

## PRESS RELEASE

### **Kubota won the iF Design Award 2017**

(February 14, 2017).

**Kubota has received the prestigious iF DESIGN AWARD for its M7001 tractor. Kubota's M7001 won this award in the Vehicle discipline.**

The M7001 tractor won over the 58-member jury, made up of independent experts from all over the world, with its high efficiency engine of up to 170 CV. The competition was intense: over 5,500 entries were submitted from 59 countries in hopes of receiving the seal of quality.



Each year, Germany's oldest independent design organization, Hannover-based iF International Forum Design GmbH, organizes the iF DESIGN AWARD. Since over 60 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world.

*"It is a great honour to receive the iF Design Award, a symbol of excellence esteemed worldwide. The M7 Tractor is the first step towards realising Kubota's emergence as a major*

*global brand. Our innovative designs will be an ongoing contribution to the strengthening of our brand as we continue to create products that earn the trust of an ever greater number of customers,”* said Hisato Kato, Kubota’s Design Centre General Manager.

The M7001 range is manufactured in France and stands out for its convenient lifting capacity and versatility for precision farming. The Kubota M7001 Series also features innovative SCR and DPF technology combined with a 6,1L diesel engine and its efficient air filtering system that reduces emissions, overcoming by far the Stage IV emission standards. Thus, environmental friendliness is guaranteed.

All the model variants of this high-performance tractor include 130/150/170 hp, and 20/20/5 hp Power Boost, ideal for heavy workloads. Precision is also enhanced thanks to its PTO selection of speeds, and automatic PTO engagement. Farmers will now save fuel and work at ease with its efficient overdrive technology that reduces the engine speed when needed. Comfort is also a common feature in M7001 tractors, its variable transmission and convenient cabs being a good example of it. This innovative range of tractors was developed at the Kubota Design Centre in Osaka (Japan).

Created in December 2014, the Design Centre was established to carry out company-wide product design and strengthen the company’s brand strategy. Innovations such as the updates incorporated to the M5001 Narrow range and the MGX III model prove Kubota’s commitment and global move in the mainstream agricultural market.

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### **About Kubota**

Kubota Corporation, founded in 1890 by Mr. Gonshiro Kubota, present in more than 110 countries and with +1.5 Trillion JPY Net Sales in 2015, is a manufacturer of farm and compact equipment, engines, construction machinery and also producer of various pipe-related products, principally ductile iron pipes and environment-related products such as environmental control plants. The Company’s registered office is located at 2-47, Shikitsuhigashi 1-chome, Naniwa-ku, Osaka 556-8601, Japan.