

**HITACHI**

**Reliable solutions**

# Corporate brochure

Hitachi Construction Machinery (Europe) NV





World of Hitachi

Progressive

Professional

Hitachi  
Construction  
Machinery  
(Europe) NV

# Hitachi... in **one** word

The Hitachi brand, with its vast array of products and services, may be difficult to explain in one word. However, those who come into contact with its construction equipment have a strong opinion on what it means to them. From workers on the factory floor and senior management in Tokyo and Amsterdam, to customers on job sites and official dealers around Europe, all share a sense of pride in their association with Hitachi.

Using their first-hand impressions, this brochure highlights the progressive world of Hitachi products and services, and the professional operations at Hitachi Construction Machinery Co., Ltd. (HCM) in Japan and its European subsidiary, Hitachi Construction Machinery (Europe) NV (HCME). It also showcases the manufacturer's construction equipment product categories and explains its extensive European dealer network.

Since it was established in 1910, the Hitachi group has built upon its founding philosophy of contributing to people and society through

technology. Its products have been created through extensive research and development to challenge convention, improve social infrastructure and contribute to a sustainable society for the next generation.

Initially renowned as a pioneer in manufacturing hydraulic excavators, HCM is now one of the world's largest construction equipment suppliers. HCME supports the manufacturer's markets in Europe, Israel and parts of Africa, building on the brand's reputation as an innovator by supplying technologically advanced machines for a range of applications.

The industry-leading range of Hitachi construction equipment includes excavators, wheel loaders, dump trucks, crawler cranes and special application machines. All are developed to contribute to congenial living spaces. They are distributed and supported by dealers located throughout HCME's territory, who are proud to act as local ambassadors for a globally recognised brand.



Support Chain

Excellence

Perfection



Products

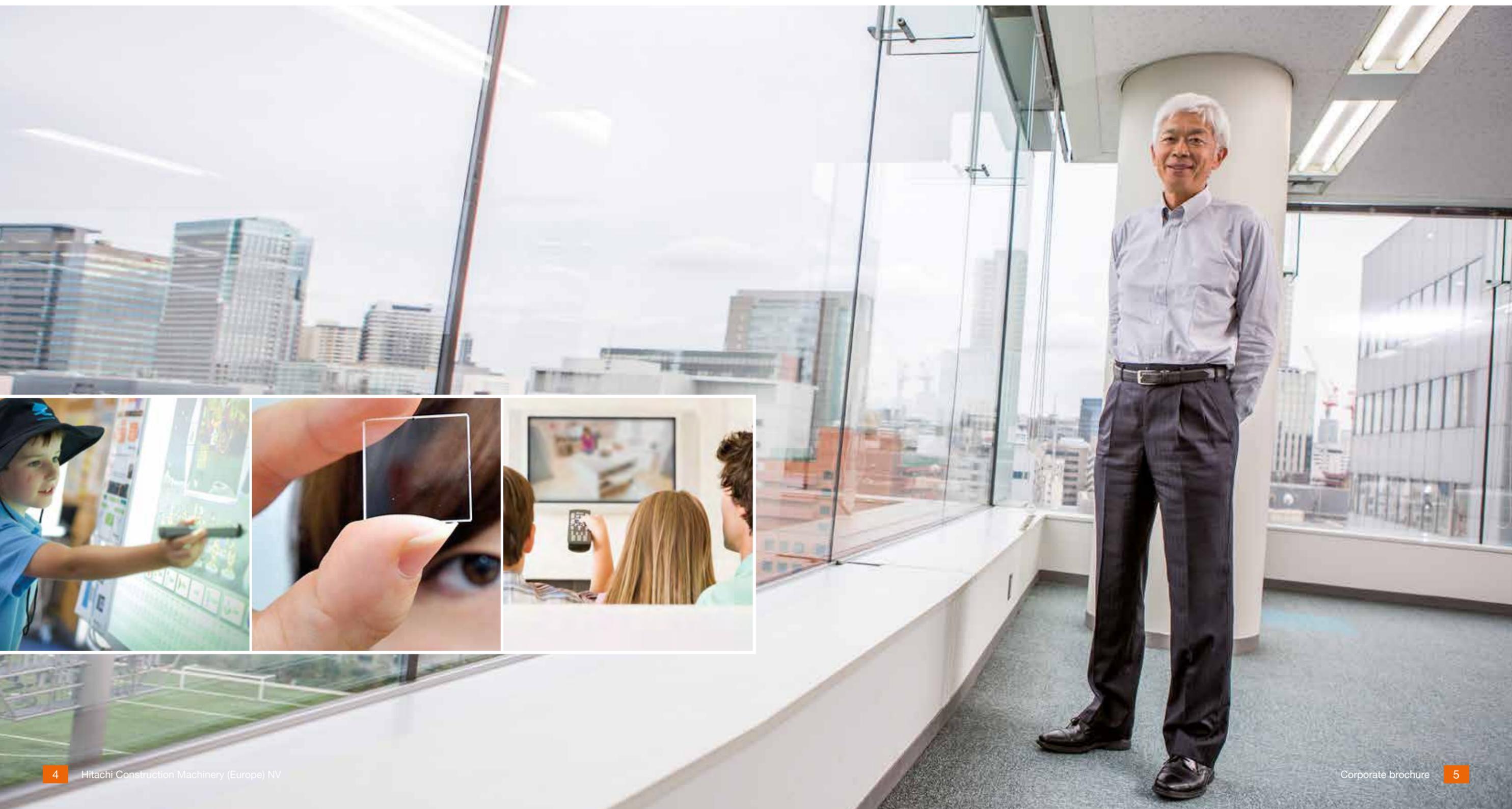


Honest

Hitachi Construction Machinery Co., Ltd.

# Challengers

Hitachi continues to challenge perceptions and exceed expectations with its innovative and technologically advanced range of products and services, which can be found in homes, offices and industries all over the world.



“In this electronic- and information-orientated era, we have a big opportunity to deliver even better products through our ongoing cooperation with Hitachi, Ltd.”

HCM President  
Yuichi Tsujimoto

# Superior technology, social innovation

The pioneering technological know-how developed by Hitachi, Ltd. and shared by its subsidiaries has resulted in a diverse range of products and services



Hitachi, Ltd. is one of the world's largest corporations with 963 companies and approximately 320,000 employees. The Hitachi name is found on a vast range of products and services, including transport and infrastructure systems, medical equipment, digital media and consumer electrical goods, as well as IT solutions, finance and management consulting, power generators, construction equipment, air conditioning systems and power tools.

This diverse range of innovative products and services shares a common aim, which dates back to the company's origins – to make a positive contribution to society, through the development of superior, original technology and products. The Hitachi group's founding philosophy has continued to inspire it to provide reliable solutions that answer the challenges of today's society and help to create a better world for generations to come.

# Building a brighter future

**Aware of the wide-reaching impact of its products, Hitachi strives to enhance the lives of this generation and contribute to a better world for the next**

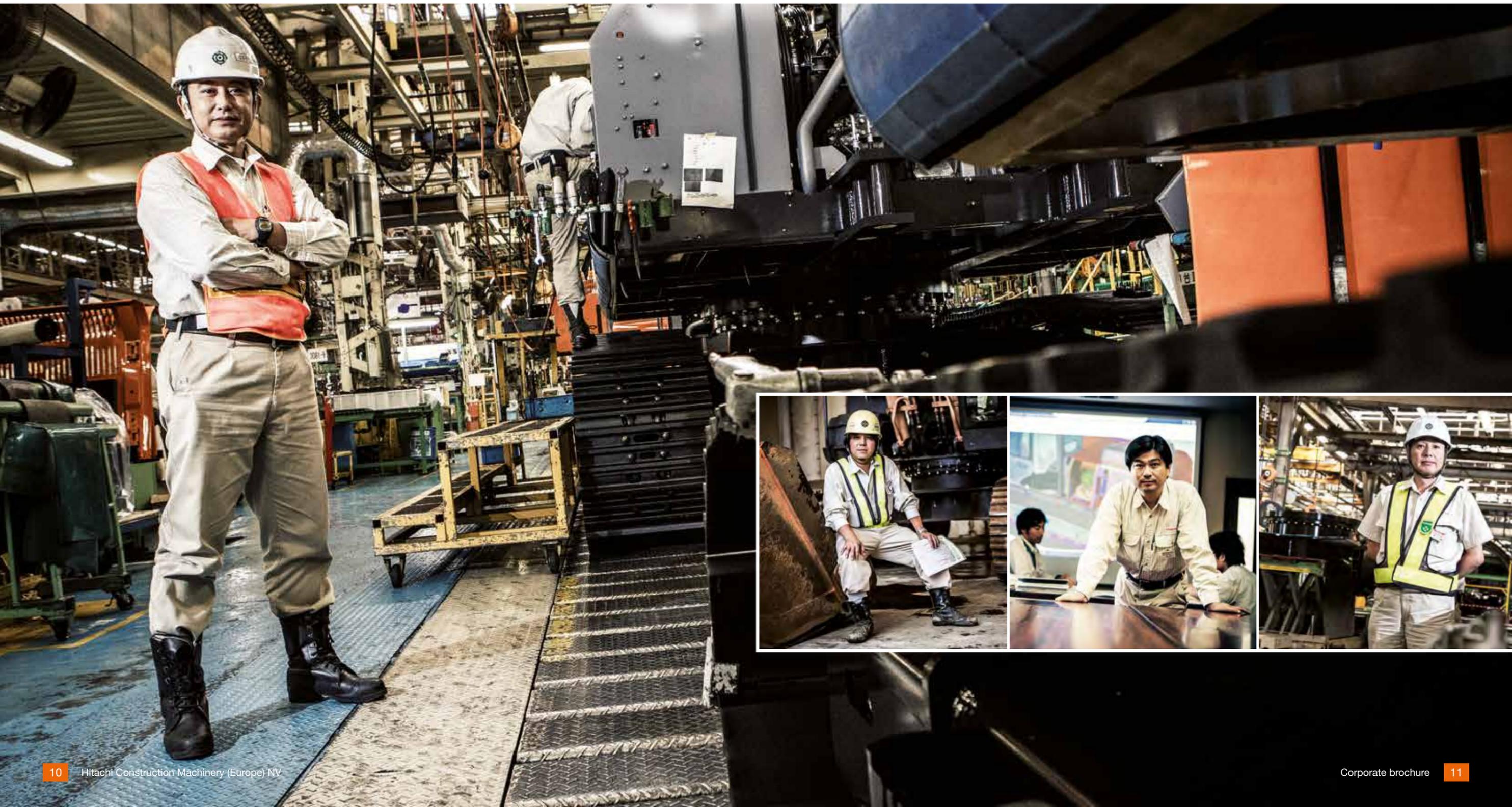
The overall vision of Hitachi, Ltd. is to deliver innovations that answer society's challenges and its CSR policy is about making this a reality. The group aims to contribute through innovation to the creation of a safe, secure and comfortable society. At the same time, it aims to help tackle global challenges, such as poverty, inequality in education, the spread of diseases, resource and energy issues, population concentration in cities and other global environmental concerns.

Environmental considerations are a driving force behind Hitachi Construction Machinery Co., Ltd.'s ongoing development of machines that consume less energy, last longer and utilise recyclable materials. The company endeavours to create a safe society and its support of communities through global initiatives and local charities highlights its commitment to enhancing the lives of millions of people around the world.



# Pioneers

A pioneering spirit flows through every level of HCM, from the factory floor to the highest levels of management. The passion and expertise of the people behind the products enables the company to remain at the forefront of the construction equipment industry.



**“We have to deliver safe, high-quality products and services for our customers”**

HCM Chairman of the Board  
Michijiro Kikawa

## Made in Japan, globally renowned

**Hitachi construction equipment is the result of a highly successful production system that prioritises safety and quality, and relies upon a dedicated workforce**

One of the world's largest construction equipment suppliers, HCM was established in 1970 as a subsidiary of Hitachi, Ltd. It now employs more than 17,000 people around the world.

Using advanced technology and decades of experience, it has developed a comprehensive product range for the construction and related industries. They are manufactured at state-of-the-art facilities around the globe and can be found working across a wide range of industries.

The company's manufacturing plants in Japan include Tsuchiura Works, which is known as the HCM 'mother factory' and is the largest facility of its kind in the world. Large and medium Zaxis excavators are produced at the 489,000m<sup>2</sup> site.



### HCM Japanese production and test bases

- |   |                         |    |                         |
|---|-------------------------|----|-------------------------|
| 1 | Kasumigaura Works       | 7  | Yamagata Works          |
| 2 | Tsuchiura Works         | 8  | Urahoru Test Site       |
| 3 | Ryugasaki Works         | 9  | Shiga Production Centre |
| 4 | Hitachinaka Works       | 10 | Nagoya Works            |
| 5 | Hitachinaka-Rinko Works | 11 | Osaka Production Centre |
| 6 | Saitama Works           |    |                         |



Safety is paramount at each of HCM's production and test bases, and this is reflected by a strong emphasis on the subject during training courses. All new employees spend a few months at the Kasumigaura Training Centre, attending lectures to improve basic knowledge, followed by practical lessons at Tsuchiura Works.

The high quality of Hitachi construction equipment is guaranteed by the work carried out at the Tsuchiura Works Quality Assurance Centre and Urahoro Test Site. The Centre gathers customer feedback, liaises with the Design Centre, and inspects and tests machine prototypes. Its detailed checklist is divided into three categories: performance, reliability and safety.

Durability and performance are also tested at the Urahoro Test Site on Hokkaido, the second largest of the four main Japanese islands. The 427-hectare site allows for 24-hour tests and large-scale activities to be carried out in actual job site and variable weather conditions. Most Hitachi product lines are tested there,

including mini, medium, large and wheeled excavators, medium and large wheel loaders, and the large AC drive rigid dump trucks.

Teamwork is also crucial in the manufacturing process at HCM's facilities, enabling the factories to achieve their impressive daily production targets and meet global demand. A total of 120 model variations can be produced from the 32 base models in a cycle time (amount of time that must elapse between two consecutive unit completions) of 12-14 minutes.

Teamwork also contributes to a strong sense of pride and loyalty among employees. They are proud to work for not only one of the leading companies in the Hitachi group, but also one that is famous throughout Japan and renowned all over the world.

The people behind the products, an ability to share technology available within other Hitachi companies, and the highest standards for safety and quality, give Hitachi a distinct advantage in today's competitive construction market.



# Innovators

A network of HCME factories in The Netherlands is responsible for the supply of high-quality construction equipment to customers throughout Europe, building on the brand's core values associated with innovation and technology.



“Hitachi is focused on engineering. Our engineers listen to owners and operators of machines, and the problems they want to solve”

HCME President  
Moriaki Kadoya



# In pursuit of excellence

From humble beginnings, HCME has evolved into a successful multi-national operation by focusing on engineering excellence and listening to the needs of its customers



Hitachi Construction Machinery Co., Ltd has had a presence in The Netherlands for more than 40 years after it established its European subsidiary in 1972 with four employees. Today, HCME employs 600 people and is a successful multi-national operation. Over the past four decades, there has been a steady growth in demand for Hitachi construction equipment across all territories, and HCME has gradually extended its network of dealers, as well as its production facilities, to meet this demand.

HCME has two locations in The Netherlands – one in Amsterdam at HCME headquarters and another approximately 100km away in Oosterhout. The 50,000m<sup>2</sup> plant in Amsterdam is divided between the assembly and component factories. It produces medium excavators (up to 48 tonnes), and assembles compact and medium-sized wheel loaders. All machines



are produced to order, and modifications to the hydraulics, undercarriage and inside the cab can be carried out to meet customer requirements.

The manufacturing facilities in Oosterhout were restructured in 2013. The Zaxis mini excavator factory and Application Centre (for the assembly of special application machines) were merged to increase operational efficiency, to improve on reliable delivery times and reduce costs.

The base machines for special application models, such as super long front, high-reach and straight-boom demolition, crawler and wheeled material handling, clamshell telescopic arm and forestry, are supplied from Japan to Oosterhout. The arm and boom are then assembled, and the machine can be modified according to the customer's specifications.

Additional large and specialist Hitachi equipment is supplied to HCME customers from Hitachi 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.

To support the growing number of Hitachi machines working in Europe, Israel and parts of Africa, HCME has invested substantially in two dedicated parts facilities, which are also located in Oosterhout. The 53,000m<sup>2</sup> European Parts Depot opened in 2011. It supplies dealers and customers in Europe, the Middle East, CIS and Africa, and can stock up to 90,000 parts items.

The Remanufacturing Centre opened in 2013 and supplies remanufactured components, including: main pumps, swing and travel motors, and cylinders for most medium and large Zaxis excavators, and ultra-large EX-6 mining machines. It also caters for the transmissions on ZW180 and ZW310 wheel loaders.

HCME is committed to its expanding customer base – to improve its business activities and continue to help customers be profitable.





## Support at the highest level

Developed to protect customers' investments in Hitachi construction equipment, the Support Chain after-sales programme contributes to a lower total cost of ownership

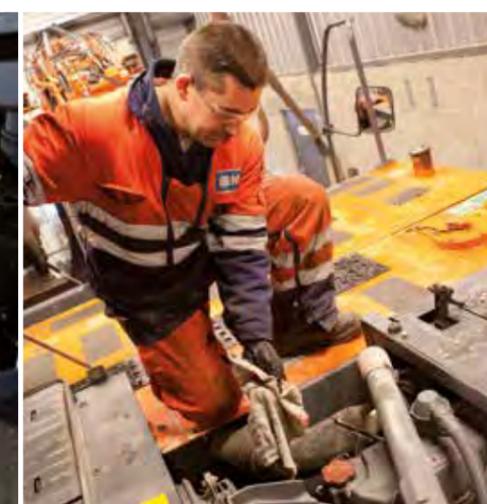
Hitachi manufactures high-quality construction equipment that is capable of performing at the highest level and coping with the toughest working conditions. To ensure optimum efficiency, as well as minimal downtime, reduced running costs and high resale values, Hitachi created the Support Chain after-sales programme.

Supplied via the HCME dealer network, this comprehensive chain of support comprises

several vital links: Global e-Service; technical support; HELP (Hitachi Extended Life Program) and service contracts; and Hitachi Parts.

### Technical support

Hitachi customers can call upon professional service technicians to ensure they get the most from their machine. Each technician receives full technical training from HCME at its state-of-the-art Training and Demonstration Centre in Amsterdam.





The sessions at HCME allow technicians to access the same technical knowledge available within the global Hitachi quality assurance departments and design centres. They can then combine this global expertise with the local language and culture of the customer to provide the highest level of after-sales support.

### Global e-Service

This online application enables customers and their local dealers to monitor Hitachi equipment remotely. The machines send operational data on a daily basis via GPRS or satellite to a main server managed by Hitachi. The data, which includes working hours, pressures, temperatures and payloads, as well as fuel levels and consumption figures, is then processed and available to view on the Global e-Service website.

### HELP and service contracts

In addition to a full manufacturer's warranty that covers every new Hitachi model, some



customers require further protection due to severe working conditions or to minimise equipment repair costs. Hitachi dealers can offer a unique extended warranty called HELP (Hitachi Extended Life Program) and comprehensive service contracts. They can help to reduce downtime and ensure higher resale values.

### Parts

Hitachi parts can extend the performance of a machine and provide peace of mind for customers by avoiding the associated risks of using imitation parts.

Hitachi Genuine Parts, 2Genuine Parts and Performance Parts are dispatched from the 53,000m<sup>2</sup> HCME European Parts Depot in The Netherlands. A dedicated Remanufacturing Centre, opened in 2013, is responsible for the supply of a wide range of remanufactured components.

Hitachi Genuine Parts, such as filters, allow machines to work for longer, with lower running and maintenance costs. Developed for use in older machines, Hitachi 2Genuine Parts cost less than Genuine Parts, but are built of the same high quality. Both are covered by the manufacturer's warranty.

Tested to the same rigorous standards as a new part, Hitachi remanufactured components can cost up to 40 per cent less. They can be modified to comply with the latest specifications, ensuring that they offer superior quality to those of third-party suppliers.

Hitachi Performance Parts are specifically engineered to give greater durability, enhanced performance and a longer life span. They can help Hitachi construction equipment to cope with the toughest working conditions and to comply with the latest environmental regulations.

# Leaders

Hitachi construction equipment is renowned for its reliability in a variety of industries, from mining to recycling plants, construction to demolition sites. Designed to deliver high levels of productivity and incorporating advanced technological features, it is a leader on the global market.



### Mini excavators

“The new Hitachi mini excavator offers us a high level of versatility”

ZX55U-5 owner,  
Miguel Torricelli, BTF, Italy



Versatility is a key concern for owners of mini excavators and Hitachi has addressed this with the design of its Zaxis range. Each model, from one to six tonnes, is compatible with a variety of buckets and other attachments, which makes them suitable for earthmoving, agriculture, landscaping, utilities, general and road construction.

The smaller standard models are easily transported between job sites by trailer and an appropriate towing vehicle, which makes them ideal for rental customers. The short-tail swing Hitachi mini excavators are suitable for working in confined spaces, which are often found on urban and residential projects. The five to six-tonne short-tail machines are used for larger, more demanding construction sites, where space may also be limited.

Wherever they work, the performance of Hitachi mini excavators is guaranteed to exceed expectations. Several new features and technologies have been incorporated into the design of the latest Zaxis-5 models.

One example is the advanced energy saving system, which combines the ECO mode, auto idle and electric governor features to significantly reduce fuel consumption. This results in cost savings of up to 21% (ZX33U-5), compared to the previous equivalent model.

The system also brings the additional benefits of lower noise levels and fewer emissions. Together with the efficient Stage IIIA-compliant engine, it has considerably reduced the environmental impact of the Zaxis-5 mini excavators, in accordance with EU regulations.

To achieve optimum performance levels, the new Zaxis-5 mini excavators have convenient cleaning features and easily accessible parts for routine maintenance. The durability of the machines has been extended by the introduction of features such as a boom cylinder guard, strengthened front joints and a reinforced D-frame.

In addition to versatility and performance, comfort was another important design consideration for Hitachi engineers. The cab of the new Zaxis-5 is larger than many competitor machines, offering expansive legroom and a wide seat. Access is easier via a single door, which replaces the previous model's two-piece folding door.

It has also enhanced visibility of the job site, together with the enlarged front window. The new 3.5-inch LCD monitor is an example of the user-friendly features within the cab, while the additional vent behind the operator's seat distributes air more effectively when the air conditioner is in use, contributing to a comfortable working environment.



ZX65USB-5



ZX38U-5



ZX33U-5

## Medium excavators

“The bottom line is the total cost of ownership and Hitachi Zaxis-5 medium excavators are favourable in this respect”

Even Gausen,  
Farbu & Gausen Managing  
Director, Norway



ZX225USRLC-5



ZX290LC-5

The total cost of ownership is fundamental to the decision to invest in any piece of construction equipment. Hitachi medium excavators have been designed to provide owners with a quick return on their investment, with high levels of versatility, low running costs and minimal downtime.

Suitable for use with many different attachments, Hitachi medium excavators can be used for a variety of projects, including earthmoving, general and road construction, as well as heavy-duty applications, such as quarrying. The range also includes several ultra-short tail swing models, with a minimal swing radius, which are ideal for operating in confined spaces. This further extends their versatility for working on a wider range of sites, allowing owners to get the most from their investment.

The new Zaxis-5 medium excavators are capable of operating efficiently with less fuel than the previous Zaxis model, which helps to reduce running costs. This is due to the new TRIAS hydraulic system and a powerful, fuel-efficient engine that complies with the latest emission regulations. Innovative features such as the auto shutdown and auto-idle prevent fuel waste and also reduce noise levels, helping to minimise the excavator's overall environmental impact. This is an important factor for meeting strict requirements often found on urban construction sites and extends the machines' suitability for a wider range of projects.

Downtime is kept to an absolute minimum thanks to several convenient and quick maintenance solutions. Routine service checks and regular cleaning can be carried out easily,

ensuring the machine's optimum availability to complete tasks on time and on budget. Excellent after-sales support provided by Hitachi and its extensive dealer network via the Support Chain programme also serves to maintain the excavator's high performance levels.

As the most popular product category within the diverse range of Hitachi construction equipment, medium excavators are renowned for their reliability, durability and high-quality design. Their reputation ensures demand remains for used machines, which means a high resale value and further contributes to reducing the total cost of ownership.



ZX350LC-5



ZX130-5

**S**peed and manoeuvrability are important factors for wheeled excavators, which are required to operate both on- and off-road in a variety of working environments. They are ideal for earthmoving, transporting materials, groundworks and road construction projects. Compatible with buckets of varying sizes, as well as grapples and hammers, they have been designed to adapt quickly to the requirements of various job sites and offer customers a high degree of flexibility.

The new Zaxis-5 models have been equipped with new low-emission engines and the advanced HIOS III hydraulic system to enhance both power and speed. This enables them to deliver excellent levels of productivity with relatively low fuel consumption, which helps to reduce running costs for owners. A new power boost function has also served to increase digging and lifting power, enabling the Zaxis-5 wheeled excavators to complete tasks more efficiently.

In order to manoeuvre the machines around the job site quickly and effortlessly, Hitachi design engineers have incorporated several user-friendly features inside the cab. These include

an ergonomically designed control panel and multi-function LCD monitor, positioned together within easy reach of the operator's right hand.

The monitor displays a wide range of useful technical information, including the new attachment support system, which helps to ensure attachments are fitted quickly and easily. The front attachment is also controlled easily by the proportional switches in the new auxiliary function lever.

Travelling quickly and safely around busy construction sites or from one location to another requires excellent visibility from the cab. Hitachi Zaxis-5 wheeled excavators have a new rear-view camera providing a broader view of the job site. The monitor shows both the operation status and rear view simultaneously, so there is no need for the operator to switch displays.

The right side of the machine has also been redesigned, including a reshaped front cover, to provide better visibility from the cab. In addition, the new monitor fits neatly in line with the right-hand pillar, again to enhance visibility through the excavator's front window.

### Wheeled excavators

**“Hitachi wheeled excavators are fast, smooth and highly manoeuvrable”**

ZX140W-5 owner  
Hans Schoenmaker,  
H Schoenmaker BV,  
The Netherlands



ZX190W-5



ZX140W-5



ZX220W-5



ZX140W-5

## Large excavators

“Hitachi leads the way with the overall quality of the hydraulics and design”

Managing Director  
Carl Christian Fon,  
Carl C Fon, Norway



ZX470LCH-5



ZX670LC-5



ZX670LCH-5



ZX870LCH-5

Hitachi is renowned for designing reliable and durable large excavators suitable for challenging large-scale construction projects, as well as tough working environments such as mines and quarries. Ranging in size from 40 to 90 tonnes, the latest machines have been built to exceed previous levels of productivity and durability, with enhanced levels of comfort and safety, and a smaller environmental impact than previous models.

The hydraulics of Hitachi Zaxis-5 excavators are highly regarded by owners and operators, due to their positive impact on productivity. The innovative HIOS III B hydraulic system and the increased front speed of the new ZX470LCH-5, for example, allow for faster operation with an increase in productivity of up to 8%\*. This can make a huge difference to owners and operators,

who are faced with tight deadlines and strict production targets. HIOS III B also guarantees a reduction in fuel consumption of up to 13%\*, which helps to reduce running costs.

The design of the new large Zaxis-5 excavators incorporates several changes to enhance their durability in tough working conditions, including a reinforced boom, arm and undercarriage. Hitachi engineers have also developed an exclusive specification for this range – the R series. These models offer enhanced durability with reinforced components and added protection to further strengthen the undercarriage and front attachment.

Operator comfort and safety have been enhanced by the design of the spacious ROPS-compliant cab, with its ergonomic features

and a fully adjustable air suspension seat that absorbs vibrations and allows more legroom. The laminated glass front window is fixed shut to prevent dirt and debris from entering the cab and helps to create a better workspace for operators.

The new large Zaxis-5 excavators have also been designed to have a reduced environmental impact, with Stage III B-compliant engines that deliver higher productivity and greater fuel efficiency. In addition, a muffler filter, and the auto shutdown and auto idler features are intended to enhance fuel consumption and reduce noise, exhaust emissions and CO<sub>2</sub>.

\*Compared to the previous Zaxis-3 model

## Ultra-large excavators

“Hitachi has a reputation for reliability, performance and service in the mining industry”

Rodney Stuparyk,  
Kumtor Operating Company  
Vice President of Operations,  
Kyrgyzstan



Reliable performance is essential on 24/7 mining operations and Hitachi ultra-large excavators are relied upon throughout the world for meeting huge annual production targets. The latest EX-6 models, from 120 to 800 tonnes, can be found working in some of the most remote areas on the planet, from one of the world’s highest gold deposits in Central Asia to some of its largest carbon reserves, located in Mozambique.

Developed in response to the global increase in demand for resources, Hitachi ultra-large excavators have an exceptional capacity for excavation and loading. Their production capabilities are designed to perfectly match those of the Hitachi rigid dump truck models. The bucket capacity has been optimised and the reach of the front attachment has been shortened. The engine output has also been boosted to significantly increase production capacity and efficiency.

In order to run like clockwork in tough working conditions and extreme temperatures, on-site maintenance and service are crucial. Hitachi has a reputation for providing high levels of service and excellent parts availability to its mining customers, no matter where they are in the world. The design of the machines also lends itself to simple routine maintenance, with easily accessible stairs and walkways.

High rates of availability are also assured by the reliable diesel engines installed in Hitachi EX-6 excavators. The cooling performance of the radiator and oil cooler adds to the protection and durability of the engine and hydraulic devices.

To further enhance levels of productivity and availability, Hitachi ultra-large excavators can also be supplied with an optional interface for leading PC-based mine management systems. Manufactured by Wenco International Mining Systems Ltd (a Hitachi group company), they help to effectively control a mine’s mobile assets, resulting in greater efficiency.



EX1900-6



EX1200-6



EX8000-6

## Wheel loaders

“The ZW220-5 is user-friendly and comfortable to operate, efficient and economical”

Even Gausen,  
Farbu & Gausen Managing  
Director, Norway



ZW250-5



ZW550-5



ZW370-5



ZW220-5

Easy operation ranks high among the decision criteria for buyers of construction equipment. In response to this, Hitachi design engineers have created a wide range of Hitachi ZW wheel loaders with operator comfort and ease of use firmly in mind. Three sizes are available: the large models are suitable for use in quarries and mines; the medium-sized machines are ideal for use in stock yards, material handling and waste management sites; and the compact wheel loaders are selected for road and general construction projects. An optional parallel (PL) tool carrier is also available on the medium-sized wheel loaders, which makes them suitable for a broader range of applications.

The cab of Hitachi ZW wheel loaders has been designed to offer a high level of operator comfort, with easy access, an air-suspension seat,

adjustable steering column and ergonomically designed controls. It also provides excellent visibility of the job site for enhanced safety, thanks to a variety of features. The large ZW-5 models, for example, have a pillar-less windshield, large sun visor and standard rear-view camera.

Air conditioning systems and optional sound insulation also improve the operator's experience of working long shifts and in extreme conditions. Easily accessible service points ensure that routine maintenance and cleaning can be carried out quickly and conveniently.

Efficiency is also a factor in the decision-making process. The substantial loading capacity, powerful digging force and impressive travel speeds of Hitachi wheel loaders enable them to work efficiently and economically on any job

site. The engines have been selected not only to comply with the latest EU emission regulations, but also to offer excellent fuel consumption and reduced noise levels. Low maintenance costs also contribute to the economical advantages of the Hitachi ZW range.

On the larger ZW-5 models, operators can choose between two work modes for optimum efficiency. The Standard mode is for loading, regular operations and travelling on level terrain. The P mode is for heavy-duty excavation and travelling quickly uphill. An advanced cut-off clutch system allows the ZW-5 wheel loaders to operate smoothly while loading materials on to trucks. A new hydraulic circuit facilitates the combined operation of the bucket and lift arm for loading, and prioritises the use of the bucket for unloading to maximise productivity.

### Rigid dump trucks

“The EH3500ACII’s automatic retarding control regulates downhill speed, which is excellent for safety and preserves the lifetime of the product”

John Coleshaw,  
First Quantum Minerals  
Project Manager, Zambia



The lifetime of a machine is a vital consideration for those working in heavy-duty mining and quarrying operations. Hitachi rigid dump trucks are subjected to months of rigorous testing to ensure they can offer high levels of reliability and availability for long-term projects in some of the most challenging conditions on earth.

The latest models benefit from the specialist knowledge and extensive experience of Hitachi engineering teams across several industry sectors. They incorporate proven advanced technologies from the realms of transportation, logistics, power and industrial services.

Advanced technology can be found in the AC-3 products, for example, in the form of the Advanced Hitachi AC Drive System. This is the only one on the market designed and built by the same manufacturer. It was developed using propulsion technology (which also powers Japanese bullet trains) to surpass previous and rival systems in terms of simplicity, efficiency and reliability.

As well as improving the overall performance of Hitachi rigid dump trucks, such technological advances have also had a positive impact on safety. The third generation Hitachi Drive Control System, for example, incorporates slip control for traction (similar to active traction control) and slide control for grip (similar to an anti-lock brake system). The latest models also have a pitching prevention feature to allow for a smoother ride and control of bouncing when stopping, and a Slip Angle Control function for stable cornering on slippery roads.

Further examples include an advanced braking system, which allows for precise braking and quick system responses; and a camera monitoring system called SkyAngle. Developed in conjunction with Clarion Co., Ltd (a Hitachi group company), SkyAngle enhances on-site safety by providing the driver with multiple viewing options, including a bird’s-eye view of the dump truck’s immediate surroundings.



EH1100



EH5000AC-3



EH4000ACII

## Special application machines and cranes

“Simplicity of design, operator comfort and suitability for our projects – Hitachi offered the best overall package”

ZX470LCH-5 owner Florian Trinkl, B Trinkl, Germany



SCX1000A-3



ZX470LCH-5



ZX350LC-5

Hitachi manufactures a broad range of special application machines, which are factory-modified to meet the demands of specialist industries and complex projects. Providing the same benefits as conventional Zaxis-5 excavators, such as high levels of productivity, durability, operator comfort and safety, they are modified to match the requirements of the job site and with the customer firmly in mind. They include demolition, telescopic clamshell, super long front, forestry, material handling and amphibious machines.

Modifications include strengthened parts for greater durability, for example: the boom and arm on super long front machines; the frame of demolition machines; and the chassis of material handling and forestry machines. The undercarriage of the forestry machines has also been modified for increased ground clearance, and the amphibious machine has a special

low-pressure undercarriage suitable for mobility on soft terrain and swamps.

The cabs of some special application Zaxis-5 excavators also differ from standard models to enhance safety for operators. Material handling models feature hydraulically raised cabs, and the high-reach demolition machine cab can tilt up to 30 degrees to maximise upward visibility. Downward visibility is extended on the telescopic clamshell excavators for below ground excavation – the sliding cab provides an additional two metres in length of visibility through the glass floor.

HCM also offers a wide variety of hydraulic crawler cranes through its joint venture with Sumitomo Heavy Industries, Ltd. Suitable for heavy lifting in a wide range of applications, including civil engineering, construction and material handling, the latest SCX models have been redesigned to

comply with the latest EU emission regulations. They are equipped with powerful new engines and innovative features to prevent fuel wastage, and reduce emissions and CO<sub>2</sub>.

The new design has enhanced the mobility of the crawler cranes – the width and weight allows for easy and cost-efficient transportation. Hitachi Sumitomo has also considered the assembly and disassembly time of the cranes and introduced hoisting cylinders on the gantry to reduce this.

The safety of operators is assured by a comprehensive range of features in the comfortable cab, including an alarm warning system, swing limitation device and swing brake pedal, and folding handrails. The large display panel in the cab presents information at a glance in a functional, easy-to-view layout, without hindering the operator's visibility.



# Building strong relationships

Hitachi dealers combine the global expertise of the Hitachi brand with local market knowledge to support customers, wherever they work

Acting as a bridge between HCME and its customers, dealers play a vital role in the sales, delivery and ongoing support of Hitachi construction equipment. The relationship between dealer and customer is often cited as a key factor in the decision to invest in 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 service to its customers. In return, it is committed to supporting its dealers with effective sales and marketing tools, expert training and excellent availability of machines.

Dealers are responsible for the sales and marketing of Hitachi construction equipment 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 so that they can assist customers with operator training.

Where necessary, dealers are able to help with on-site 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. They can also advise customers on how to operate their equipment productively and efficiently.

Some dealers have a long history with the Hitachi brand; others are strong family-run businesses. They all help to form important core values for the Hitachi brand and share them with their customers. Hitachi may not be a family-owned company, but this sense of family spirit among its dealers and customers is important to HCME.



# Hitachi is... **reliable** solutions

After an insight into the progressive world of Hitachi products and services, and the professional operations of its construction equipment companies, it is evident that there is more than one way to represent the Hitachi brand. However, there is an underlying theme that connects the world of Hitachi, which is one of reliability.

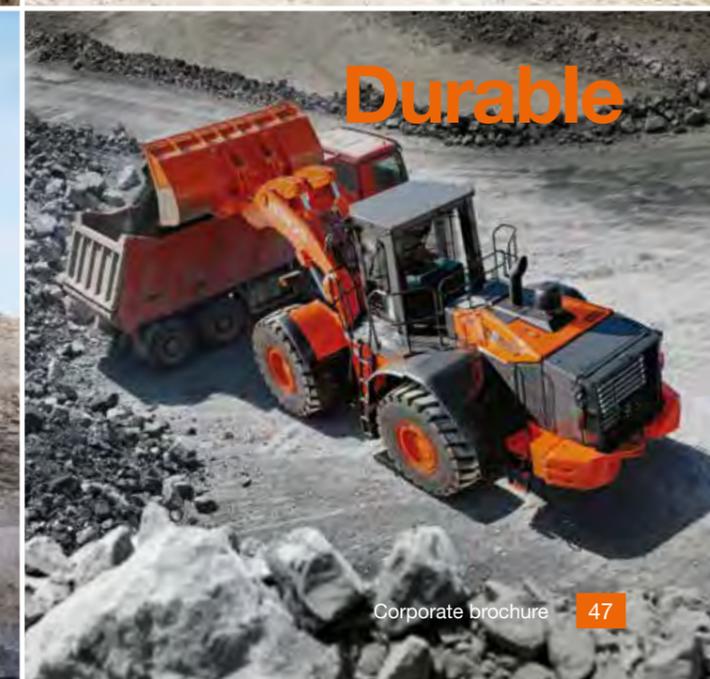
Hitachi, Ltd. meets the challenges of today's society and aims to create a better world for future generations. From high-speed trains to pioneering medical equipment and durable construction equipment, its products and services are trusted and supported by people all around the world.

HCM's position at the forefront of the construction equipment industry is built upon its reputation for manufacturing productive excavators, wheel loaders and dump trucks

that will perform in the most challenging working conditions. Its dynamic and loyal workforce is responsible for creating and maintaining the innovative design and quality of this exceptional equipment.

HCME supplies the full range of technologically advanced construction equipment, which has been tailored to the needs of a variety of industries and applications across Europe. Its customers can also depend on the dedication and expertise of an extensive dealer network to provide a high level of sales and support, no matter where they are working.

All of these elements combine to provide reliable solutions for Hitachi customers. HCME prides itself in listening to the feedback of owners and operators, and providing high-quality products and services that not only match, but exceed their expectations.



# HITACHI

Reliable solutions

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