

R E S P E C T



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# Kubota leads in innovative technology

Kubota, the Japan-based manufacturer of agricultural and industrial machinery, has come a long way since it established its European organization in France in 1974.

After more than 30 years, the company has expanded its network to nearly 600 distributors across Europe, with France emerging as the top market. In 2007, Kubota reported whopping growth of 63 percent in the last three years.

"France is our No. 1 customer in Europe, with 60 percent of our sales coming from the French market," says President Satoshi Iida, who has orchestrated this robust performance over the past three years.

Kubota's range of products includes tractors, riding mowers, mini-excavators and diesel industrial engines.

"The company has retained its leading position in these categories with sales reaching a turnover of 400 million euros," says Iida, who plans to expand its core business, compact machinery, to a new category to expand its markets in France and Europe.

In line with those objectives, the company recently launched several new products.

"We introduced an 8-ton machine to enter the midi-excavator market, a 128-horsepower tractor geared toward the agricultural industry, a utility vehicle — the RTV — that will open up a new niche, as well as a series of

diesel industrial engines with over 50 horsepower," says Iida.

Safety, comfort and environmental awareness as well as professional performance remain at the core of Kubota's innovation and development strategy.

"All of our engines comply with the most stringent exhaust-emission regulations," says Iida.

Last July, Kubota participated in an experimental project in the city of Lyon, where it unveiled a tractor that ran on 100 percent biofuel and bio-oil — another example of how Kubota Europe shows its dedication to the local community.

Improved customer service is another of Iida's objectives. A unified European information system (called SAP) was implemented among all European subsidiaries to increase communication and efficiency, and consequently ensure greater customer satisfaction, including pre- and post-sales service.

"We are committed to introducing every year innovative products that meet European standards and to invest in R&D so as to constantly improve safety, ease of opera-



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France has remained the biggest market for Kubota in Europe.

tion, comfort and most importantly environment conservation," says Iida about his strategy to increase the Kubota brand in Europe. ♦

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Satoshi Iida, president of Kubota Europe