

RELEASED A VIDEO ON THE THEME OF “ENVISIONING TADANO IN 2040”

We are pleased to announce the release of a video on the theme of “Envisioning Tadano in 2040” which was created by a cross-company team consisting of twenty-two next generation leaders from the Tadano Group.

◆Vision 2040～Envisioning Tadano in 2040～ (2:51) :

<https://www.youtube.com/watch?v=bOvF6AMVmnE>

< Major initiatives introduced in the video >

“Remote control and automatic operation” “Digitalization of Customer Support”

“Product development in metaverse” “Venture into new areas”



About the Tadano Group

Since developing Japan’s first hydraulic truck crane in 1955, Tadano has grown into a global leader in **lifting and access equipment**, supporting businesses in reaching new heights. The company’s commitment to **safety, quality, and efficiency based on compliance (C+SQE)** is embedded in every product and service.

Renowned for **reliability, innovation, and performance**, Tadano provides world-class solutions for the construction, energy, and industrial sectors worldwide. A global support network ensures that Tadano equipment delivers in any environment, meeting the highest standards of efficiency and sustainability.

Under its corporate philosophy of “Creation, Contribution, and Cooperation,” the Tadano Group strives to contribute to the preservation of the environment and the realization of a sustainable society by maximizing value for stakeholders and engaging in sustainable business activities, with a commitment to pursuing further excellence for the world and the future.

For more information, visit www.tadano.com.