As the coronavirus pandemic sweeps the world, the most fundamental way to prevent the spread of infections is to wash one’s hands. In Japan, this can be practiced thanks to a nearly 100% water supply coverage. Some 130 years ago when Japan was rapidly modernizing, Kubota’s founder Gonshiro Kubota became the first person in the country to domestically produce water pipes in order to save people’s lives from the spread of cholera.
ever since the company was founded, we have always done everything in our power to help solve the challenges faced by society. Going forward, we will continue to contribute to the international community in the areas of food, water, and the environment— all of which are essential for people’s livelihoods.

- **1962** Entered the water treatment business and tackled the emerging water pollution problem
- **1968** Mass produced the original model of the modern rice transplanter
- **1974** Started manufacturing mini excavators, supporting small-scale urban construction
- **2011** Became the first company in the world to acquire the U.S. CARB certificate, responding swiftly to global emissions regulations
- **2014** Established a large upland farming tractor manufacturing company in France
- **2015** Constructed water supply and sewage treatment facilities, etc. in Myanmar
- **2011** Became the first company in the world to acquire the U.S. CARB certificate, responding swiftly to global emissions regulations
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**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.