

# DRIVEN TO BE BETTER

DEERE-HITACHI

DEERE-HITACHI CONSTRUCTION MACHINERY CORPORATION

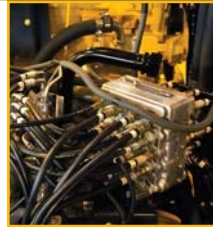


# DEERE

**TWO DECADES. TWO COMPANIES. ONE GOAL.**



Back in 1988, Deere & Company and Hitachi Construction Machinery, Ltd. combined forces, creating a joint venture that set a new standard for quality and performance in the heavy equipment industry.



But even more than building a new generation of excavators, Deere-Hitachi committed itself to serving a new generation of customers – contractors and construction companies that demanded the best value in quality, cost, and unmatched service support.

Today, nothing's changed. We're still producing our distinctive orange and yellow excavators in our Kenersville, North Carolina plant. We're still dedicated to quality, service and, above all, the safety of our employees. And we're still focused on helping our customers build a better tomorrow, by building machines that meet their requirements, and exceed their expectations.

All of this, we're pleased to say, has propelled the company to a position of market leadership. In fact, we're recognized as a premier producer of hydraulic construction and mining excavators.

**DEERE-HITACHI**

We're helping our customers build a better tomorrow, by building machines that meet their requirements, and exceed their expectations.



**ATTENTION TO DETAIL**

*Every employee is keenly aware that only by completing each stage of production properly is true customer satisfaction attained.*



**DEDICATION TO QUALITY**

*Our employee's dedication to quality and continuous improvement of our product and our processes, has enabled us to consistently deliver customized excavators on time, and on budget.*

# HITACHI

61 ACRES. 400,000 SQUARE FEET.



Our state-of-the-art facility brings together the latest in technological innovation and the proven talents of our skilled local workforce. The production process begins with the highest-quality materials, and employs advanced welding robotics, CNC machining centers, laser plate-cutting machines and cranes capable of transporting as much as 25 tons.

Deere-Hitachi is committed to delivering excellence through the passion and dedication our employees bring to the job.

Taking even greater strides to meet customer needs, we utilize lean manufacturing practices, including simple, effective kanban replenishment notification systems to guide material through the factory and accurately track inventory levels. This “pull” manufacturing system, coupled with our quality assurance inspection process, ensures a smooth, reliable product assembly – and enables us to produce made-to-order machines in less than 20 days.



DEERE-HITACHI



#### EMPLOYEE DEVELOPMENT

*Through on-the-job and classroom training, our employees are encouraged to advance their career skill sets in a continuous employee development program.*



#### ROBOTIC WELDING

*To ensure the highest level of quality, consistency and durability, we utilize leading edge robotic welding systems.*

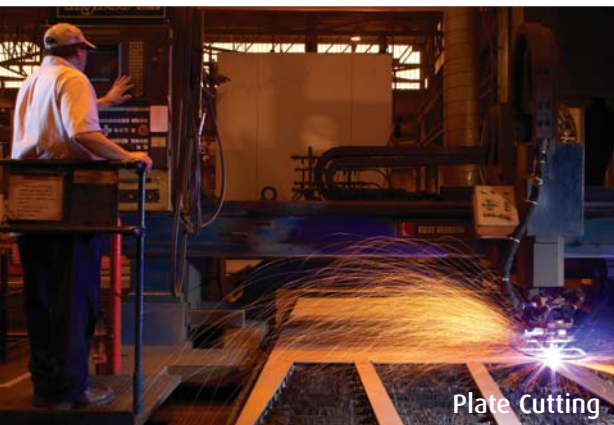


Plate Cutting



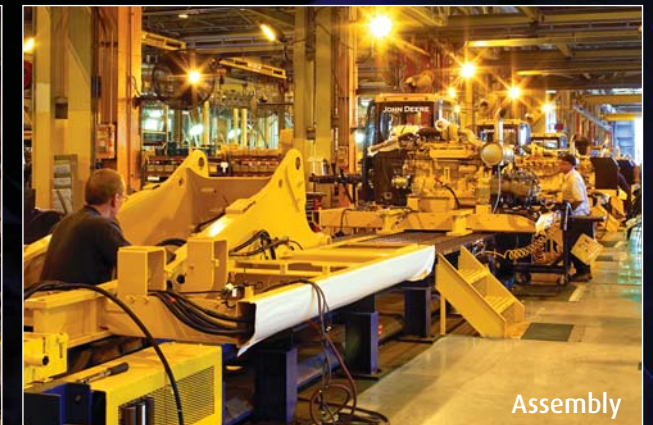
Fabrication



Machining



Paint



Assembly

**PLANT WORK FLOW**

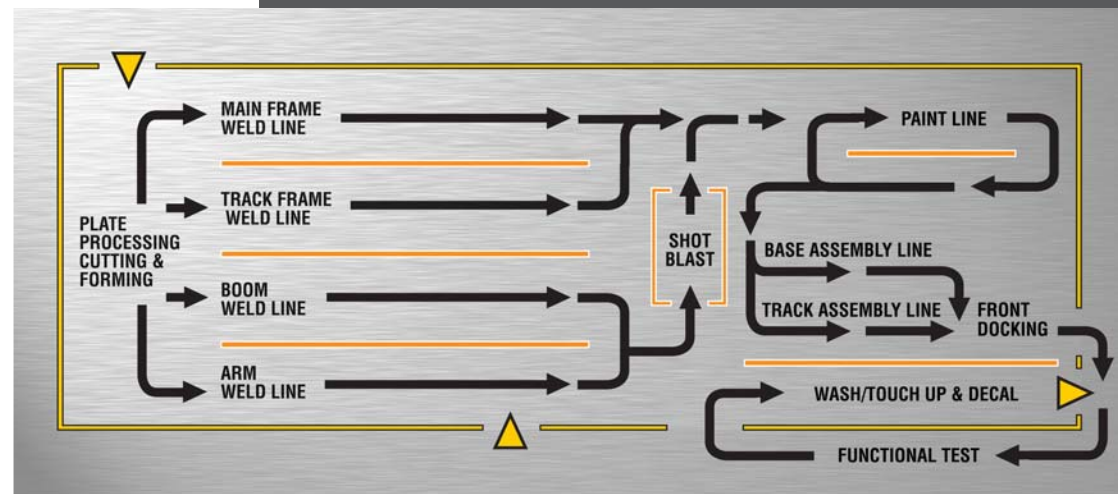
Implementation of advanced Flow Manufacturing enables us to deliver finished product within short lead times.

**PLATE CUTTING PROCESS**

Deere-Hitachi cuts over one million pounds of plate steel each month using laser, oxy-fuel and plasma cutting tools.

**ENVIRONMENTALLY FRIENDLY PAINT SYSTEM**

Our electrostatically charged non-polluting paint system is designed for efficient delivery of a long-lasting protective coating.



**PRODUCT DEVELOPMENT**

Deere-Hitachi's North American Design Center is focused on meeting the unique requirements of our customers through continuous product assessment, and strong supplier relationships.

**DOZENS OF ROBOTS. HUNDREDS OF TALENTED PEOPLE.**

None of this would be possible without the dedication and passion for excellence that all of our employees bring to the job. For everyone here, being part of our work force means learning to function well as part of a team, while expanding and perfecting individual skill sets. And we're all keenly aware that only by completing each stage of production properly can true customer satisfaction be attained.

This passion for being the best, and using the best, is what enables us to build the best. And it assures customer satisfaction for years to come.



Arm & Boom Installation



Testing



In the Field

**SAFETY**

Deere-Hitachi places safety as the number one priority in the work environment. Safety training for new-hires and refresher safety courses for all employees emphasize both on- and off-the-job safety practices. Using the DuPont® S.T.O.P. — Safety Training Observation Program, we are proactive in our approach to safety by reducing incidents and accidents.

**DEERE-HITACHI**

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## ON THE TEST PAD

*One of the highlights of completing each order is final product testing on the test pad. It is here that each excavator is put through rigorous and demanding functional tests and is thoroughly examined before final prep and delivery.*

## DEERE-HITACHI

### DEERE-HITACHI CONSTRUCTION MACHINERY CORPORATION

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