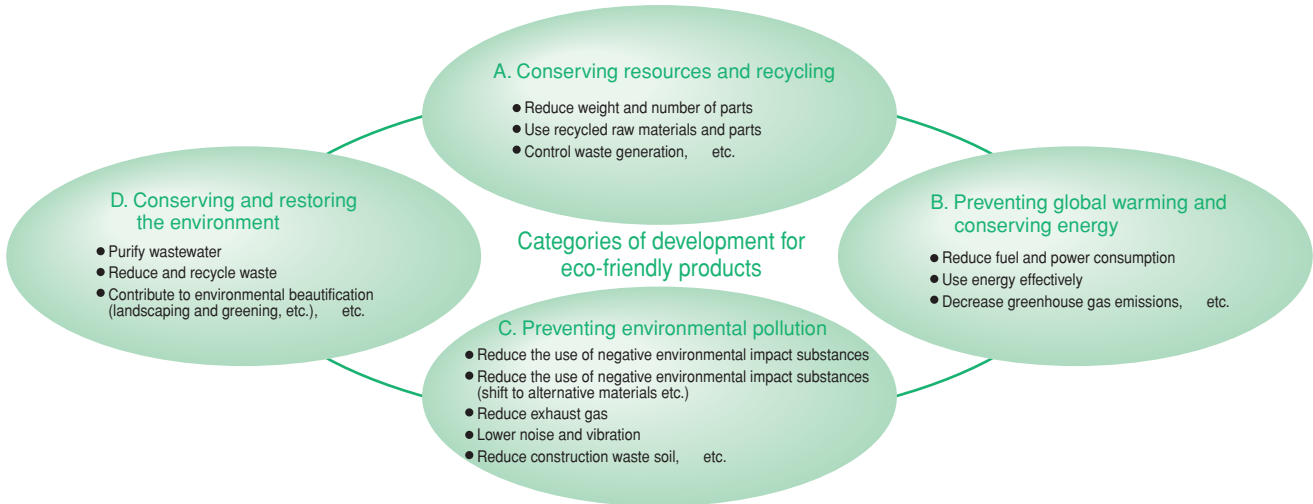


Environmentally-Considerate Products

Development of environmentally-considerate products

As a part of our product activities that specifically take the environment into consideration, KUBOTA is developing eco-friendly products in the following 4 categories.



Main content of involvement at the R&D stage

Consolidated Division	Product group	Category				Content and cases of involvement at the R&D stage
		A	B	C	D	
Farm & Industrial Machinery	Tractors					Reduction in parts, fuel consumption, negative environmental impact substances, exhaust gas, noise, and vibration
	Combines harvester					Reduction in weight, parts, fuel consumption, negative environmental impact substances, exhaust gas, noise, and vibration
	Rice planting machines					Reduction in weight, parts, fuel consumption, negative environmental impact substances, exhaust gas, noise, and vibration
	Agriculture-related product					Reduction in weight, parts, and exhaust gas, and improvement in recycling efficiency
	Agricultural facilities					Reduction in weight, parts, fuel and energy consumption, and negative environmental impact substances, and prevention of water pollution
	Construction machinery					Reduction in parts, fuel consumption, negative environmental impact substances, exhaust gas, noise, and vibration
	Engines					Reduction in weight, fuel consumption, exhaust gas, noise, and vibration, improvement in durability, and make biodiesel-compatible
	Electrical equipment					Reduction in weight, parts, energy consumption and negative environmental impact substances
	Vending machines					Reduction in weight, parts, energy consumption, and negative environmental impact substances, reuse of coin mechanisms, and increase in parts that can be disassembled
Air-conditioning equipment					Reduction in weight, parts, energy consumption, and negative environmental impact substances, and lengthening of parts replacement cycle	
Water, Environment and Infrastructure	Iron pipe					Reduction in weight, parts, negative environmental impact substances, and construction waste soil, and improvement in durability
	Steel pipe					Reduction in construction working time (power consumption), noise, vibration, and waste soil
	Valves					Reduction in weight, parts, alloys containing lead, and construction waste soil, and improvement in durability
	Industrial machinery and parts					Reduction in construction materials and water discharge noise, and improvement in working environment during construction
	Cast steel					Reduction in weight, fuel consumption, and scarce resources, and research into new materials that result in less exhaust gas
	Rolls					Lengthening of product life, and improvement in energy and resource conservation by customer
	New material					Reduction in fuel and water consumption and waste generation during production, and prevention of water pollution
	Service water and sewerage-related					Reduction in weight, parts, energy consumption, and paint containing lead, recycling of waste, and purification of wastewater
	Recycling-related					Reduction in weight, parts, and negative environmental impact substances, and reduction and recycling of waste
	Pumps					Reduction in weight, parts, energy consumption, and paint containing lead
	Membrane business -related					Reduction in weight, parts, energy consumption, and paint containing lead, collection of products with immersible membranes and reuse of parts, and purification of wastewater
Septic tanks					Reduction in weight, parts, energy consumption, and construction waste soil, and purification of wastewater	
Group companies	Plastic pipe					Use of recycled materials, improvement in durability, research into non-petroleum raw materials, reduction in materials containing lead and in construction waste soil, and recycling of waste

Ratio of models with absolutely no RoHS-designated substances

The ratio of KUBOTA product models with absolutely no RoHS-designated substances* reached 21.1% in fiscal 2008 against our target of 20%.

* The ratio of the value of shipped products that do not contain RoHS-designated substances at or above the set thresholds (excluding usage under application exclusions to the RoHS and ELV directives) against the total value of domestically-produced KUBOTA products shipped (products and equipment, excluding plants, facilities, work and services) in FY2008.