

Kobelco Cranes



Net sales

-25.8%

¥41.0 billion

Ordinary income

-¥2.6 billion

-¥1.4 billion

Fiscal 2010 Overview

Except for a few Asian countries, demand was slow, resulting in lower unit sales than in fiscal 2009.

As a result, segment sales declined 25.8% year on year, to ¥41.0 billion. Ordinary income dropped ¥2.6 billion, year on year, resulting in an ordinary loss of ¥1.4 billion.

	Billions of yen		Change
	2010	2011	
Net sales	55.2	41.0	-25.8%
Ordinary income (loss)	1.2	-1.4	—

TOPICS

Kobelco Cranes Enters Crawler Crane Business in China

In March 2010, Group subsidiary Kobelco Cranes Co., Ltd. decided to begin local production in China to strengthen its business in the world's largest crawler crane market. Kobelco Cranes will thereby become the first Japanese crawler crane manufacturer to begin production in China. It has set an annual production target of 80 cranes, or nearly 7% of crawler crane demand in China, by 2015. With this production facility, the Kobelco Group becomes the world's first manufacturer to produce hydraulic excavators and crawler cranes in China and India, both massive markets.



Groundbreaking Ceremony for New Crawler Crane Plant in India

In March 2011, Kobelco Cranes held a groundbreaking ceremony for a new crawler crane factory in the state of Andhra Pradesh, India. The new plant is Kobelco Crane's first overseas production base. Kobelco is also the first foreign mobile crane manufacturer in India — among the world's major crane makers of Japan, the United States and Europe — to have a fully owned crawler crane plant in that country. Production is slated to begin from November 2011. By maximizing the advantages of local production in India, a market where further growth in demand is expected, Kobelco Cranes seeks to capture a greater share of market demand and firmly establish a local presence.



Kobelco Cranes Exhibits at CONEXPO 2011 — One of the World's Three Largest Construction Machinery Exhibitions

In March 2011, CONEXPO 2011, the largest construction machinery exhibition in the United States, and one of the three largest in the world, was held in Las Vegas. The event attracted exhibitors from more than 2,400 companies from 150 countries and 120,000 visitors. Kobelco Cranes unveiled its new CK-G Series for North America, featuring an engine that meets with new environmental regulation standards. Kobelco also exhibited its new CK1100G and CK2750G models, both of which attracted a great deal of visitor interest.

