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## **Hitachi's launches first ever brand campaign in Turkey: "Are you the Next?"**



**Istanbul, Turkey, 30<sup>th</sup> November, 2012** - Hitachi Europe Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE:6501), today announced the launch of its brand campaign "Are you the Next?" in Turkey. This is Hitachi's first ever brand campaign in the country.

The Turkish market is experiencing high level GDP (Gross Domestic Product) growth, and is expected to demonstrate stable economic progress. With this campaign, Hitachi Group aims to expand in the Turkish market. Significantly, Hitachi Europe will also establish a new branch office in Istanbul by end of fiscal year 2012, with the ambition of growing its existing business through distributor contracts with local Turkish companies.

At present, Hitachi Group's main activities in the country include construction machinery and data storage systems. As such, this campaign will feature case studies of Hitachi's Social Innovation Business in these areas, as well as the railway system and the power system where Hitachi has recently expanded its business.

Hans Daems, Public Affairs Officer at Hitachi Europe, said: “This brand campaign “Are you the Next?” has spanned many European markets, building upon the success of Hitachi’s 2011 campaigns. This is the first time Hitachi will take the brand campaign to Turkey, which is a key reflection of its expanding market. This campaign expresses our response to global needs through Social Innovation Business by highlighting our major products in Turkey: construction machinery, data storage and rail. The goal is to raise awareness and understanding of these areas of Hitachi’s business, while demonstrating our customer focus.”

Evident through the campaign and its creative executions is Hitachi's expertise and support for its Social Innovation Business, which provides solutions to create 'win win' situations to enable Hitachi's customers and the wider society to meet their own goals for sustainable growth.

#### ■ Overview of the Branding Campaign

Period	1 <sup>st</sup> December, 2012 to February 28 <sup>th</sup> , 2013
Media	Newspapers, Magazines, Online, Billboards
Agency	McCann Birmingham

#### About Hitachi Europe Ltd.

Hitachi Europe Ltd., headquartered in Maidenhead, UK, a subsidiary of Hitachi, Ltd., and its subsidiary companies offer a broad range of information & telecommunication systems; power and industrial system; rail system; digital media and consumer products; industrial components and equipment; air conditioning and refrigeration systems; manufacturing systems; and procurement and sourcing with operations throughout 12 countries across Europe, the Middle East and Africa. And Hitachi Europe also has three Research and Development laboratories and a design centre. For more information, visit <http://www.hitachi.eu>. For more information on other Hitachi Group companies in Europe, please visit <http://www.hitachi.eu/>