

Social Reporting

Social Activities in FY2004

The Kubota Group have contributed to society in various ways using resources accumulated from our mainstay operations. An example of such contributions is the development of quake-resistant joint parts for ductile iron pipes for water supply. Our social activity highlights are summarized as follows:

Contribution to Disaster Prevention Countermeasures

Corporate Missions

Kubota Developed Quake-resistant Joint Parts for Ductile Iron Pipes for Water Supply.

Quake-resistant joint parts for ductile iron pipes are used to ensure uninterrupted, stable water supply upon the occurrence of ground change or liquefaction due to the earthquakes. The ductile iron pipes attached to the quake-resistant joint parts can cope with very powerful stretching energies caused by land movement by expanding and contracting simultaneously with the land movement. During the years that this product has been in the market no destruction or damage of water supply pipes using the quake-resistant joint parts has been reported in the areas hit by the Hanshin Earthquake or other earthquakes in Japan. Our product is highly regarded due to its quality and performance record. We continue to concentrate on research and development activities to improve our products further maintaining our commitment to ensure that: "Water supplies are never cut off." and "Safe and good quality water is always supplied to people."



NS quake-resistant joint parts of ductile iron pipes

Support to Earthquake Victims

Kubota Donated Cash and Construction Machines.



Donation of construction machines to the Niigata Chuetsu Earthquake victims

Kubota assisted the victims of the Niigata Chuetsu Earthquake by donating ¥10 million cash and construction machines. Five compact excavators were donated and Kubota staff were used to provide personal support; training and practice for the safe operation of the construction machines. On the occurrence of the Indonesian and Sumatran Earthquake, the Kubota Group provided support and aid amounting approximately ¥40 million, consisting of ¥10 million cash to the Japanese Red Cross, personnel from overseas machinery manufacturing subsidiaries, and rescue supplies.

Putting an Emphasis on Communications

Close Communications with Our Customers

Nekketsu Shijo Campaign (trial ride campaign)

A trial ride campaign called "Nekketsu Shijo Campaign" was launched nationwide from 2002 to 2004. By listening to what our customers said we are better able to understand their needs and wishes and react to them. 1,220 thousand visitors experienced a trial ride. We believe that the findings from the campaign are a valuable asset to the Company.



Trial ride scene observed nationwide

Research of Recycling Technology

Bio Recycling Engineering Class Held

Collaboration with Hokkaido University

Kubota collaborates with Hokkaido University in sponsoring a bio recycling engineering class to research and develop recycling technologies using biotechnology. Additionally since 2003, a three year joint research project between Kubota and Hokkaido University has been working to develop an electricity generation system and contaminated soil cleaning technology using biogas.



President, Hatakake, greeting at an opening ceremony.



President, Hatakake, receiving a letter of appreciation.

SRI (Social Responsibility Investment) and Eco-funds

Highly Rated on a Global Basis



The Company is a member of Dow Jones' DJSI, FTSE International's FTSE4Good, and Morningstar's SRI Index.

Major eco-funds including company stock are as follows:

Funds name	Index
Nikko Eco Fund	DJSI (U.S.A.)
Eco Balance (Sea & Sky)	FTSE4Good (England)
Global Sustainability	SRI Index (Japan)
Earth Environment Funds	
DC Eco Fund	
Good Company	