

Yamabiko: Powering its way to global expansion



"Our corporate philosophy is to 'create the bridge that bonds people and nature with the future'. Through the development of our business, we aim to be a company that creates a beautiful future for the global environment."

Hiroshi Kubo,
President and CEO,
YAMABIKO CORP.

Japan is famous worldwide for its ancient culture of *monozukuri*, and the *kaizen* philosophy of constant improvement. To this day, business giants like Yamabiko Corporation – a leader in the outdoor power equipment, agricultural machinery, and industrial machinery sectors – depend on these long-held philosophies to guide business strategies.

"Our *monozukuri* is present in our materials and our processes and internally we create the whole process ourselves," explains Hiro-

ECHO INC., owned by Yamabiko Corporation, has been a leader in the outdoor power equipment industry for 50 years and continues to expand domestically and overseas.



ECHO backpack blower

shi Kubo, Representative Director, President and CEO of Yamabiko Corporation, the group behind the ECHO and Shindaiwa brands. "It is present in the engineering group to the integrated production systems, covering our materials to the finished goods we provide."

Hand-held outdoor power equipment is the largest segment of the organization, with a core competence in engine technology that is critical to maintaining its unique vertically integrated solutions. "Being vertically integrated allows us to create our own tools, which is a highly sophisticated process that requires thorough analysis for consideration of the shape or atmosphere. We have deep knowledge and experience regarding aerodynamics and the materials utilized, making it a very sophisticated process," says Mr. Kubo.

This expertise in outdoor equipment is also key to helping the organization lead in the transition to the electrification of other sectors such as the agricultural machin-

ery sector – a transition driven by the need for more environmental sustainability.

"The transition to electric, whether it be zero emission or hybrid, is not only for outdoor power equipment (OPE), but also for the agricultural sector and industrial machinery as well," explains Mr. Kubo. "Two-cycle engine development and manufacturing has historically been at the heart of our company and our products. However, we have been investing in other power sources to keep pace with the changes in the global market. While there is an energy transition away from fossil fuels, there are still customer requirements for very demanding applications. It is for this reason, the needs of our customers, that we are increasing our investment



ECHO battery top handle chainsaw

in both battery and engine development, to provide all relevant solutions demanded from our market. Part of that investment is the recent introduction of a new

line of battery-powered, hand-held outdoor power equipment in North America."



Tim Dorsey, President and CEO,
ECHO INC., Yamabiko's subsidiary
located in Chicago, IL, U.S.A.

Moving forward, Yamabiko Corporation will continue to expand its overseas business in the Asia, Europe, and North American markets, with North America being the most promising and having provided the biggest growth historically.

"It is the most promising market for our future," says Mr. Kubo. "We want to expand our business to not only provide products, but also to be a service provider for all sectors. We have been making our way through these unprecedented times, and we all maintain an eye toward the future through key strategic moves today. As our founder used to say: 'when there's uncertainty, we must think thoroughly about how to adapt to the changes of society.'"

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