



Ever since its founding in 1890, Kubota has been tackling global issues related to food, water and the environment.

In 1890, Gonshiro Kubota, the founder of the Kubota Group, started his metal casting business at the age of 19. Believing that “If you try hard, you can get it done” and “Do not be afraid of making mistakes,” he became the first producer of iron water pipes in Japan as well as mechanizing agricultural production, thereby contributing to the development of society.

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

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

Inheriting the founder’s beliefs to this day, 40,000 employees of the Kubota Group are promoting the company’s businesses all over the world as part of their efforts to realize the vision of the Kubota Group: “Global Major Brand Kubota.”

Corporate Principles

Kubota Global Identity

Spirits

Brand Statement

Mission

- Work for the development of society by drawing on all of 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.

For Earth, For Life
Kubota

Food

Water

Environment

Kubota Global Loop

2030 >

Our Goal

An “Essentials Innovator for Supporting Life,” committed to a prosperous society and cycle of nature

By making agriculture more efficient, the Kubota Group contributes to the abundant and stable production of food.

Food

2 RURAL DEVELOPMENT
1 HUMAN DEVELOPMENT

By developing water infrastructure, the Kubota Group contributes to reliable water supply and restoration.

Water

6 CLEAN WATER AND SANITATION
3 CLIMATE ACTION

By developing social infrastructure, the Kubota Group contributes to the creation and the preservation of comfortable living environments.

Environment

11 SUSTAINABLE CITIES AND COMMUNITIES
7 AFFORDABLE AND CLEAN ENERGY

Aiming to achieve the SDGs

Becoming a global corporation

Together with the development of society

Business foundation

Founded in 1890

Founded as a casting manufacturer
Started production of castings for weighing equipment and daily commodities

2011
Became the first company in the world to acquire the U.S. CARB certificate, responding swiftly to global emissions regulations

An engine conforming to stage 4 emission standards

2014
Established a large upland farming tractor manufacturing company in France

Large tractor for use in expansive farmland

2015
Constructed water supply and sewage treatment facilities, etc. in Myanmar

Water purification plant constructed in Thilawa Industrial Park

1962
Entered the water treatment business and tackled the emerging water pollution problem

Night soil treatment plant in Miyoshi, Hiroshima, the first project after the Division was formed

1968
Started manufacturing the original model of the modern rice transplanter

The original model for modern rice transplanters

1974
Started manufacturing mini excavators, supporting small-scale urban construction

Fully revolving small hydraulic shovel, the base model for subsequent Kubota mini excavators

1904
Initiated the mass production of the first cast iron pipes for water supply in Japan

Kubota iron pipe shipping site around 1905

1947
Developed the cultivator, a pioneering piece of equipment in the mechanization of agriculture

First cultivator

1960
Developed a tractor to support farming villages suffering from labor shortages

A ride-on upland farming tractor

Food Water Environment

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