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## Hitachi Launches 2<sup>nd</sup> Series of “Are you the Next?” Brand Campaign in Poland, Romania and Italy -- Hitachi’s first brand campaign in Italy --



Poland

Romania

Italy

**London, UK, 15<sup>th</sup> October, 2012** - Hitachi Europe Ltd., a wholly owned subsidiary of Hitachi, Ltd. (TSE:6501), today announced the launch of the second series of its brand campaign “Are you the Next?” in Poland, Romania and Italy. This is Hitachi’s first brand campaign in Italy.

Central Europe is one of Hitachi’s most significant regions and a focus of its expanding Social Innovation Business. Recent successes include Hitachi Power Europe GmbH, in consortium with a local partner company, receiving an order for the construction of a coal-fired power plant in Poland, and Hitachi Europe finalising delivery of its Finger Vein biometric authentication system to a major bank in Poland. Italy is a major market for Hitachi’s construction machinery, air conditioning, medical systems and others.

The campaign will feature case studies of Hitachi's Social innovation Business in these regions, such as its Finger Vein biometric authentication system, the Intercity Express Programme (IEP).

Hans Daems, Public Affairs Officer at Hitachi Europe, said: "This brand campaign "Are you the Next?" will span the European markets of Romania, Poland and Italy, building upon the success of Hitachi's 2011 campaigns. This campaign expresses our response to global needs through Social Innovation Business by highlighting our major products in Europe: Construction Machinery, Data Storage, Rail, Power, Medical, Power Tools, and Finger Vein biometrics. The goal of this campaign is to raise awareness and understanding of these areas of Hitachi's business, while showcasing 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	Poland: 15 <sup>th</sup> October, 2012 to February 28 <sup>th</sup> , 2013 Romania: 15 <sup>th</sup> October, 2012 to February 28 <sup>th</sup> , 2013 Italy: 15 <sup>th</sup> October, 2012 to November 30 <sup>th</sup> , 2012
Media	Poland: Newspapers, Magazines, Online, Television commercials, Billboards Romania: Newspapers, Magazines, Online, Television commercials, Billboards Italy: Newspapers
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/>

**About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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