

Relationship with our customers

Basic concept

We make efforts to supply the products and services useful for our customers and society under the mind of “ We hope to be loved by society and our customers, and let us win their trust ” in our general principles.

How to hear our customers' voice

We have a wide range of customers such as sales agencies, manufactures dealing in middle capital goods, government and municipal offices, construction agencies, and so on including final consumers.

Each division of our company prepares its original way to hear these customers' voice. We have been implementing the “ CS investigation ” in domestic agricultural machinery sales since fiscal 1999 to hear our customers' voice. Moreover, we established the “ Service information center in Kubo-

ta Machinery Services Corporation” in July 2002, to hear the voice of customers who come to our shops. We set up a system in which we can answer the customers' inquires quickly, accumulating the data of consultation.

And we hold the meeting of special agents of agricultural machinery every year. We also implement a nationwide campaign of a test ride to hear the customers' impression and opinion through the close relationship activities with them. We reflect them to improving our products and services.

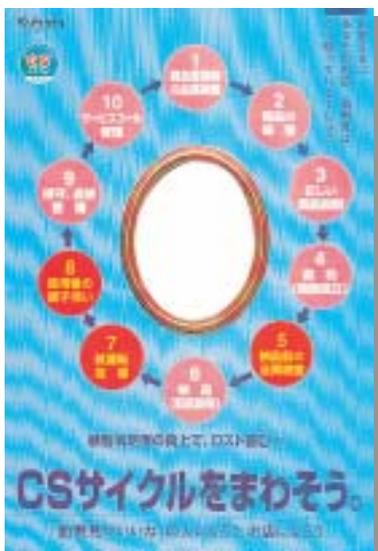
Results of CS investigation

According to the results of CS investigation regarding the agricultural machinery in Japan, it was clear that the customers had various kinds of requests to the dealers and the manufacturer. We are going to make efforts to improve our products and services increasingly to meet these requests from now on.



The concrete examples of the activities aiming at satisfying our customers

Regarding domestic agricultural machinery, we have an organization in which the “ Service limited express ” with the fixing equipments can go to our customers at once, when they



are involved in some troubles in use of our machinery. In addition, we set up a system in which we implement the first free inspection of a machine after delivered to prevent it from a trouble in the next season.

Regarding environmental engineering, we have a subsidiary concentrating on the equipment maintenance, and it implements speedy maintenance as well as regular inspection, and makes the fixing list of the equipments.

Awareness activities regarding CS

Regarding domestic agricultural machinery sales, we issue the CS cycle posters and “ CS management book ” as the tools to deepen our employees' awareness.



Regarding the pipe sales, we issue the “ Piping news ” regularly to guide and educate the construction agencies, aiming at the reliable construction.