

Innovating for supporting life



For Earth, For Life
Kubota

Kubota Group, an essentials innovator for supporting life



Kubota Corporation was founded by Gonshiro Kubota in 1890 at the age of 19, with the manufacturing of water pipes in order to prevent the propagation of diseases.

The Kubota Group inherits the founder's beliefs and three spirits and grows together with its employees and continues to be a society-friendly and reliable company, extending its business globally.

For the prosperity of society, we need to put all of our efforts into creation.

Our products should not only be technically excellent, but also useful for the good of society.

We should create products with all our heart and soul, and realise the commodity values of such products in correct definitions.

The founder's spirits



Our spirits

- Work for the development of society by drawing on all our capabilities and know-how to offer superior products and technologies.
- Build today and open the way to tomorrow, with the aim of bringing prosperity to the company and happiness to employees.
- Challenge the unknown with creativity and courage.

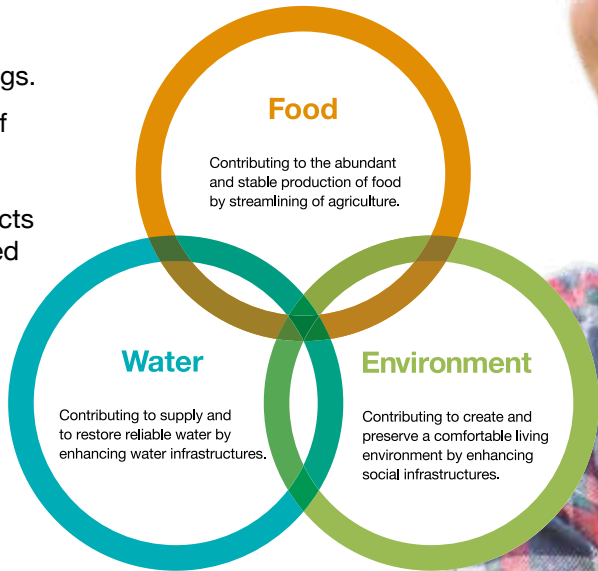
...at the heart of our mission

We view food, water and the environment as a single unit indispensable for all human beings.

Supporting the prosperous life of humans, we aim to contribute to solving problems in these areas through our technologies, products and services while being engaged towards a sustainable society.

This is brought to life through our Brand Statement:

For Earth, For Life
Kubota



A history of passion, innovation and determination

1890

Foundation of the Kubota Corporation.



Kubota developed the **first cultivator** and initiated production and sales.

1972

Foundation of Kubota Tractor Corporation in the US.



1974

The **first European subsidiary** of Kubota is founded in France.



2002

Total **engine production** exceeds **20 million units**.



2009

Success of the **KX Series** and **U Series** of mini excavators.



2015

Kubota Farm Machinery: new tractors production plant established in the north of France.



2019

Establishment of **innovation centres** in Japan, North America and Europe for accelerating the creation of new business, products and services.

2022

Opening of the **European logistics centre** to ensure the distribution of spare parts in Europe.



Creation of **Kubota Global Institute of Technology**.



2022

100 years of Kubota engine production.



2024

Kubota celebrates **50 years in Europe**



1922

With the **oil-based engines**, Kubota sets a benchmark in agriculture and industry.



1947

1937



The **Sakai Engine Plant** commences operations.

1960

With the **first tractor** in Japan, the **Kubota T15**, Kubota takes agriculture to a new development stage.



1990

Kubota Corporation celebrates its **100th anniversary** and unveils its new corporate logo.



1995

The **U20, the first Zero Tail Swing mini excavator**, is introduced in Japan.



2005

Total **tractor production** exceeds **3 million units**.



2008

Kubota investigates **AG market in Europe** with ME series tractors, a range from 66 hp to 135 hp.



2012

Kverneland Group, a leading company in agricultural implements and efficient farming solutions becomes part of Kubota.

2014



Launching of M7 Series range, tractors from 130 to 175 hp for upland crop market.

2020

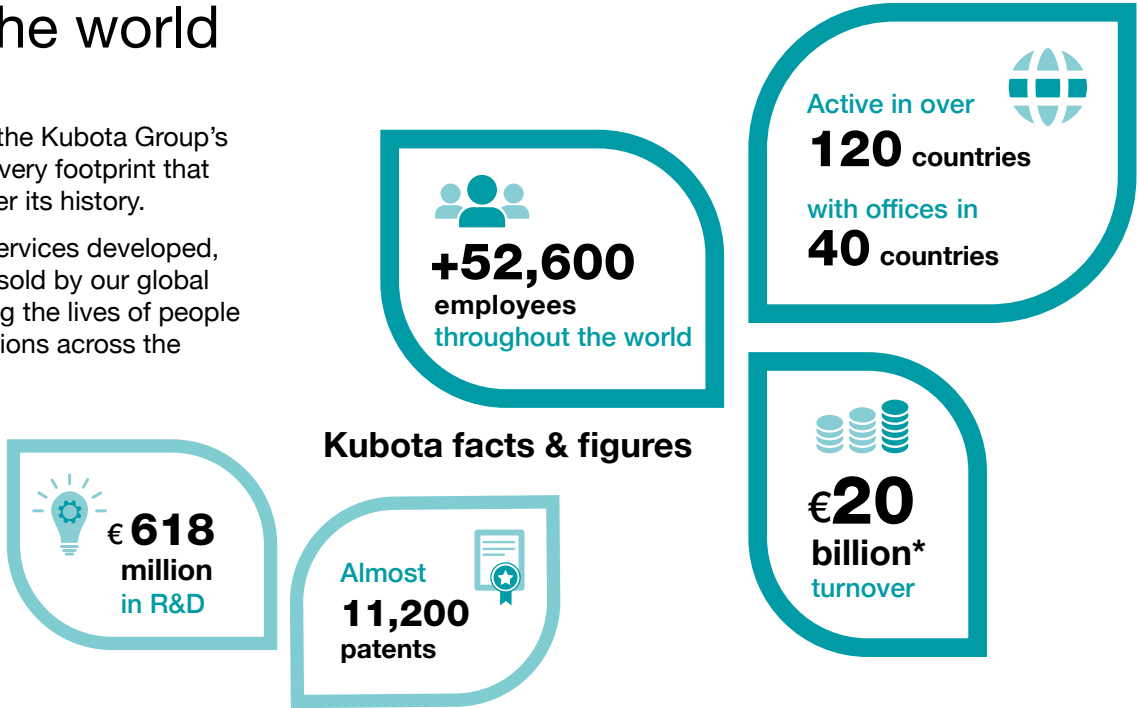


Kubota celebrates its **130th anniversary** with innovative perspective for the future. The occasion to introduce its electrical driven compact tractor, mini-excavator prototypes and its "Concept Tractor".

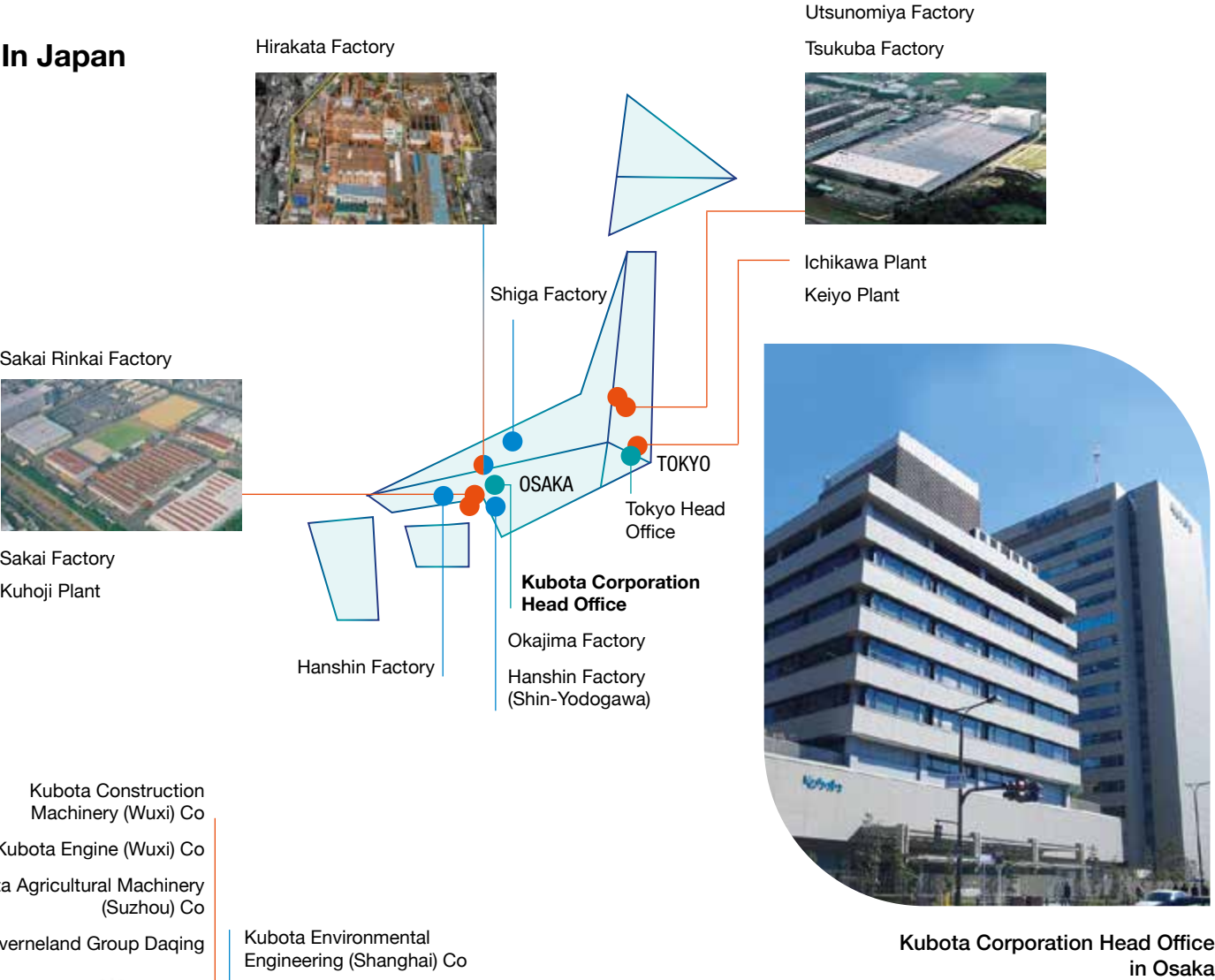
A dynamic and powerful group all over the world

The global scale of the Kubota Group's development is the very footprint that Kubota has built over its history.

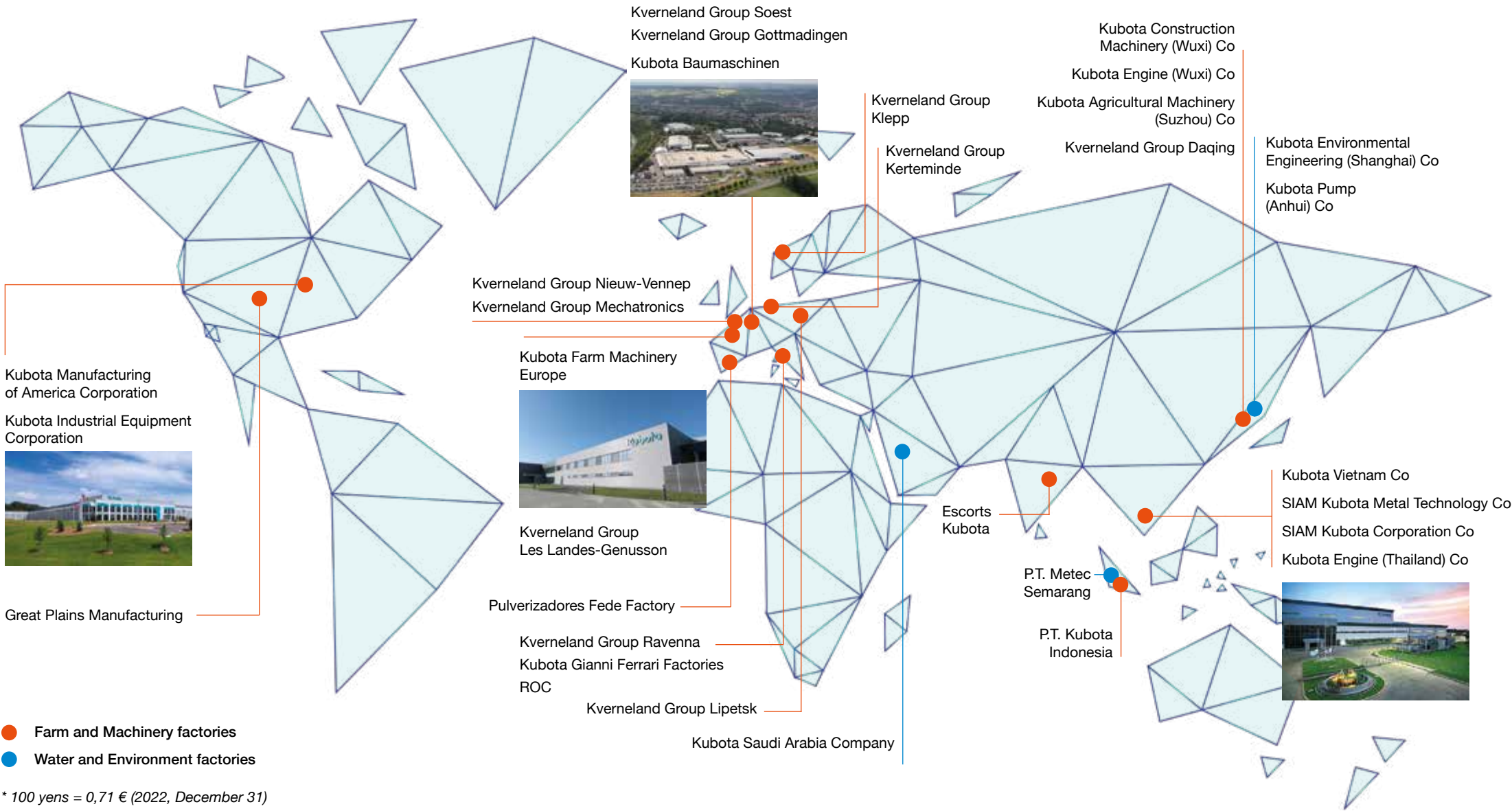
The products and services developed, manufactured, and sold by our global bases are supporting the lives of people in countries and regions across the world.



In Japan



Factories all over the world



Farm and industrial machinery
(part of the global turnover)



Over 5.6 million tractors
produced until today



An extensive range of
more than 400 implements
distributed world wide



An engine lineup of about
3,600 products to meet
all customer needs



Leading manufacturer of mini
excavators in European and global market
for more than 25 consecutive years

DID YOU KNOW

* 100 yens = 0,71 € (2022, December 31)

Committed to a prosperous society and sustainable future

From agricultural and industrial machinery, overall water solution, to any other living environment solution, our question, our challenge is always the same: what can we do to meet the demands and enhance our lives for tomorrow?

In line with the targets of the Sustainable Development Goals (SDGs) and the Paris agreement, we are engaged in the reduction of environmental impact and the resolution of social issues in our business activities.

2

ZERO HUNGER

1

NO POVERTY

More efficient agriculture for abundant and stable food production through smarter and more comfortable agricultural machinery

- > Promotion of Smart Agriculture using AI, IoT and robot technologies: KSAS (Kubota Smart Agri System)
- > Drone imaging for more efficiency and better diagnosis
- > Creation of synergies between tractors and implements

6

CLEAN WATER AND SANITATION

3

GOOD HEALTH AND WELL-BEING

Water infrastructure improvements for safe water and water recycle, through more related products, technologies and services.

- > Efficient facility management platforms that allow remote diagnosis and control of water environment equipment using IoT-linked systems
- > Products and services resilient to earthquakes and other disasters contributing to safe, secure, and sustainable infrastructure

11

SUSTAINABLE CITIES AND COMMUNITIES

7

AFFORDABLE AND CLEAN ENERGY

Improvement of social and industrial infrastructure, to promote quality living conditions.

- > Machines fitted with LPG or electric engines to clear restrictions on using diesel engines in major European cities
- > Low noise and manoeuvrable machines to easily operate in the cities' cramped heart
- > Total solution for phosphorus or valuable metals recovery in partnership with other companies

Kubota is certified as Eco-First Company
by the Japanese Minister of Environment

It rewards the development of environment-friendly products but also its initiatives for building a decarbonised and recycling-based society and for reducing its impact on the environment.

Expansion of the use of renewable energy

- > Installation of solar power generation systems on the rooftop of our buildings

European Logistic Centre in France

Reduction of CO₂ emission

59% less
per unit of sale within 10 years

Conformity with exhaust gas regulations

- > Our engines are EU Stage V compliant to meet emissions regulations all over the world

Reduction of our waste discharge and work towards a recycling-based society

- > Conservation of packaging materials and made them returnable, paperless operation

55% less waste discharge
per unit of sale within 10 years

Reduction of chemical substance and VOC emission

- > Use of VOC-free paint, proper management of fluorocarbon

45% improvement
per unit of sale within 10 years

Reduction of water consumption

45% less water withdrawal
per unit of sale within 10 years

Key responsible measures applied to design and production of our products

Social initiatives and partnerships

Kubota proactively engages in social contribution in order to fulfill its responsibilities as a corporate citizen through various initiatives:

- Educating the next generation
- Promoting sports and developing team spirit
- Supporting local community activities
- Raising environmental action among its employees

Donation of a M7 tractor to an agricultural technical college

Drawing contest on the agriculture for elementary school students

Sponsoring of local sports clubs

Trash collection initiative for Environmental Month at Kubota in Europe

DID YOU KNOW

Kubota in Europe:

a booming business driven by innovation

Since the establishment of its first European subsidiary in France in 1974, Kubota has continued to expand in Europe with numerous subsidiaries in Germany, UK, Spain, Italy, The Netherlands, Poland and Turkey to support the growth of these markets.

5 business units



Tractor

A wide range of large crop to specialised tractors, with high end technologies, from 60 to 170 hp.

A leadership in compact utility tractors (under 60 hp) renowned for their versatility, effectiveness and user-friendliness.

The widest professional turf equipment offer on the market, from residential to professional use.

A highly rated line of utility vehicles appreciated for their exceptional performance and quality that can run on rough terrains with ease.



Kubota, one of the leading brands in EU compact tractor market



Construction equipment

Market-leading compact construction machinery in their class, from mini-excavator (8 tonnes and under) to wheel-loaders.

They specifically meet European safety standards, which are considered the most rigorous standards in the world. Kubota's mini excavators have the power and versatility to take on almost any kind of task, even in the toughest or cramped environment.



Kubota, Leader for mini excavators in Europe*



Engine

Providing a wide industrial engine range (EngineDiesel/HVO and Gasoline/LPG/Natural Gas/BioMethan) offering great versatility and high performance capable of catering to various customers' needs in many industries, Kubota drives towards a carbon-neutral future with new hybrid and hydrogen models.



Kubota, one of the leading brands in industrial engine market

More than **37 million** engines produced until today



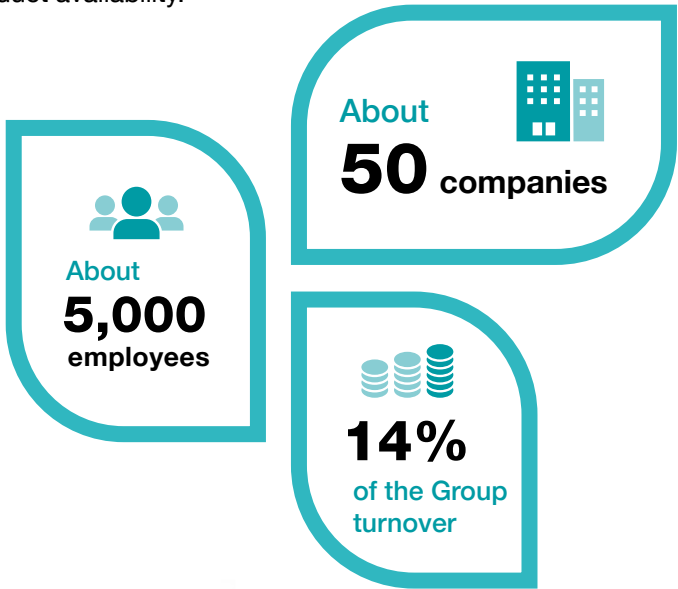
Spare parts

Genuine Kubota parts with the highest standards of quality contribute to the performance of your equipment. The 22,000 m² new European parts Centre opened in the north-east of France, with a central position in Europe, has the key role of stocking a wide variety and sufficient volume of parts to ensure the best product availability.



Implements

By leveraging the strengths of our group companies, Kverneland Group and Great Plains Manufacturing, Inc., Kubota is providing an innovative range of arable and harvesting systems, electronic solutions and data driven farm services for agricultural tractors and implements.



Kubota, a name,
many brands

Kubota

Kubota

ede
Connected to agriculture

Gianni
Ferrari

Great Plains
"Harvest Starts Here."

Kverneland

ROC

Vicon

*Source: Off Highway research

Kubota in Europe:

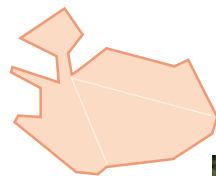
Close to you to take you further

Kubota is present throughout Europe with a **strong network of sales companies and distributors**.

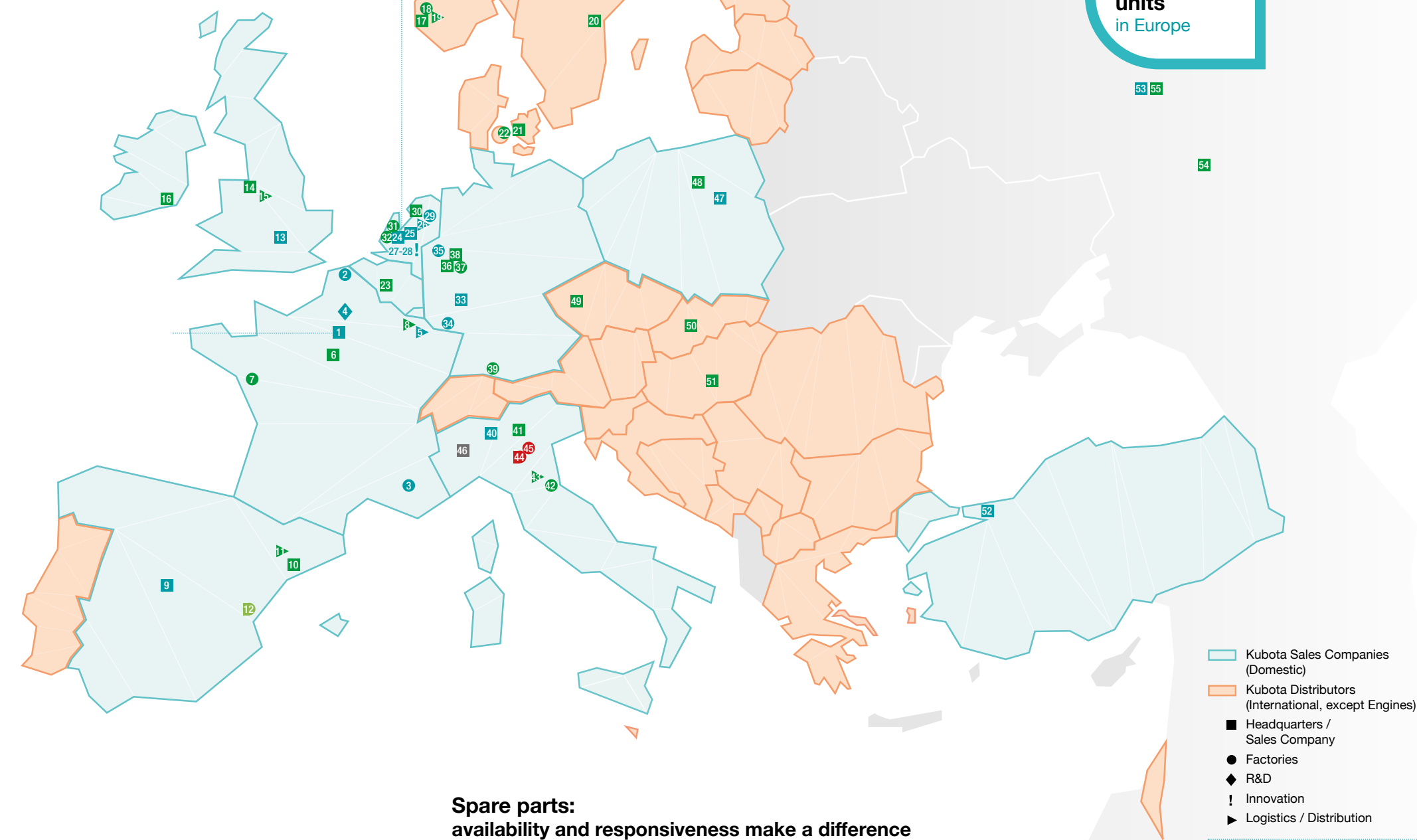
To better serve its customers and guarantee them greater proximity and responsiveness, Kubota Europe has set up structures that are closer to its European customers:

- **The Innovation Centre Europe (ICE)** advances Open Innovation, and accelerates the development of new business in Europe.
- **KRDE Research Centre**, a R&D hub based in France in tune with the main markets to meet local needs.
- **Two European Distribution Centres** - NEDC in Alblasserdam (the Netherlands) and SEDC in Cavaillon (France) - with the will of developing a larger assembly capacity and logistics system for Europe, enabling Kubota to deliver products faster.
- A 22,000 m² **European logistics centre** based in the north east of France for the distribution of spare parts in Europe to guarantee better availability, responsiveness and quicker delivery.

- 
 - 1 Kubota Europe
 - 2 Kubota Farm Machinery (KFM)
 - 3 Kubota Southern European Distribution Centre (SEDC)
 - 4 Kubota Research and Development Europe (KRDE)
 - 5 Kubota Parts Centre Europe (EUPC)
 - 6 Kverneland Group France
 - 7 Kverneland Group Les Landes-Genusson
 - 8 Kverneland Group Metz
- 
 - 9 Kubota España
 - 10 Kverneland Group Ibérica
 - 11 Satellite Warehouse Ibérica
 - 12 Pulverizadores Fede
- 
 - 13 Kubota UK
 - 14 Kverneland Group UK
 - 15 Satellite Warehouse UK
- 
 - 16 Kverneland Group Ireland
- 
 - 17 Kverneland Group Norge
 - 18 Kverneland Group Klepp
 - 19 Satellite Warehouse Klepp
- 
 - 20 Kverneland Group Sverige
- 
 - 21 Kverneland Group Danmark
 - 22 Kverneland Group Kerteminde
- 
 - 23 Kverneland Group België
- 
 - 24 Kubota Holdings Europe
 - 25 Kubota Europe - Benelux Branch
 - 26 Kubota Northern European Distribution Centre (NEDC)
 - 27 Kubota Innovation Centre Europe (ICE)
 - 28 Kubota Technology Innovation Europe (KTI-EU)
 - 29 Kubota Baumaschinen - Branch Netherlands
 - 30 Kverneland Group Benelux
 - 31 Kverneland Group Nieuw-Vennep
 - 32 Kverneland Group Mechatronics
- 
 - 33 Kubota Deutschland
 - 34 Kubota Baumaschinen
 - 35 Kubota Brabender Technologie
 - 36 Kverneland Group Deutschland
 - 37 Kverneland Group Soest
 - 38 Kverneland Group International
 - 39 Kverneland Group Gottmadingen
- 
 - 40 Kubota Europe - Filiale Italiana
 - 41 Kverneland Group Italia
 - 42 Kverneland Group Ravenna
 - 43 Warehouse Ravenna
 - 44 Kubota Gianni Ferrari
 - 45 Kubota Gianni Ferrari Gonzaga
 - 46 ROC
- 
 - 47 Kubota (Deutschland) - Oddział w Polsce
 - 48 Kverneland Group Polska
- 
 - 49 Kverneland Group Czech (joint venture)
- 
 - 50 Kverneland Group Slovakia (joint venture)
- 
 - 51 Kverneland Group Hungary
- 
 - 52 Kubota Turkey Makine Tic.
- 
 - 53 Kubota Russia
 - 54 Kverneland Group Lipetsk
 - 55 Kverneland Group CIS



Kubota Holdings Europe



Spare parts:
availability and responsiveness make a difference

120,000
references
in stock

Service rate:
+98% of parts
are available to order

5,000 to 6,000
order lines
sent per day

DID YOU KNOW ?



More than
1,300
dealers and
distributors

1 **Innovation Centre** 

Advancing Open Innovation,
and accelerating the
development of new business

14 
production units
in Europe

Innovating for you, for more efficiency

Engaged in the development of a prosperous society and in meeting and anticipating the demands of our customers, we are drawing on all our capabilities and know-how to offer innovative and high end products and technologies. Our innovation is driven by your efficiency and success.



Control
at your
fingertips

Implement command for tillage

As a condition for high yields and soil preservation, tillage is a challenge because it must also integrate soil conditions changes in different part of the field, meaning stopping and adjusting the tillage tool setting to each section. Implement Command by Great Plains let you set, adjust and monitor on-the-go the tillage implement from the cab.

#IncreaseInProductivity #TimeSaving
#TillingInComfort
#OptimumPreparedSeedBed

Kubota Tracking System

At a time when the construction industry faces rising costs and strict emissions regulations, using the machine properly, wasting fuel unnecessarily, pushing up emissions and even knowing where it is meant to be is crucial. Telematics can help!

The Kubota Tracking System allows to monitor the excavator remotely, providing real-time information, performance and location data directly to a PC, tablet or smartphone, at anytime, anywhere.

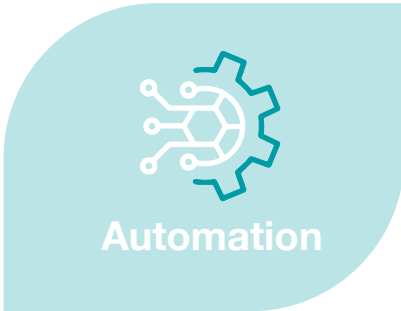
#EfficiencyAndProductivity #LessDown-time
#BetterFleetManagement #EnhancedSecurity
#CostsSaving



24/7
control
of your
equipment



Efficiency



Automation



Connectivity

MR1000A Agri Robo

With farms increasing in size and the potential labour market shrinking, farmers are challenged with cultivating the land in an efficient and profitable way. Kubota has created the MR1000A Agri Robo, a user-friendly autonomous tractor, with which farmers can plan their field size and shape, what jobs need to be performed and remotely allow the tractor to carry out its job on its own.

#SmartFarming #LabourSaving #LaborShortageSolution
#User-friendlyAutomation #Sustainable #CostReduction



2
tractors
1 operator

Next step: a completely automated and unmanned agricultural tractor



Kubota signed a strategic partnership with NVIDIA, known worldwide for its industry-leading GPUs and involved in end-to-end AI Platforms. This partnership will enable Kubota to achieve its goal of developing a tractor that can think and work on its own. Some challenges are still to overcome, but tests and developments are in progress. With this project, Kubota demonstrates its ability to develop machinery with ever higher added value.

#SmartFarming #FarmingFutureInMotion

Precision tree management

As orchards get bigger, and the supply of available labour dwindles, managing tree health and fruit yield is becoming increasingly costly, difficult and time consuming.

The solution developed by Kubota and Aurea Imaging combines drone imaging and mapping, AI-based tree analysis and systems for focused and prescriptive tree treatment such as the latest spraying technologies.

#PreciseFieldOverviewAndMapping
#TargetedTreatment #LowerFertiliserUse
#TimeSaving



89%
savings
of fertiliser

Kubota's concept of open innovation

Kubota is promoting open innovation with partners such as start-ups, companies in other industries, universities and research institutes. As quite a few partners boast advanced technologies that can have a significant impact on society, we will incorporate them into our experience and expertise to develop solutions and new businesses, forecasting challenges that may emerge in the future.



KSAS: Kubota Smart Agri Systems

KSAS is the cloud-based agricultural management support service in Japan that integrates Kubota tractors and combine harvesters with ICT. The system allows to visualise farm management by collecting and utilising data from supported machinery, drone imaging and mapping, and information systems based on AI. It enables efficient farm operations with less need to rely on experience and intuition.

#WorkEfficiency #ProfitOptimisation
#OptimisedUseOfFertiliserAndOthersSupplies
#SaferAndHealthierCrops



Learn more



DID YOU KNOW



Investing in the environment and people

True to its mission and values, Kubota strives to help preserve the environment, promote a good quality of life and improve the working environment. To meet these objectives, Kubota is constantly developing new equipment and advanced features.

LXe electric compact tractor

Helping to maintain a healthy environment in urban areas is a big deal. Environmental care is now a key driver when choosing ground care maintenance equipment. With its electric engine, the LXe tractor offers power in a small package with less disturbance.

#ZeroCarbonEmission **#EasyManeuverability**
#HighFlexibility **#LessNoise**



4 hours'
work on just
1 charge

Compact excavator KX038-4e Electric & LPG mini-excavator

In Europe especially, cities are leading the greening of construction and regulations and the regulations on carbon emissions is becoming increasingly stringent.

In order to reduce the carbon footprint of its machines, Kubota has introduced KX038-4e electric and LPG excavators, and also two electric dumpers and a compact wheel loader.

#ZeroOrLowEmission **#LessNoiseAndVibration**
#FullPerformance **#LessMaintenanceAndCleaning**

95% less
nitrous oxide
& hydrocarbon
emissions*



* LPG engine compared to an equivalent diesel engine

Ever-growing portfolio of technologically advanced engines

Kubota is at the forefront of technological advancements in the diesel engines industry and invests heavily in research and development to bring the most innovative solutions. This includes the use of alternative and also low-carbon fuels, like Gas to Liquid (GTL) and Hydrotreated Vegetable Oil (HVO) as well as hybrid and hydrogen solutions.

#StageVCertification **#MaximumFuelEfficiency**
#LowEmission **#MinimalNoiseAndVibration**



**Zero emission
objective**



**Less
fertilisers**

Tractor Implement Management (TIM)

How do you get tractors and implements to cooperate? TIM, a cross-product and cross-manufacturer open ISOBUS solution set up by AEF, enables the implement to control certain tractor functions by automating operations which need coordination of the tractor and implement. Some Kubota tractors, like the M7003, come with Tractor Implement Management (TIM) as an option.

#Operator'sComfortIncrease
#Labour-saving
#IncreasingQualityAndEfficiency
#Smart Farming



80%
fewer baling
operations

360°



Ultra-short turning radius

Working in cramped spaces requires tight turning radiuses. Some Kubota machines offer an extreme maneuverability such as the Zero-Turn GZD Serie mowers or the U series excavator.

#Operator'sComfort
#Maneuverability **#Efficiency**

**More comfort
at work**



75% less
starter
needed*



AccuShot precision seed fertiliser

Technology exists to plant seeds with the utmost precision in depth, spacing and row patterns. So why not do the same with the fertiliser? Accuracy is the key. Great Plains AccuShot system allows to place a precise amount of starter treatment in a precise place in relation to each seed. No fertiliser is wasted, which is good for the environment and for your budget. And you can control the process from a screen in the tractor cab.

#NoWasteOfFertiliser **#AccuracyAndEfficiency** **#YieldIncrease**
#FertiliserCostsSaving **#EnvironmentallyFriendly**

*In comparison to a dribble application of starter and with a yield increase

25% less
fertiliser
for the same
yield



Kverneland PUDAMA

How to feed the seeds more efficiently while reducing fertiliser consumption? Kverneland Optima TFprofi SX PUDAMA places a fertiliser deposit underneath each seed.

#PrecisionAndHighSpeed **#FertiliserUseReduction**
#CostsAndTimeSaving **#ReducedEnvironmentalImpact**

**70% of our products
are Eco-Products***



Some Certified Eco-Products*

M6 Series tractors

LXe-261 compact tractor

F Series front mount mowers

KX and U series mini excavators

WG3800 Stage V gas engines

09 Series Diesel Engine V5009:
"Diesel of the Year 2019"

* The Kubota Group's internal
certification system for Eco-Products.



DID YOU KNOW

Learn more



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