

Toward Environment-Friendly Corporate Activities

Message from President

As we stand prepared to enter the 21st century, our society has reached a new level of fulfillment and affluence. At the same time, however, mankind is confronted by a host of global environmental problems that include global warming, destruction of the ozone layer, desertification, acid rain, pollution of our seas and oceans, and many others. Given the seriousness of this situation, environmental concerns have become a top priority on the corporate business agenda.

Ever since Kubota was founded in 1890, we have worked to expand our scope of corporate involvement, which now embraces machinery, pipe systems, environmental facilities, housing materials, industrial materials, and numerous other fields, and to make a significant contribution to developing the society within which we operate. Our corporate activities are based on the concept of "Co-existence Between Mankind and the Environment", and through our efforts to provide environmentally friendly facilities, restore greenery to desertified areas, and other programs, we have moved steadily in the direction of fulfilling our responsibilities as a corporation, in a manner that befits our long history of success and our vast storehouse of knowledge and ability.

In 1972, Kubota set up a Pollution Control Department in our headquarters office, and Pollution Control Section in our plants, in order to respond quickly to growing environmental concerns. In April 1990, when we celebrated our 100th anniversary, we established our "Vision For Our Second Century", which encompasses four areas: working towards an efficient industrial society, upgrading and improving the social infrastructure, preserving and protecting the global environment, and contributing to an improved living environment. At that point, we renewed our spirit of commitment and dedication to working in harmony with our environment.

Later, in 1992, with the awareness that the global environment, the environment of Japan, and the Kubota environment are all a single interdependent entity, we formulated the "Kubota Global Environmental Charter", and set up company-wide environmental policies, with certain items designated for particular focus. We also appointed a Global Environmental Committee and implemented other corporate activities in a full-scale drive towards environmental conservation. Aiming Toward Environment-Friendly Corporate Activities and the creation of a society where sustainable development is possible on a global scale, we still continue to dedicate our energies to creating technology and products that foster a mutually harmonious relationship with the global environment.

The "Kubota Environmental Report 1999" describes the environmental preservation measures we are undertaking in our aim Toward Environment-Friendly Corporate Activities.

We invite responses from our readers and look forward to a frank and open dialogue concerning these and other issues facing society today.

土橋芳邦

Yoshikuni Dobashi
President, KUBOTA Corporation

