

The Kubota Group Mission

The founding spirit of the company has been passed down for close to 130 years.
Kubota, Always Tackling Social Problems

Founded in 1890

Business foundation

Together with the development of society

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

- Food
- Water
- Environment



Founder, Gonshiro Kubota
(1870-1959)

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

1893

Succeeded in the production of the first cast iron pipes for water supply in Japan



Kubota iron pipe shipping site around 1905

1947

Developed the cultivator, a pioneer in the mechanization of agriculture



First cultivator

1960

Developed the first Japanese tractor, to support farming villages suffering from labor shortages



First Japanese riding upland farming tractor

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

Developed the first fully automatic walk-behind rice transplanter in the industry



Fully automatic walk-behind rice transplanter, the original model for subsequent transplanters

1974

Started manufacturing mini excavators, supporting small-scale urban construction



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

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
Kubota

The Kubota Group is committed to achieving SDGs in the areas of food, water, and the environment.

A company taking on global challenges

Toward achieving SDGs, challenges for the world

2030

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 treatment facilities, etc. in Myanmar



Water purification plant constructed in Thilawa Industrial Park

The Kubota Group's business areas

SDGs related to specific businesses

By streamlining of agriculture, the Kubota Group contributes to the abundant and stable production of food.

Food



By enhancing water infrastructures, the Kubota Group contributes to supply and to restore reliable water.

Water



By enhancing social infrastructures, the Kubota Group contributes to create and preserve a comfortable living environment.

Environment



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.



Kubota Global Loop