



News Release

June 15, 2007

Hitachi Sumitomo Heavy Industries Construction Crane Co., Ltd.

Report on bauma 2007

The world's largest exhibition for construction machinery and equipment, bauma 2007, was held in Munich, Germany, for one week from Monday, April 23 through Sunday April 29.

The international trade fair, the largest ever, reached an all-time high in terms of the number of exhibitors (3,041), total exhibition space (540,000 m²), and total number of visitors (500,000 from roughly 190 countries). The fair became an event that is truly worthy of its name and reputation.

At the outdoor exhibition space located at the center of the venue, manufacturers from various countries organized large-scale performances that attracted large family crowds during the weekend.

Planned and managed in conjunction with Kobelco Cranes Co., Ltd., the company booth had a huge number of visitors to the Japan Pavilion. The pavilion attractions, such as flower arrangement, koto performance, calligraphy and tea ceremony, drew great attention; the attractions were held to offer visitors a glimpse of Japanese culture and hospitality.

Strong interest was also shown in our SCX400T, SCX800HD-2 (clamshell bucket), SCX1200-2 (vibration hammer) and SCX2800-2 (luffing towercrane), four products that embody company technologies, know-how and experience. The products successfully communicated our concept of simplicity, refinement and safety.

Backed by the dynamic global construction equipment market and immense interest of visitors from all over the world, the world's largest fair ended in great success.

For further information on our products, please check the "Product Information" section of our corporate website.

Finally, we would like to take this opportunity to thank all who visited our booth.



■HSC Booth 1



■HSC Booth 2



■View of Japan Pavilion



■Tea Ceremony at the Japan Pavilion