Talented all-rounders



"The main benefits of our Hitachi wheeled excavator are its lifting capacity, stability and versatility. It's the only solution for this site." Gregoire Roduit could not do without the ZX170W-3 at his timber yard in Leytron, Switzerland







Designed to complement its renowned range of crawler machines, Hitachi wheeled excavators share the same advanced technological features. In addition, they offer greater mobility and versatility for a variety of job sites from construction projects to timber yards and concrete plants to quarries

Suitable for earthmoving, transporting materials, groundworks and road construction, the 14- to 20-tonne models are compatible with a wide range of attachments, including grapples, hammers and buckets of varying sizes. Equally at home on- or off-road, the Hitachi wheeled excavator is an adaptable resource for all kinds of customers. For large companies, it is a useful and flexible addition to the fleet. For small enterprises, it could be the only machine it needs.

Like all Zaxis medium excavators, they are fitted with on-board satellite communication systems and powerful, yet economical engines. Travelling around the job site, or from one location to another, Hitachi wheeled excavators benefit from low fuel consumption and excellent all-round visibility.

The Hitachi wheeled excavator range includes two material handling models, which have been developed specifically for port and canal-side applications, and working with scrap and waste materials. The ZX250W-3 and ZX360W-3 have hydraulic cabs that can be raised up to 5.4m high to provide greater visibility when loading and unloading.

Stability and a high level of productivity are often cited as the main benefits of Hitachi wheeled excavators by operators and customers. The wheeled models have strengthened the Hitachi line-up of construction equipment, and allow the manufacturer to provide versatile solutions for customers.

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Tested to the limit



“The most important benefits of Hitachi excavators are reliability, low running costs and productivity.” Boris Ishcenko, chief of mechanics at SSGPO in Kazakhstan, which has a fleet of EX3600-6 and EX5500-6 excavators









Hitachi is one of the world’s leading manufacturers of large hydraulic excavators. The range of 50- to 780-tonne machines has been designed to withstand the most demanding environments, including large earthmoving projects and construction sites, as well as mines and quarries

The Zaxis-3 models, from the ZX520-3 to the ZX870-3, can be fitted with a wide variety of attachments to suit the requirements of the job site. With the ability to operate for 24 hours a day, Hitachi large excavators have proven to be highly productive and extremely reliable.

The range also includes machines specifically modified for quarrying. To cope with challenging working conditions, the ZX520LCH/LCR-3, ZX670LCH/LCR-3 and ZX870LCH/LCR-3 have been equipped with additional features, including a stronger arm and boom, reinforced undercarriage and full track guard.

Like all large Zaxis-3 large excavators, they have a powerful, yet economical engine and an on-board satellite communication system. Accessible inspection points ensure that the machines are easy to maintain and help to reduce downtime.

Hitachi is also renowned worldwide for its mining excavators, from the EX1200-6 to the EX8000-6. Used to remove overburden, or extract materials such as coal, copper and iron ore, Hitachi mining excavators are available in backhoe and front shovel configurations.

A combination of engineering excellence and a dedication to quality, Hitachi large excavators are built to succeed on the toughest job sites and exceed customers’ expectations of productivity, reliability and durability.

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Broadening the appeal

Equipped with powerful yet economical engines and easy to manoeuvre, Hitachi wheel loaders meet the demands of customers working in a variety of industries

The Hitachi ZW wheel loader series includes large models suitable for quarries and mines; medium versions for use in stock yards, or material handling and waste management sites; and compact designs that are ideal for road and general construction projects, agriculture and short-term rental fleets.

Fitted with a quick coupler compatible with a variety of buckets and fork attachments, Hitachi compact wheel loaders are extremely versatile. The five- to six-and-a-half-tonne models have powerful engines, and their overall size and dimensions make them easy to transport and use in confined spaces.

The ZW140 and ZW150 have been developed with an innovative Hydro Static Transmission hydraulic system. This provides excellent mobility when the machine is fully loaded and smooth control on a gradient.

An optional parallel linkage (PL) tool carrier is also available on these two models and the ZW180PL, which makes them suitable for a broader range of industry applications. They can be used with fork attachments, log grapples and large-volume buckets for loading relatively light materials such as snow and compost.

The models between the ZW180 and ZW310 feature a Total Torque Control System, which allows the operator to find the right balance between traction force and front speed. Depending on the job, the setting can be manually adjusted to traction priority, general work or light duty.

The largest ZW wheel loaders (ZW330 and above) are the result of an alliance between Hitachi Construction Machinery Co., Ltd. (HCM), Kawasaki Heavy Industries Ltd. and TCM Corporation. Each model has a powerful and economical engine with two settings: power boost and fuel efficient. Designed to increase productivity and efficiency, the options can be selected according to the needs of the job site.

Since their initial launch on the European market in 2006, Hitachi wheel loaders have equalled the brand's strong reputation for manufacturing high-quality excavators. From the smallest compact to the largest model, they have proved able to meet customers' demands of productivity, efficiency and versatility.



"Hitachi wheel loaders are powerful, comfortable to drive and easy to manoeuvre," says Elin Svenkerud Rønningen, who works for Wiggo Rønningen Maskin and uses a ZW220 to clear snow from a construction site in Osen, Norway

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Keep on moving





“The decision criteria were lifetime cost, reliability, performance/output and local support – with Hitachi, all the boxes were ticked,” says Mining Manager Arto Suokas at Talvivaara Mining Company, Finland, which has a fleet of EX3600-6 excavators and EH3500ACII dump trucks

From one of Europe’s largest nickel reserves in Finland to northern Kazakhstan’s vast iron ore mines, Hitachi rigid dump trucks are selected the world over for their durability, reliability and productivity. In the toughest industry conditions and climates, they can operate all year round, 24 hours a day

Manufactured in Japan, Hitachi dump trucks are shipped to customers around the globe and assembled at the job site under the supervision of experienced engineers from Hitachi Construction Machinery Co., Ltd. Once up and running, the trucks are supported by Hitachi and its extensive dealer network, providing operator training, routine maintenance and parts.

The compatibility of Hitachi rigid dump trucks with the brand’s EX mining excavators is evident from the trucks’ design. Some parts can be used for either machine, which helps to reduce costs for customers.

The dump trucks also benefit from technology used in other Hitachi products. For example, the EH3500ACII incorporates AC drive system technology, which has been used by the manufacturer for many years in its electric trains. In addition to the positive environmental effects, the result is high top speeds and strong braking, which are essential for enhanced levels of productivity and safety in any mine.

Although technologically advanced, Hitachi rigid dump trucks are surprisingly easy to manoeuvre. The controls are simple to use, handling is smooth, and the vehicle’s gearbox and transmission are particularly advantageous when it is fully loaded and travelling uphill.

Having proved their capabilities on challenging, large-scale projects around the world, Hitachi rigid dump trucks continue to strengthen the brand’s reputation for manufacturing reliable solutions.

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"Thanks to Hitachi Support Chain, my business never stands still." Fedor Bottelier owns Bottelier Demolition Works in The Netherlands, which has a fleet of Zaxis excavators from ZX210-3 to ZX670-3

Hitachi Support Chain



SUPPORT CHAIN





Customers of Hitachi Construction Machinery (Europe) NV can rely on a comprehensive chain of support for their machinery, which incorporates our global e-Service, technical support, Hitachi Extended Life Program (HELP) and service contracts, genuine parts and remanufactured components

Hitachi takes pride in maintaining exceptionally high standards of design, manufacturing and quality control. Every machine is built to perform at the highest level and cope with the toughest working conditions. Hitachi Support Chain has been developed to ensure your Hitachi fleet continues to meet your expectations and to protect the investment you have made in Hitachi construction machinery.

E-Service Owner's Site

The Hitachi E-Service Owner's Site is an online facility that allows the customer and their local Hitachi dealer to access and share data on each Hitachi machine. Information is updated daily to the site and includes technical specifications and history, plus maintenance, location and operational data.

The customer can use the Hitachi E-Service Owner's Site to manage their Hitachi fleet remotely and plan work efficiently. Operational data, such as working hours, fuel consumption and metre readings, are reported automatically from each machine to the site via satellite. An online map illustrates the location of each Hitachi model, even when in transit from one job site to another, which also helps to combat theft.

The Hitachi dealer can use the site to advise the customer on how to ensure the optimum performance of each Hitachi model in their fleet. Regular maintenance updates highlight upcoming service intervals, for example, so the dealer can advise on periodic maintenance and special offers on service. This ensures that downtime is kept to a minimum.

Technical Support

Our professional, highly trained service employees combine the global expertise and knowledge of Hitachi products with the local language and culture of the customer.

Hitachi dealers take a proactive approach towards customer service and provide active support with the help of the data provided by satellite communication.

Service team members receive full technical training from Hitachi Construction Machinery (Europe) NV (HCME). Its state-of-the-art Training and Demonstration Centre in Amsterdam has a large auditorium, exterior machine demonstration area, technical training workshop and four fully equipped classrooms.

Thanks to the training sessions at HCME, the technical knowledge available in the global Hitachi quality assurance departments and design centres is passed on to each individual technician in the dealer network.

HELP and Service Contracts

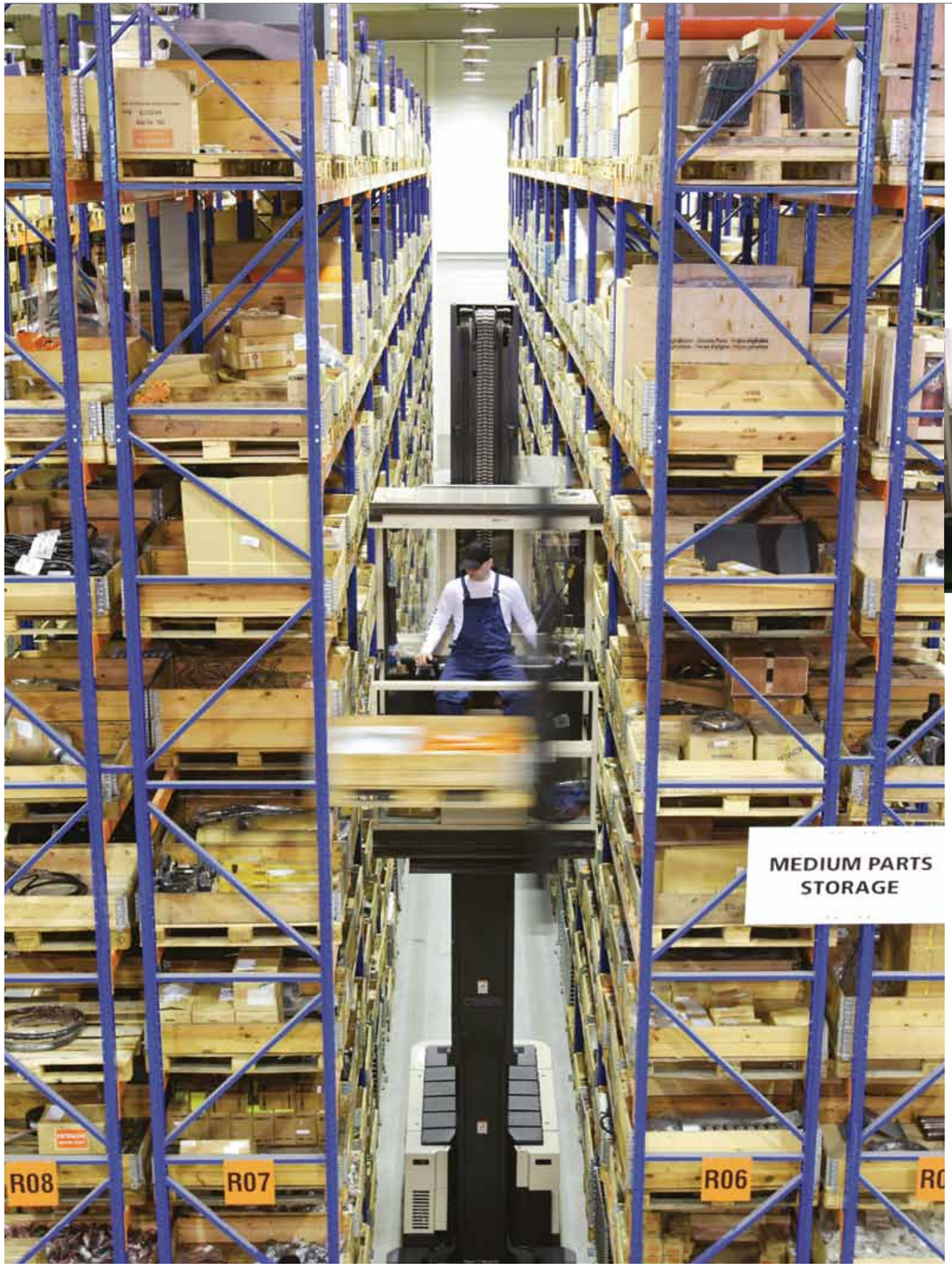
Every new Hitachi model is covered by a full manufacturer's warranty. In addition to this, however, some customers require extra protection due to severe working conditions or to minimise equipment repair costs.

To meet these demands, Hitachi dealers offer a unique extended warranty programme, HELP (Hitachi Extended Life Program), and comprehensive service contracts. The combination of HELP and service contracts is the most effective way to maximise the performance of a Hitachi machine.

HELP provides a wide range of coverage and duration, and can be purchased until the end of the machine's standard warranty. The benefits include periodic oil sampling and visual inspections, which help to reduce downtime and keep equipment in good condition.

If a customer decides to sell a machine covered by HELP via an official Hitachi dealer, it will still be protected by HELP. Machines protected by HELP and service contracts by official Hitachi dealers will retain higher resale values.

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SUPPORT CHAIN





Genuine Parts

The use of Hitachi Genuine Parts will significantly increase the resale value of Hitachi construction machinery. Manufactured to meet the same high-quality standards as all Hitachi construction equipment, Genuine Parts allow machines to work longer, with lower running and maintenance costs. They are also covered by the manufacturer's warranty.

Accompanied by proper maintenance and service, the use of Genuine Parts will ensure continuous machine quality. It also brings peace of mind to the customer, avoiding the associated risks of using imitation parts.

Genuine Parts are supplied to the HCME dealer network by the dedicated distribution centre in Oosterhout, The Netherlands. The 8,500m^2 site houses a purpose-built storage and retrieval system that operates 3,500 pallet locations, plus more than 65,000 line items. Every day, more than 350 parts shipments are made to dealers across Europe, the CIS and the Middle East.

Hitachi Genuine Remanufactured Components

Offering excellent value and the same high quality as new parts, official Hitachi remanufactured components are also available to HCME customers.

A remanufactured component is tested to the same rigorous standards as a new part, yet costs up to 40 per cent less. Remanufactured components are also modified to comply with the latest specifications. This ensures that the quality of Hitachi components is higher than those of third-party suppliers.

The official Hitachi remanufactured components programme gives flexibility to the customer. They can exchange components at a favourable price for a remanufactured unit, or through preventative maintenance, to minimise potential machine downtime and allow for optimum fleet management.

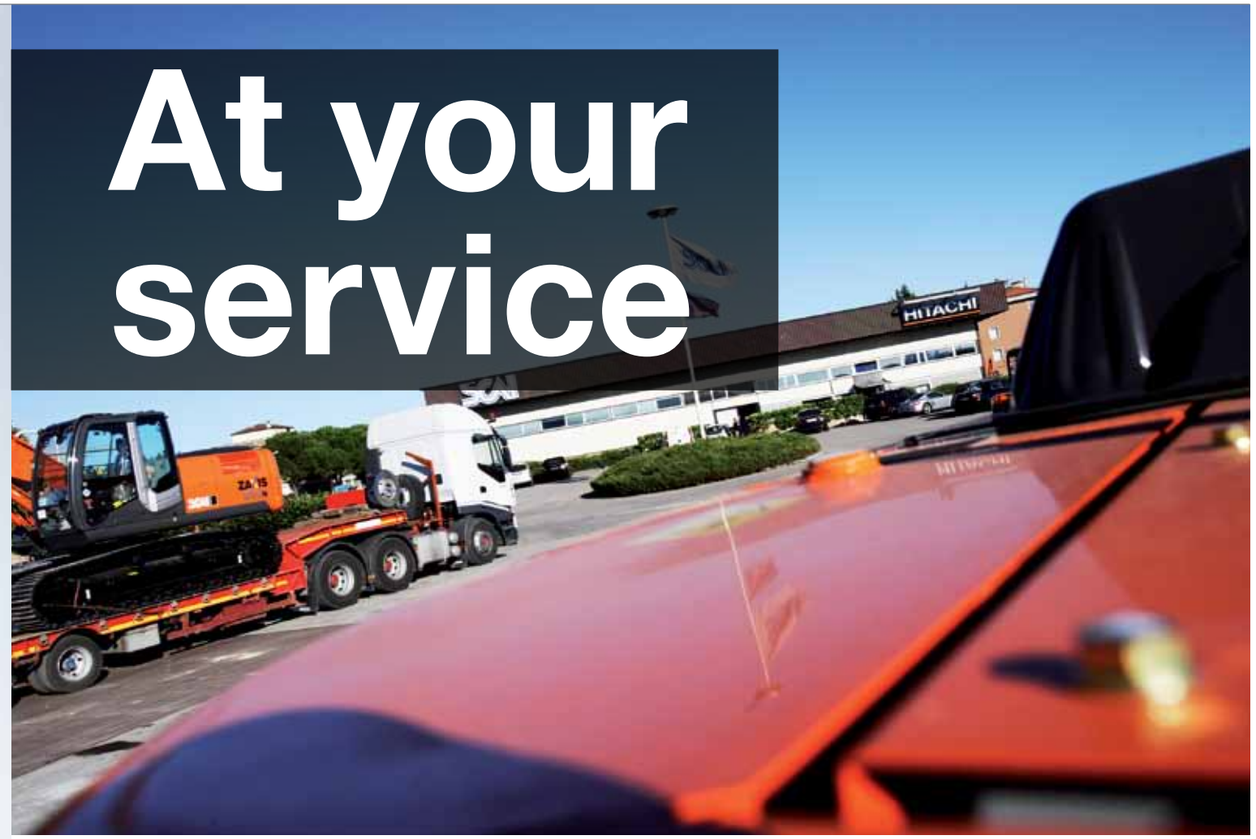
Internal parts used for remanufacturing are Hitachi Genuine Parts, which provides additional peace of mind for the HCME customer.

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“Hitachi dealer Kiesel responds quickly, and is reliable and competent – 24 hours a day, seven days a week,” Josef Seidl, owner of construction and demolition company Seidl Bau in south Germany, which has a fleet of Hitachi mini, medium and wheeled excavators

At your service



Hitachi Construction Machinery (Europe) NV has developed a strong network of local dealers and liaison offices to meet the needs of customers across Europe, Africa, the CIS and the Middle East

Wherever a customer or job site is located, Hitachi Construction Machinery (Europe) NV (HCME) can call upon one of its dedicated offices or local dealers across the continent to ensure that its machines are assembled and delivered successfully, and then continue to run like clockwork.

In addition to its strong dealer network that covers 25 per cent of the world’s countries, HCME offices are located in Paris, France; Ponferrada, Spain; Bath, UK; Stockstadt/Rhein, Germany; Moscow, Russia; Istanbul, Turkey; and Dubai in the United Arab Emirates.

Each office is responsible for identifying and developing new markets within their region, as well as overseeing sales and deliveries from HCME factories in The Netherlands and Hitachi Construction Machinery Co., Ltd. factories in Japan.

Dealers are responsible for the sales and marketing of Hitachi construction machinery in their local markets, as well as the supply of parts and after-sales care. Their representatives are trained at the HCME headquarters in Amsterdam and can assist customers with the training of their machine operators.

Where necessary, dealers will be able to help with on-site machine assembly and can also customise machines in order to meet specific customer requirements or market conditions.

Once a Hitachi machine is up and running, dealers continue to provide routine and preventative maintenance, and also advise customers on how to operate their machine productively and efficiently.

The relationship between dealers and their customers is often of paramount importance to the purchase of a Hitachi machine. The relationship between HCME and each of its dealers is equally important. HCME relies upon its dealers to provide a first-class after-sales service to its customers. In return, it supports dealers with sales and marketing tools, expert training and availability of machines.

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Hitachi Construction Machinery (Europe) NV

General information

Find out the facts and figures behind Hitachi Construction Machinery (Europe) NV's operations and activities at a glance

Amsterdam

10-50 tonne machines assembled
18 hectares total surface area
54,200 square metre built-on area
3,000 square metre training and demonstration area
48,400 square metre factory
6,000 units produced each year

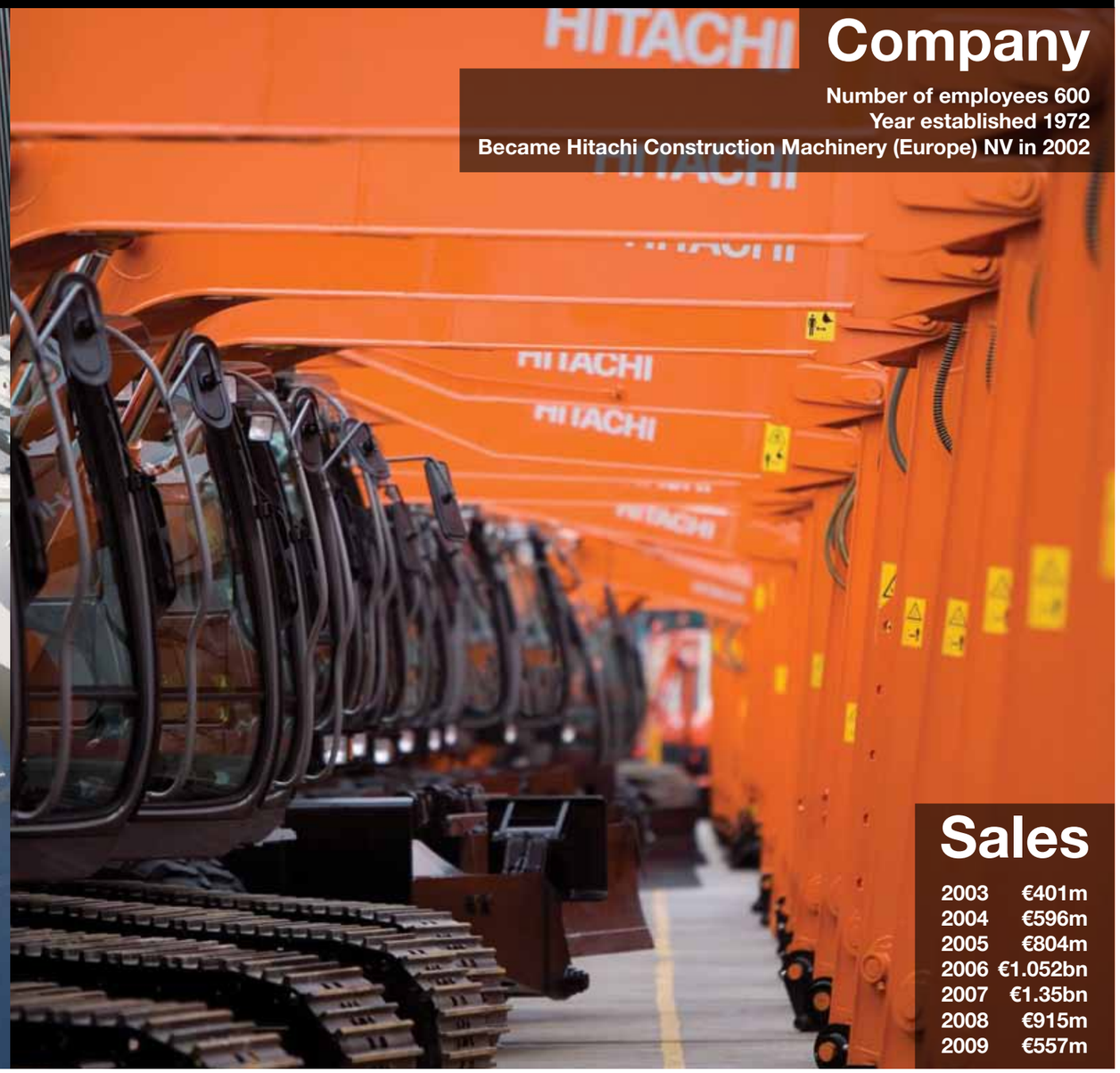


Oosterhout

1-6 tonne machines assembled
41,560 square metres total surface area
22,160 square metre built-on area
8,200 square metre factory
2,500 units produced each year
7,600 square metre parts centre
65,000 parts line items

Company

Number of employees 600
Year established 1972
Became Hitachi Construction Machinery (Europe) NV in 2002



Sales

2003	€401m
2004	€596m
2005	€804m
2006	€1.052bn
2007	€1.35bn
2008	€915m
2009	€557m

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HITACHI

Reliable solutions

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