

Customer Satisfaction

Everything Starts with Demands from Customer

Customers' demands are gathered through sales and service activities conducted throughout the world. Taking maximum advantage of them, Hitachi Construction Machinery improves products and services and reflects them to new product development efforts. This further enhances the reliability represented by the phrase "Made by HITACHI."

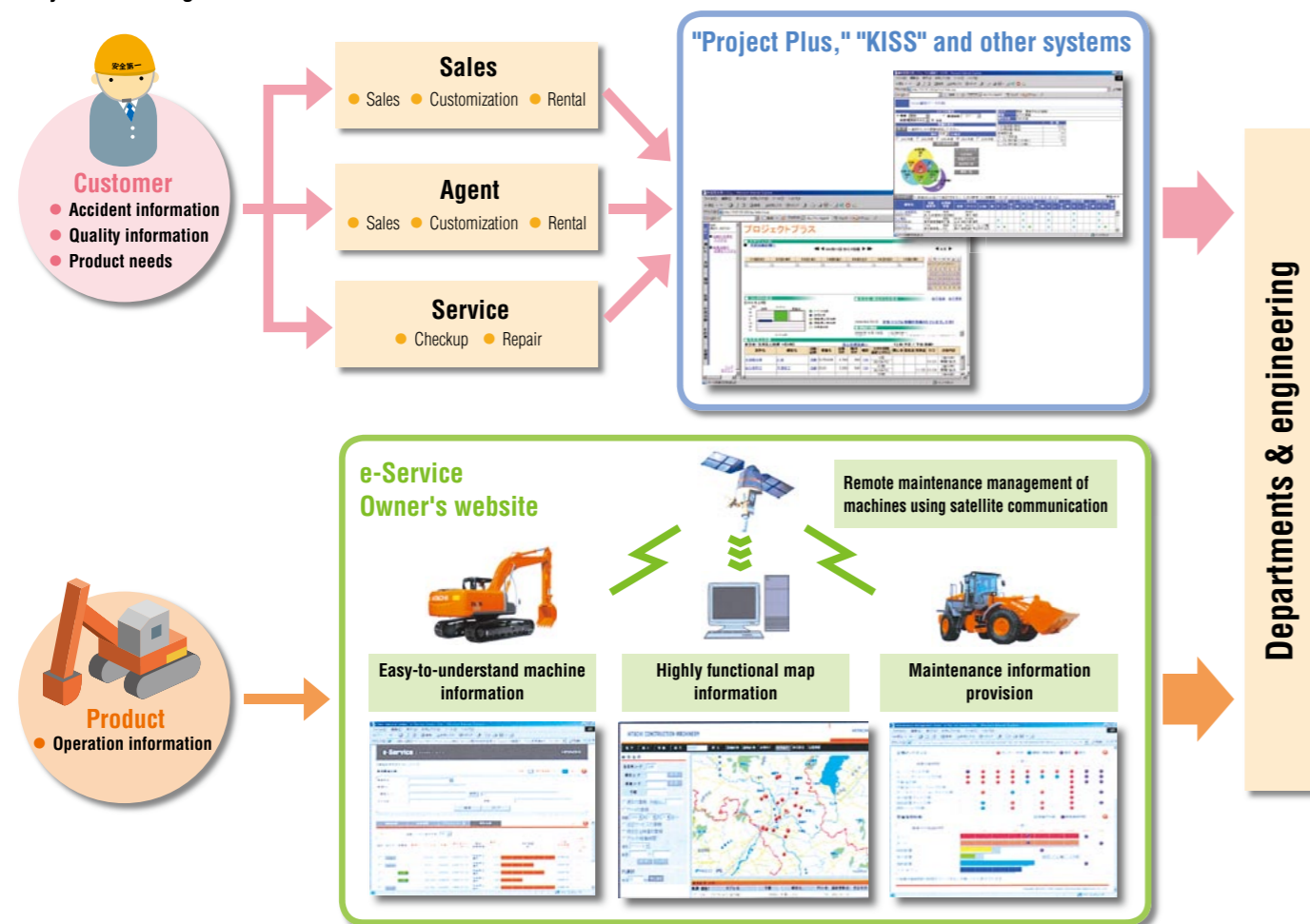
Collecting Customers' Demands through Direct Sales and Service

As a manufacturer, Hitachi Construction Machinery considers and emphasizes that demands from customers and users are the most precious source of developing new products and contributing to society. From product sales to service provision, employees of Hitachi Construction Machinery have direct contact with customers in different situations. The rich resources of our customers' demands have been accumulated through various in-house mechanisms and utilized in future development projects. The sales progress management system, "Project Plus," a company-wide public message board on the Intranet, "KISS (Kenki Information Sharing System)," and other mechanisms contribute to gathering the opinions of customers and utilizing them for product and service improvements as well as new product development.

e-Service Promoting Evolution of Maintenance, Product Improvements and New Product Development

In addition to information gathering through sales and service, Hitachi Construction Machinery puts its energies into e-service. This first-in-the-industry service offering that started in 2000 as an option, can grasp location information of construction machinery as well as mechanical operation information such as temperature of hydraulic fluid and engine RPM and supports customers' machine management based on the information obtained. In January 2006, the e-Service was standardized with the release of ZAXIS-3 Series hydraulic excavators and the ZW Series wheel loaders. On this occasion, the e-Service was also renewed and reopened as "e-Service Owner's Website" to share machine information between each customer and Hitachi Construction

Major routes to gather customer's demands



Machinery for optimal management of the equipment.

In addition to the conventional machine location and operation information, the newly developed "e-Service Owner's Website" offers machine maintenance and management information and a list of owned machines, enabling each customer and Hitachi Construction Machinery to appropriately manage and maintain the machines owned by the customer. Moreover, Hitachi Construction Machinery quickly provides services by linking the "e-Service Owner's Website" to the "Global e-Service" with technical information, parts information and other different service menus. The information collected at the "Global e-Service" is utilized by development, design, manufacture, sales and service divisions for product improvement and new product development.

Demands from Overseas Customers are through Overseas Sales Companies

Hitachi Construction Machinery sells its products to overseas customers via overseas sales companies who thus directly handle customers' opinions and requests. In order to grasp the information through the sales companies, Hitachi Construction Machinery host a regional meeting with overseas sales companies every three months.

Total Customer Support in Rental, Service and Sales

The sales structure of REC companies, Group companies responsible for direct sales and rental business is an advantage and strength of Hitachi Construction Machinery. Taking advantage of this strength, Hitachi Construction Machinery has established the RSS system (Rental-Service-Sales) to share customer information among rental, service and service bases and provide customers with a wide range of services at any point of contact. Under the slogan of "RSS, a useful network to meet your needs," those contacts respond to customers' needs and requests.

Hitachi Construction Machinery totally supports every aspect of relationships with customers from purchase, driving and maintenance by providing financial service through LCS and driving license courses with Hitachi Construction Machinery operators training center.



Training at the Hitachi Construction Machinery Operators Training Center

Customizing to Meet Different Requests and Needs of Customers

Hitachi Construction Machinery leads the industry by developing products from the customers' viewpoints. The company addresses not only requests for destruction vehicles for firefighting and mobile volcano observation station but also custom-made vehicles with little demand.

Destruction Vehicle for Firefighting



In 2003, a firefighter was killed at the scene of a fire in Hokkaido. To meet the request for mechanization for safe firefighting activities, Hitachi Construction Machinery supplied a multi-functional vehicle for fire control. When a residential fire occurs, collapsing houses and an accumulation of snow hinder fire control; thus the vehicle is capable of demolishing houses and removing snow. In 2005, the company was awarded the Commissioner of the Fire and Disaster Management Agency Award.

Service Vehicles for Disasters

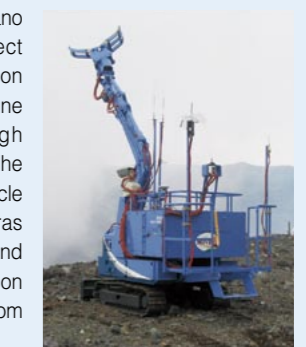
At the time of earthquakes and other disasters, these vehicles are used for securing emergency evacuation routes, rescue and evacuation of disaster victims and removal of



debris, earth and sand that become obstacles for rescue teams in action. They were supplied to the Metropolitan Police Department in January 2006.

Mobile Volcano Observation Station

The "MOVE" is a mobile volcano observation station to collect and analyze volcano eruption information. The base machine is designed to stand high temperature and shock at the time of eruption, and the vehicle is equipped with four cameras and an arm to collect rock and stone. The observation station can be remotely controlled from a safe place.



Efforts to Improve Product Value

The value of products can be expressed by the formula of Value=Function/Cost. As enhancement of these values leads to higher customer satisfaction, Hitachi Construction Machinery encourages its employees to acquire the VE (Value Engineering) qualification. 1,050 employees have gained the VE leader qualification, and we have two persons with CVS qualifications that is the highest qualification for VE.