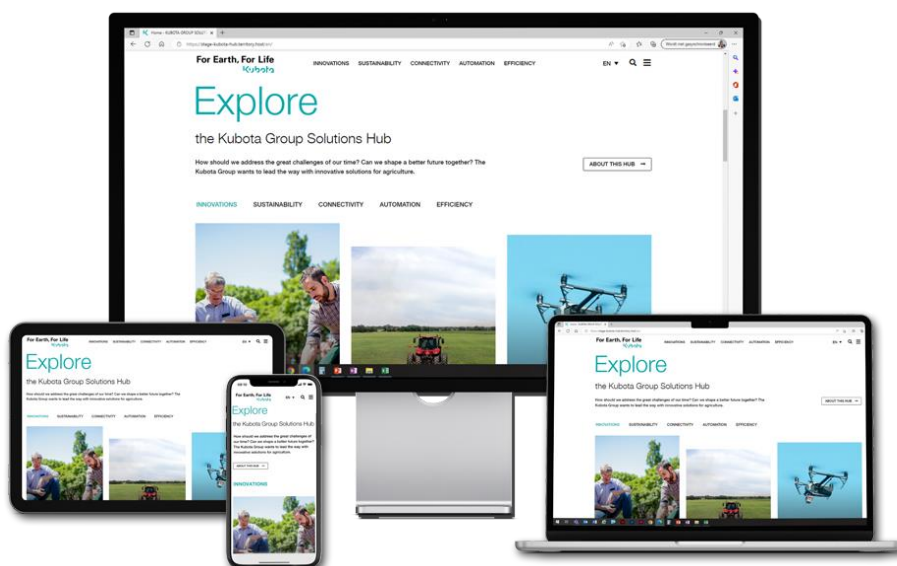


## PRESS RELEASE

### Kubota (Europe) Launches Online ‘Kubota Group Solutions Hub’

January 19, 2023

**Kubota has launched an exciting online communication website, called Kubota Group Solutions Hub. This new platform, [www.kubota-group.eu](http://www.kubota-group.eu), is a joint initiative out of the European Kubota Organisation (KHE), bringing innovative customer solutions from the various brands under the Kubota Group umbrella, such as Kubota, Great Plains, Vicon, Kverneland, Fede and ROC.**



*How should we address the great challenges of our time?  
Can we shape a better future together? Kubota focuses on developing innovative solutions  
that meet our sustainability goals and mission: For Earth, For Life.*

The **Kubota Group Solutions Hub** brings various stories about customer solutions with technologies that enable customers to successfully overcome challenges and pain points, under the themes of Innovations, Sustainability, Connectivity, Automation, and Efficiency.

Each story describes the challenge faced, and the solution provided by each brand, along with videos and customer testimonials. Moreover, at the conclusion of each story, there is a description of how these solutions specifically contribute towards the achievement of the United Nations' Sustainable Development Goals (SDGs).

Visitors can discover various stories shared by Kubota's Tractor, Construction, and Engine divisions, as well as from Fede and Kverneland Group (Kverneland, Vicon and ROC) and Great Plains Manufacturing. This new platform also enables the various Kubota Group companies to progressively ramp up communications towards key industry events later this year like the next AGRITECHNICA that will take place from 12 to 18 November 2023 in Hannover, Germany.

Explore the Kubota Group Solutions Hub: <https://kubota-group.eu>

## About Kubota

Kubota has been a leading manufacturer of agricultural equipment, construction equipment, lawn mowers and industrial engines since 1890. With its global headquarters in Osaka, Japan, offices in more than 120 countries and more than 41,000 employees in North America, Europe and Asia, Kubota had a turnover of \$20 billion in 2021. Although agricultural, construction and turf equipment are its main product lines, Kubota also produces a wide range of products such as city water purification systems, irrigation systems, piping systems, roof and home construction, and large underground valves.

## Our Mission

Our mission "For Earth, For Life" speaks to our commitment to the conservation of the environment while aiding the production of food and water supplies, which are vital to meet the needs of our society, as the world's population continues to grow. This mission is accomplished every time a Kubota tractor harvests the land to produce food or when our construction equipment excavates to transport water or provide shelter.

For more information about Kubota, visit [www.kubota-global.net](http://www.kubota-global.net) / [www.kubota-eu.com](http://www.kubota-eu.com) / Explore the Kubota Group Solutions Hub: <https://kubota-group.eu>

For further information, please contact [\(please add your local contact details\)](#):

## KHE Central Marketing Services – Corporate Communication

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