

FOCUS

■ FALL 2018



- The spirit of Hitachi Construction Machinery Loaders of America Inc.
- Welcome to the grand opening of HCMA's new home in Newnan, Georgia
- 5 ways to keep your compact loader running strong

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GET READY TO BREAK NEW GROUND

Watch for the next issue of FOCUS magazine and the debut of the first of the Hitachi wheel loaders in the US market.



**A FULL LINE OF
WHEEL LOADERS**

- 13 Models
- 30 HP - 531 HP

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Hitachi Construction Machinery Loaders
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Welcome to our Fall *FOCUS*

FOCUS magazine, first published in 2003, was inspired by a team of Kawasaki dealer personnel, satisfied customers and an eager Kawasaki marketing team who wanted to bring compelling stories, tips and industry news to wheel loader users throughout North America. Fifteen years later, our goals remain the same, *our focus renewed with the global vision of Hitachi.*

Hitachi Construction Machinery's (HCM) full acquisition of KCM (Kawasaki Construction Machinery) is reshaping the loader market. You will find the story behind the Hitachi spirit and read about how their superior technology and original products contribute to society. You'll find these insights on **page 3**.

On June 1, the grand opening of the new headquarters of Hitachi Construction Machinery Loaders America, Inc. (HCMA) was held in a new, \$4 million facility located in Newnan, Georgia. Read about the new headquarters and the plans for future development on **page 6**.

Get the most out of your compact wheel loaders by following these five crucial maintenance tips. Take your PM to the next level with our tips on **page 9**.

We have built a reputation of engineering and manufacturing excellence resulting in today's Hitachi wheel loaders. We hope you enjoy this next edition of FOCUS as we strive to deliver relevant news and information you have come to expect.

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THE HITACHI SPIRIT

The transition is complete. Hitachi Construction Machinery Loaders America Inc. (HCMA) is now the name of a comprehensive line of wheel loaders in North America. But who is Hitachi, and what value does the company bring to this market?

Hitachi's roots in mining go back more than a century to a machine repair shop at Kuhara Mining Company in Hitachi City, Ibaraki Prefecture, Japan. The corporate credo under which Namihei Odaira founded the company remains relevant today: "Contribute to society through the development of superior, original technology and products." Among the "firsts" achieved were the first cable-operated power shovel, the U05, in 1949, and the first hydraulic excavator, the UH03, developed with Japanese technology in 1965.

Hitachi brought "superior, original technology and products" to a wide variety of markets. The nearly \$100 billion annual revenue the company now receives is divided among a variety of markets including social infrastructure and industrial systems, information and telecommunications systems, automotive systems and financial services. Hitachi Construction Machinery

(HCM) was established as a subsidiary of Hitachi Limited in 1970. It is the third largest construction equipment manufacturer in the world and accounts for about 10 percent of all Hitachi Limited's revenue. In turn, Hitachi Construction Machinery Loaders America Inc. is a subsidiary of HCM. It is one of 864 companies under the Hitachi Ltd. umbrella. Besides wheel loaders, other products in the HCM stable include crawler and wheel-type excavators, mini excavators and road construction machinery.

Hitachi entered the North American market in the early 1980s with the introduction of the Hitachi excavator. HCM later acquired the Euclid truck line from Volvo; those trucks are now sold under the Hitachi brand name.

Moving into wheel loaders

HCM entered the wheel loader market in the late 1980s with the acquisition of the Furukawa line. The LX70 was introduced in 1988 and was the first wheel loader bearing the Hitachi brand. Features included hydrostatic drive, a "light-touch electrically-operated travel control lever," inboard wet disc brakes, sealed bucket linkage pins and O-ring sealed connectors to "ensure hydraulic/electric line reliability."

In the mid-1990s, HCM broadened their offerings by acquiring the TCM loader line. The ZW line of Hitachi wheel loaders was then launched in 2006 with the release of the ZW-1 series as a global model. The current line consists of 12 machines, from the 45.7-horsepower ZW50 to the 509-horsepower ZW550. This wide range of models serves every market in which wheel loaders are used, from landscaping and residential construction to quarries and waste management to steel mills and coal mines.

The next step was the phased acquisition of the Kawasaki line of loaders. In 2010 Hitachi Construction Machinery Group entered a joint venture with Kawasaki Heavy Industries to develop the global scope of the wheel loader line, which was finalized in 2015. In 2016 HCM bought all KCM Corporation stock and transitioned to KCMA Corporation. The final step in the process was taken in 2018 when HCM transitioned KCMA Corporation to Hitachi Construction Machinery Loaders America Inc.

Working with Kawasaki was deemed the best strategy for bringing Hitachi wheel loaders to the North American market. Gary Bell, who served as HCM vice president for over 36 years, says a well-considered strategy was essential. “As the largest wheel loader market in the world outside of China, the North American market is where every competitor focuses. One of the biggest challenges here is the sheer number of competitors, and they all bring their A game to this market.” The Kawasaki presence in this market went back to 1978. Since the completion of the acquisition of Kawasaki loaders by HCM, Kawasaki no longer offers wheel loaders in North America.



With the acquisitions of the Furukawa, TCM and Kawasaki lines, HCM received not just products and technology, but knowledge and experience going back to the early 1960s. Hitachi wheel loaders are now produced in Ryugasaki and Banshu, Japan and in Newnan, Georgia. HCM has 39 manufacturing and 37 sales locations globally, employing nearly 24,000 workers.

Together

HCM’s 2020 Vision will poise HCM as a “close and reliable partner” anywhere on Earth, using the best solutions applied through Kenkijin Spirit. “This Kenkijin Spirit originally derived from the founding concepts of Hitachi, Ltd., which are harmony, sincerity and a pioneering spirit,” says Kotaro Hirano, president, CEO and director. “We still stick to the ideology of the 3Cs – Challenge, Customer and Communication. We face challenges without fear of failure. We always listen sincerely to the voice of our customers and the public. And we take the initiative on communication with reporting and consulting.”

The 2020 Vision is the culmination of three plans of similar themes. “Go Together 2013” was the mid-term management plan for 2011-2013 and had as its theme “Let all of us Challenge with Kenkijin Spirit.” Next came “Grow Together 2016,” which introduced the three C’s of challenge, customers and communication. HCM’s current mid-term management plan is “Connect Together 2019.” The three core principles of Connect Together 2019 are interactive after-sales, expansion of the wheel loader and dump truck business and innovative information and communication technology (ICT) and solutions using the internet of things (IoT).

Part of the objective in interactive after-sales is to rebalance the ratio between new machinery sales and value chain revenue. Value chain is defined as everything outside of new equipment sales and includes service, parts, rental, sales of used machines, parts remanufacturing and finance. The current revenue ratio is 5/8 new machinery and 3/8 value chain. The goal is a 50/50 balance. The benefit to the customer is that HCMA becomes a single source for all matters related to owning and operating wheel loaders. In growing the value chain, HCM is focused

on improving safety and productivity and reducing life cycle costs for customers.

Expansion of wheel loader and dump truck business will rely on the application of principles that led to expanded excavator sales. Those principles created a nearly 25 percent increase in excavator sales for fiscal year 2017 over FY 2016.

The ICT/IoT solutions directly address customer needs for greater safety and productivity and reduction of life cycle cost. An autonomous haulage system (AHS) relies on a permission control technique borrowed from the rail industry to allow the use of fully autonomous trucks at mines. Mining is also the market for Wenco fleet management systems, which has been part of HCM since 2009. For over 30 years, Wenco has been providing technology tools to address asset health, collision avoidance, mining business analytics and high-precision machine guidance. Fleet management solutions, which streamline equipment assignment, payload control and dispatch, are in that package of offerings. Continued expansion of both these mine-specific products is part of Connect Together 2019.

ICT solutions for i-Construction is built on the back of cloud-based Trimble Connect software. The purpose is to drive fast, efficient file and information sharing between the customer's offices, worksites and equipment operators. This includes 3D data required for measurement, design and construction planning, construction, inspection, maintenance and upgrade. Hitachi Construction Machinery's business partners will be able to retrieve and use information anywhere, anytime from their smartphones and tablets via the Internet. Part of this project will be the development of platforms to integrate HCM information technology with that of other equipment manufacturers on a site. ICT solutions for i-Construction will be developed for Japan and promoted in select other markets.

The final part of Connect Together 2019 is ConSite, a consolidated solution for linking the customer to the worksite. ConSite delivers in-depth information in a monthly report on each Hitachi machine a customer owns. Using a data filter, ConSite also sends alerts for out-of-range conditions and indicates the urgency of a required response. ConSite is a global product.



Hitachi Spirit

“ In growing the value chain, HCM is focused on improving safety and productivity and reducing life cycle costs for customers. ”

ConSite was explained in detail in the first quarter 2018 *FOCUS* Magazine. ConSite OIL enables 24-hour oil monitoring to assist with preventive maintenance scheduling and the prevention of catastrophic failure.

To further enhance value chain revenue, HCM is working in cooperation with Bradken to expand sales of Bradken's undercarriage parts and ground-engaging tools. HCM is also establishing an operating base for parts remanufacturing with H-E Parts in Chile.

It's an exciting time for HCM overall and an exciting time for HCM to be expanding their presence in North America by way of Hitachi-branded wheel loaders. The company still seeks to “contribute to society through the development of superior, original technology and products” while simultaneously enhancing the value offered to customers. ■



Welcome to HCMA's New Home

June 1 was the grand opening of the new headquarters of Hitachi Construction Machinery Loaders America Inc. (HCMA) in Newnan, Georgia, a \$4 million facility built for growth and success.

The \$4 million investment in Newnan includes nearly 21,000 square feet of corporate and administration offices and training facilities. Currently being built on site is a 21,421 square-foot parts and components storage building. HCMA anticipates tripling their market share in wheel loaders in the next three to five

years, and the new complex is scaled to support that growth. An enthusiastic crowd was on hand for the grand opening, including Mr. Kotaro Hirano, president, HCM Japan; Mr. Masaaki Hirose, president, HCMA; David Agan, vice president, corporate; and Mr. John Michalewicz, HCMA senior manager, manufacturing. Nearly 140 employees of HCM were also there, including four of the company's longest-serving workers: Ray Guerra and Sue Smith from the Kennesaw headquarters of HCMA and Claude Smith and Jami Wall from the Newnan facility. Mr. Al Smith, chairman of the Coweta County Commission, was among local representatives at the event.

The road to Newnan has been a long one. The roots of Hitachi go back more than a century to an equipment repair shop at the Kuhara Mining Company in Hitachi City, Ibaraki Prefecture, Japan. Hitachi Construction Machinery (HCM) emerged as a subsidiary of Hitachi Ltd. in 1970. HCM entered the North America market in the early 1980s with a line of excavators.

The first wheel loader to bear the Hitachi name was the LX70, introduced in 1988. In the mid-



1990s, HCM acquired the TCM loader line to expand the company's offerings. In 2010 HCM entered a joint venture with Kawasaki Heavy Industries to develop a line of wheel loaders global in scope. In 2016 HCM bought all stock in KCM Corporation, the division of Kawasaki Heavy Industries that built wheel loaders, to create KCMA. Finally, in 2018, HCM transitioned KCMA Corporation to Hitachi Construction Machinery Loaders America Inc. (HCMA). The corporate facilities in Newnan are part of that transition.

The grand opening proceedings incorporated elements of the cultures of both Japan and the Southeast. A cherry tree was planted as part of a Sakura ceremony conducted by Mr. Hirano. A barrel of sake was broken open by Mr. Hirano and Mr. Michalewicz as part of a Kagami-biraki ceremony. Lunch was a traditional Southern-style bar-b-que.

Why Newnan?

The Southeast region of the United States has attracted large amounts of manufacturing in recent decades. BMW, Honda, Hyundai, Kia, Mercedes-Benz, Nissan, Toyota, Volkswagen and Volvo all have automotive plants in the Southeast. Hino builds Class 6 and 7 medium-duty trucks at two. The state of Georgia is the second-most populous in the Southeast and home to a highly-skilled workforce. Among key employers in the state are airplane manufacturer Gulfstream Aerospace, security and aerospace firm Lockheed Martin Aeronautics, flooring producer Shaw Industries, and Georgia-Pacific, maker of paper, packaging and building materials.

The Southeast in general and Georgia in particular are popular with manufacturers. But why Newnan, specifically? Many factors entered into the decision. But, like the melding of cultures involved in the grand opening, culture is important to Hitachi and all its divisions, and culture may have been the strongest appeal of Newnan.

Sneak peek

Before the grand opening of the headquarters on June 1, the first four HCMA models to arrive in the United States were introduced to 33 dealers from throughout the U.S. and Canada at a National Dealer Meeting on May 6-9, 2018. Those four models are the ZW120-6, ZW140-6, ZW150-6 and ZW250-6.

Dubbed the "Premiere at Lanier," the event was held at Lake Lanier Islands, Georgia, about 30 miles northeast of Atlanta. Hitachi Construction Machinery representatives Mr. Yasushi Ochiai, Mr. Kenny Fujisawa and Mr. Kazuyoshi Shukuzawa joined dealers for model introduction and socializing. A reception and dinner were followed by a video presentation and a fireworks display themed "[Hitachi — Coming to America.](#)"

Mr. Ochiai gave a presentation on the Hitachi culture and plans for the Hitachi Construction Machinery Group. Two long-term HCMA employees were presented with plaques commemorating their retirement. Gary Bell served for more than 36 years as vice president and general manager. Wayne Powell retired as senior manager, product support after over



31 years in various product support and training positions. Top Dealer awards were also presented during the event.

The final day included roundtable discussions with HCMA department teams as well as team building and social activities. For the Motor Boat Poker Run, participants had to follow Hitachi-themed clues to navigate stops around the Lake Lanier Islands, Georgia venue. The event was in support of Eagle Ranch, a nonprofit organization that assists children in the community.



Located just 15 miles from Lake Lanier Islands, Eagle Ranch is a 310-acre facility draped over the Chestnut Mountains. By helping with every aspect of a child's life — spiritual, emotional, intellectual, social and physical — Eagle Ranch seeks to help children and families dealing with crises. The community includes homes, recreational facilities and a SACS-accredited school (Southern Association of Colleges and Schools). Residents include boys and girls; families are actively involved during their children's stay. Support of Eagle Ranch was a good fit for HCMA, as a core principle of Hitachi is to give back and support communities.

Speaking at the dealer meeting, Al Quinn, vice president of operations, HCMA, said dealer support for the new brand has been excellent. "Together we are ready to make a significant impact to the wheel loader market in North America in 2018. Hitachi is recognized as a leading global construction brand with a long history of success and well-designed plans for significant growth. It's a very exciting time."

Growth will include not only sales of new equipment, but expansion in the value chain of service, parts and remanufacturing plus a wide range of services and programs, including extensive customer and dealer training programs. (See "The Hitachi Spirit" on page 3 in this issue.)

Essential to that growth will be the HCMA headquarters in Newnan, Georgia, where technology and culture can combine to create superior products. ■

How To Keep Your Compact Wheel Loader Running Strong



While general preventive maintenance is the most significant way to extend the life of any equipment, you can do even more to get the most out of your compact wheel loaders.

Here are five ways to take your PM to the next level.

■ 1. COOL IT

A compact loader can have an “open” roll-over protective structure (ROPS), a heated cab or a fully air-conditioned cab. With an AC system, there are some items that need to be periodically checked, such as compressor belt tension and condition, refrigerant charge and the cleanliness of condenser fans and the recirculation filter. If cooling effectiveness drops and the maintenance steps above do not resolve the problem, the system may need additional service.

When servicing an AC system, keep in mind that the refrigerant must be approved by the EPA and, with the exception of R-744, cannot be intentionally released to the environment. When payment of any kind is involved (including non-monetary), any person working on the system must be certified under section 609 of the Clean Air Act and they must use approved refrigerant handling equipment. Refrigerant must be properly recycled or reclaimed before it can be reused, even if it is being returned to the vehicle from which it was removed. Other rules apply, but these are the key considerations. If you don't have the resources to do your own work, AC shops will do this as a mobile service.

■ 2. AXLE CARE

Axles and tires are the link to get the power to the

ground and carry the load. Axle maintenance is simple: Make sure the mounting bolts to the chassis and wheel rims are retorqued as required in the owner's manual, and remember to change the axle oil. Over time, the axle oil will also accumulate some wear metals and contaminants from the air. Changing the oil is the only way to purge the contaminants and replace the necessary additives in the axle oil. Axle oil changes are straight-forward, but be sure to use a high-quality oil as recommended in the manual.

■ 3. USE THE RIGHT PRODUCTS

Using bargain fluids and will-fit parts is false economy. As engines and hydraulic systems have become more sophisticated, they have also become more exacting in the products they require, and using the wrong product can have disastrous consequences. For example, there are four current categories of diesel engine oil (CH-4, CI-4, CJ-4 and CK-4) for engines designed to meet various non-road emissions standards, plus another, FA-4, that is meant for on-highway vehicles meeting 2017 greenhouse gas emissions standards. While there is some backward compatibility in the C Series oils, it's not universal, and FA-4 is absolutely the wrong choice in any engine not specifically designed for it. You'll find the oil category plus other information, including viscosity, in the API “donut” on the oil container.

There are also multiple types of coolant. Inorganic acid technology (IAT) is the old standard, what used to be referred to as ethylene glycol antifreeze. Organic acid technology and hybrid organic acid technology (OAT and HOAT) are long-life or extended-life coolants. The chemistry of each type is designed to

provide maximum protection for the metals used in specific cooling systems, such as copper and brass or aluminum. Despite claims of product-specific compatibility, it's best to not mix coolant types.

■ 4. CHOOSE THE RIGHT LUBRICANTS

There is an almost endless array of greases based on consistency, thickener type, application (chassis fittings versus lift linkage, for example) and other factors. Choices in hydraulic fluid are as numerous as those for grease. The loader's owner's manual will detail product information, but unless you're a dealer, you might not have the latest updates. Check the manufacturer's website for current product recommendations. Whatever you do, don't just grab a jug of something off the shelf in the service department and assume it'll do the job. Using the wrong product can result in excessive wear and even premature failure.

■ 5. KEEP IT CLEAN

Cleanliness is essential in obtaining full service life from loaders and in minimizing owning and operating costs. Reversing fans, swing-out coolers, water separators and filters are should be kept in clean condition and serviced as required.

Because loaders normally work in extremely dusty conditions, keeping hydraulic oil clean is especially challenging. Hydraulic oil in a compact loader is shared between the hydrostatic drive system and the hydraulic system to steer, raise the loader and tilt the attachment. Since the compact loader is a Jack-of-all-trades, it can have many attachments on the front end. Contamination can come from the environment (dust, dirt, mud, water), from within the machine's systems (wear metals, seal particles) and from an attachment. Faulty breathers and failing seals can let in a lot of contamination as the system heats up and cools down during and after operation.

The hydraulic system is sealed and pressurized to prevent the entrance of airborne dust particles. The oil from the HST system has an easy-to-change, spin-on filter; the hydraulic system also has a spin-on return filter. And finally, there is a suction strainer in the bottom of the hydraulic tank. These three items combine to stop any particles that came in with the oil, come from the hydraulic components or may have gotten in with the air that occurs when the system is opened to atmosphere. ■

These are not all-inclusive and are only guidelines, so be sure to follow the manufacturer's recommendations for all maintenance procedures on your specific machines. You can start with the owner's manual, but the most current information will be available from your dealer or the manufacturer's website, where updates and technical service bulletins will be posted.

Checklist For Best Preventive Maintenance Practices

▶ START OF EACH SHIFT

1. Check levels of all fluids including fuel, coolant, hydraulic fluid, brake fluid, engine oil and DEF, where applicable
2. Check tire pressure and check tires for damage and wear
3. Check all safety systems

▶ END OF EACH SHIFT

1. Remove all debris, giving special attention to the engine, grille screens and radiator cooling screen
2. Check for loose, damaged or missing parts

▶ AFTER THE FIRST 50-100 HOURS

Adhere to the manufacturer's recommended procedures following break-in. Because manufacturing facilities have become so clean, some manufacturers have greatly reduced the number of procedures required here or have even eliminated this step altogether.

▶ EVERY 50 HOURS

1. Check quick-attach or loader pins
2. Check and service air pre-cleaner (if so equipped)
3. Check tension and condition of drive belts
4. Lubricate all grease fittings plus all hinges, pivots, etc.
5. Check fuel/water separator and drain as needed
6. Check function of all lights and indicators
7. Check for leaks in fuel, cooling, hydraulic, drive and brake systems

▶ EVERY 100 HOURS

1. Complete a thorough inspection of the entire machine
2. Check restriction indicator on air filter; clean filter element if the indicator has tripped
3. Check condition of brake pads and replace as needed
4. Check torque on all threaded fasteners
5. Check for chafing and pinching on the wiring harness
6. Check condition of all hoses
7. Clean battery terminals
8. Check battery electrolyte level, assuming the battery has removable caps
9. Check play in brake and clutch pedals and adjust as needed

▶ EVERY 250 HOURS

Change engine oil and filter

▶ EVERY 500-1,000 HOURS

1. Change fuel filter
2. Change hydraulic and transmission gearbox oil and filters
3. Check torque on all threaded fasteners (initial torque check should be at 100 hours on new or rebuilt equipment)

▶ ANNUALLY

1. Flush and refill cooling system
2. Replace air cleaner elements
3. Change axle oil

New Models Debut To North America Dealers

The first four Hitachi Wheel Loaders models to arrive in the United States were introduced to 33 dealers throughout the U.S. and Canada at the National Dealer Meeting May 6-9, 2018. Following a reception and dinner were a video presentation and a fireworks display themed "Hitachi – Coming to America." The celebration included recognition of two employees for their length of time with the company: Gary Bell, 36 years, and Wayne Powell, 31 years.

The final day included roundtable discussions as well as team building and social activities. For the Motor Boat Poker Run, participants had to follow Hitachi-themed clues to navigate stops around the venue in Lake Lanier Islands, Georgia. The event was in support of Eagle Ranch, a nonprofit organization that assists children in the community.

The four Hitachi models are the ZW120-6, ZW140-6, ZW150-6 and ZW250-6.



The HCMA team is enjoying the excitement of their three-day event.



Hitachi Pioneer Award winner, Wajax Equipment, is represented by Chris Cheney, VP Business Development. (L-R) Al Quinn, HCMA VP, Yasushi Ochiai of HCM Japan, Masaaki Hirose, HCMA President, Kenny Fujisawa, HCM Japan.



Chappell Tractor receives the 2017 Most Improved Small Market Dealer award, accepted by Jeff Morse, sales manager, on behalf of the company.



(L-R): Al Quinn, vice president of operations of HCMA; Yasushi Ochiai of HCM Japan; Masaaki Hirose, HCMA president; John Carlino, APCO branch manager; and Kenny Fujisawa of HCM Japan showcase the 2017 Top Market Share Dealer certificate awarded to APCO Equipment.



(L-R): Al Quinn, HCMA vice president of operations; Floyd Degueyter of CLM Equipment; Yasushi Ochiai of HCM Japan; Dana Reynolds of CLM Equipment; Blake Degueyter of CLM Equipment; Masaaki Hirose, HCMA president; Eric Walker of CLM Equipment; and Kenny Fujisawa of HCM Japan show off the 2017 Most Improved Large Market Dealer certificate awarded to CLM Equipment.



(L-R): Al Quinn, vice president of operations; Yasushi Ochiai of HCM Japan; Ray Ferwerda of G.S. Equipment; Bruce Bowers of G.S. Equipment; Masaaki Hirose, HCMA president; and Kenny Fujisawa of HCM Japan are pleased to present the 2017 Top Market Share Large Market Dealer certificate awarded to G.S. Equipment.

Clifton Place Wheel Loader Salesman Of The Year



Looking for an effective sales technique? "I like to do side-by-side comparisons with the competition where I can physically show customers the superior qualities of Hitachi wheel loaders." That's part of the strategy used by Clifton Place of Bane Machinery in Dallas, Texas. It must work. Place won the 2017 Wheel Loader Salesman of the Year award in his first year in his new sales position.

Place was working as a rental equipment manager at another firm when an opportunity opened up at Bane. Through an acquaintance who worked at Bane, Place knew of the firm's

teamwork, positive atmosphere and dedication to both customers and employees. Once at Bane, Place was impressed when two factory engineers came from Japan to observe Hitachi wheel loaders in use on site.

A certified first responder and fire fighter and a veteran with two combat tours in Iraq, Place has settled into his new position. "Being part of Bane Machinery is something to be proud of." The feeling is mutual. "We are very proud of Clifton in earning this prestigious award," says company president Scott Bane.

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YOU DRIVE TO WORK ON A ROAD YOU BUILT.

We're in the word-keeping business. For us, every move counts. Our machines are taking production to a whole new level. Because we know that what's important to you isn't just a job. It's upholding the standard by which you measure every job.

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