

News Release

FOR IMMEDIATE RELEASE

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Hitachi America, Ltd. Announces Establishment of a Subsidiary in Mexico

Tarrytown, New York, June 3rd, 2014 – Hitachi America, Ltd. (HAL) today announced that it established Hitachi Industrial Equipment Mexico, SA. de C.V. (HIEMEX) in Irapuato, Mexico on April 25, 2014 jointly with Hitachi Industrial Equipment Systems Co. Ltd. (HIES). HIEMEX will be engaged in the sale and after-sales services of HIES products and will begin operations starting in July.

In recent years, industrial manufacturing in Mexico has grown enormously. In particular, there has been a significant increase in the number of domestic and foreign manufacturers mainly from the automobile industry who have established manufacturing facilities in Mexico. As a result, Japanese companies are also increasing their presence in Mexico and view it as a production hub for the American continent that will continue to grow.

In response to the importance of this market shift, HIEMEX will set up a sales and service office in Irapuato, where many Japanese companies are based, in order to provide customers with faster and more customized services for air compressors and other HIES's products.

HAL, along with HIES, will position HIEMEX as a core office in the region, and HIES aims to expand its Mexican business. HAL and HIES will accelerate their Latin American businesses with a view toward expanding into other Latin American countries.

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Profile of HIEMEX

Company Name	Hitachi Industrial Equipment Mexico, SA. de C.V.
Location	Irapuato, Guanajuato, United Mexican States
Address	Avenida Rio Seguro 161, Parque Tecno Industrial Castro del Rio, Tramo Irapuato - Silao km 125, Carretera Panamericana, C.P. 36810 Irapuato, Gto., Mexico
Representative	Yasuyuki Ogino
Business	Sales and servicing of industrial machinery
Employees	7 (Planned)
Capital	32 million Mexican Pesos (Approx. 2.4m USD)
Shareholding	HAL75%、HIES25%



About Hitachi America, Ltd.

Hitachi America, Ltd. headquartered in Tarrytown, New York, a subsidiary of [Hitachi, Ltd.](#), and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, automotive products and consumer electronics with operations throughout the Americas. For more information, visit www.hitachi-america.us. For more information on other Hitachi Group companies in the United States, please visit <http://www.hitachi.us/>.

About Hitachi Industrial Equipment Systems Co., Ltd.

Hitachi Industrial Equipment Systems Co.,Ltd. headquartered in Tokyo, Japan, is a subsidiary

of [Hitachi, Ltd.](#), and is engaged in the manufacturing, sales and services of industrial components and equipment. The company offers various industrial products including Motors, factory automation/control systems, wind/water systems, pneumatic systems, power distribution, environmental systems and labor-saving systems. For more information, visit <http://www.hitachi-ies.co.jp/english>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, health care and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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