

## History of the Kubota Group



# 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

- 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.

#### Brand Statement

**For Earth, For Life**  


#### Mission

Food, water and the environment are indispensable for human beings. The Kubota Group continues to support the future of the earth and humanity by contributing products that help the abundant and stable production of food, help supply and restore reliable water, and help create a comfortable living environment through its superior products, technologies and services.



# 2030 >

## Our Goal

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

Aiming to achieve the SDGs

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



**Food**




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



**Water**




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




**Environment**




Becoming a global corporation

**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

Together with the development of society

**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

Business foundation

# Founded in 1890


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

**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