

November 28, 2017

Announcement of a change in the Company Name and the Brand Name

It is our great pleasure to announce that a change in the company name and the new brand name of us will officially be used from April 1, 2018 onwards.

It has been fifteen years since Hitachi Construction Machinery's crane division and Sumitomo Heavy Industries Group's crane company combined their areas of expertise, giving rise to Hitachi Sumitomo Heavy Industries Construction Crane.

From April 2018 we will head out a new chapter as a global expert in the field of cranes, devising solutions spanning design and manufacturing to sales and service. To better meet the needs of our customers everywhere around the world, we will set forth with a new company name as follows.

New company name: **Sumitomo Heavy Industries Construction Cranes Co., Ltd.**

New brand name: **HSC CRANES**

New logo:



The name "HSC" is indicative of our inherent commitment:

"H" for High-quality Exceptional quality everywhere

"S" for Satisfaction Continually and consistently meeting customer needs

"C" for Confidence Further reinforcing relationships of trust

Armed with these three key phrases, HSC CRANES endeavors to "deliver true satisfaction."

Taking this opportunity of our new company name with new brand name, all members of the company will surely exercise best continuous endeavor to establish more perfect support to our products delivered to customers, and will try to contribute to customers with provision of our high quality and technology with products.

Yours faithfully,

Hitachi Sumitomo Heavy Industries Construction Crane Co., Ltd.
President Shogo Yokoyama

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