

BU Engine Europe Press Release

KUBOTA BECOMES FIRST JAPANESE WINNER OF “DIESEL OF THE YEAR” WITH ITS NEW V5009 ENGINE

Kubota Corporation has won the highly-coveted European “Diesel Of The Year” 2019 award – the first time a Japanese winner has been recognised in the history of the prestigious prize.

Diesel International magazine awarded the honour to Kubota for its new V5009 engine, marking the first time a non-western manufacturer has been granted the accolade.

The V5009 large displacement engine range was developed in response to new, more stringent emissions standards in the United States, the EU and Asia. All industrial machinery manufacturers are now required to build their machines with emission certified engines, incorporating after-treatment devices in regard to the required emission level. Kubota has taken measures to comply with the various requirements from those manufacturers, in order to become the number one choice under 100hp. The V5009 marks its entry into the 200hp class.

Fabio Butturi, the editor in chief of *Diesel International* said: “It is an appropriate acknowledgement of Kubota’s Japanese engineering, its belief in the DPF (diesel particulate filter) system and improved regeneration technology. The 5-litre displacement will become strategic in both agricultural and construction diesel engines and could become the ‘right-sized’ Internal Combustion Engine (ICE) of a hybrid package of heavy-duty machines, such as maxi excavators.”

“V5009 is a genuine industrial engine, with a good balance between reliability and performances, power density and an excellent ratio between weight, volume and performance curves,” Butturi continued. “The fact that Kubota broke with traditional Japanese reserve to announce the 5-liter at the 2017 Las Vegas ConExpo, three years ahead of serial manufacture is a sign of just how significant the new engine is to the corporation.”

Daniel Grant, marketing manager, Kubota Business Unit Engine Europe, said: “Kubota is extremely proud and honoured to receive “Diesel of the Year 2019” – especially as the first Japanese winner. It is particularly notable in a year in which new European Stage V emissions regulations have been introduced. This award recognises Kubota’s customer commitment to drive continuous development in new, innovative and highly-efficient industrial engines that meets the market’s needs.”

“The new V5009 signifies another chapter in Kubota’s history as the business enters new market sectors with the new 5-liter, high performance, versatile 09 series,” Grant continued. “It is market ready after years of intensive development and



validation testing and the Kubota engine teams should feel rightly proud that their effort and investment has been recognised.”

The “Diesel Of The Year” award will be presented to Kubota at the world’s largest construction exhibition, the upcoming Bauma 2019 event in Munich, Germany. The V5009 will be featured at Bauma as part of the largest and most comprehensive range to be displayed in Kubota’s history.

**For full technical details of the new Kubota V5009, please see the accompanying spec sheet*

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About Kubota Holdings Europe B.V.

Kubota Holdings Europe B.V. with headquarters in Nieuw-Vennep, the Netherlands, is a wholly-owned subsidiary of Kubota Corporation. Founded in 1890 by Gonshiro Kubota, the company is present in more than 110 countries, with revenues of +1.7 trillion JPY in 2017. Kubota Holdings Europe operates across Europe with more than 2,000 employees. Kubota is a manufacturer and wholesaler of farm and compact equipment, engines and construction machinery.

For more information on Kubota please visit www.kubota-eu.com or www.kubota-global.net

