



KBM Celebrates the 25th Anniversary of Commencing Production

In 1988, Kubota Baumaschinen GmbH (KBM) was established in Zweibrücken, Germany, and in 1989 it commenced the production of Mini Excavators. On the 26th of June 2014, KBM celebrated the 25th anniversary of that auspicious start of production.

Attending the event from the Kubota Corporation (KBT) in Japan were the President and Representative Director, Mr. Masatoshi Kimata who was Executive Vice-President at the time, Mr. Kenshiro Ogawa (Director and Senior Managing Executive Officer, General Manager of Procurement Headquarters, Quality Assurance & Manufacturing Headquarters, and General Manager of Health & Safety Promotion Headquarter), Mr. Haruyuki Yoshida (Executive officer, General Manager of the Farm & Industrial Machinery International Operations Headquarters and General Manager of the Farm & Industrial Machinery Planning and Control Department), Mr. Kazunari Shimokawa (Executive officer, General Manager of the Construction Machinery Division), and Mr. Shigeo Kōto (General Manager of Secretary Department). Also in attendance were nearly 250 guests including Kubota distributors, dealers, and suppliers along with representatives of mass media, financial agencies, and various affiliated organizations.

As part of the ceremony, KBM management expressed its heartfelt gratitude to all who have provided positive support contributing to KBM's smooth development, and went on to request their ongoing cooperation for the future development.



▲ Mr. Kimata delivers greetings.



▲ Participants at the ceremony.

From KBT, Mr. Kimata spoke of moving forward in line with the principle of business development advocated by Mr. Yasuo Masumoto, the late KBT Representative Director, Chairman, President & CEO, to “Meet the challenge of the unknown with creativity and courage while promoting globalization!” in accordance with the Kubota Global Identity of “Work for the development of society by drawing on all of our capabilities and know-how to offer superior products and technologies.” Then, after disclosing the good news that KBM forecasts record high sales in 2014, he expressed sincere gratitude to distributors, dealers, suppliers, and all others present who have so generously provided their support.

As part of the ceremony, there was a promotion video showing the history of KBM from the commencement of production until today, and a demonstration of Kubota Construction Machinery on the test course located within KBM's grounds. Finally, all the participants gathered for a group photo in front of the 25th Anniversary Monument that epitomizes KBM's firm determination to support its ideals of:

1. Contributing to society in keeping with the Kubota Brand Statement “For Earth, For Life”, and
2. Realizing globalization of the Kubota Construction Machinery business through the production of Kubota Mini Excavators and Kubota Wheel Loaders.



◀ A ceremony of breaking the lid of a Sake barrel.

Field demonstrations. ▶



▲ Participants around the 25th Anniversary monument.