

R&D and Manufacturing Strategy

Our Basic Policy

Based on the Corporate Philosophy of Sozo (Creation), Hoshi (Contribution) and Kyoryoku (Cooperation), the Tadano Group intends to be the global leader in customer satisfaction by providing customers with quality and services with the sincere desire to inspire a wow factor.

As the use of IoT and AI spreads rapidly due to innovation in digital technology, we will integrate digital technology into our products and adapt our business model. Specifically, we aim to respond to the needs of customers and construction sites by offering not only tangible products but also intangible solution services that focus on the lifting function.

R&D Initiatives

Our remote control system and simulator displayed and demonstrated at CSPI-EXPO

In June 2025, we showcased our products at the International Construction & Survey Productivity Improvement EXPO 2025, one of Japan's largest exhibitions for the industry, and conducted a demonstration in which the CRANET mobile crane remote control system was used to operate a crane installed at the venue. The system is expected to bring benefits in many ways in addressing labor shortages faced by the construction industry, such as by reducing operator travel time and improving crane utilization rates. CRANET was very well received at the venue, and we are continuing its field trials.

We also exhibited a training simulator developed to improve operator retention and shorten training times. Many visitors had the opportunity to experience the simulator firsthand. The system supports a wide range of scenarios, from basic crane operations to tasks based on real-world jobsite conditions. R&D activities are underway for commercializing the simulator.



Further accelerating design and technology development with local engineers in the Philippines and India

At Tadano Cranes India, established in 2022, we continue to employ local engineers and have entrusted them with a portion of the Group's design and development work. In 2025, we also established Tadano Technology Philippines. We plan to recruit talented local engineers with strong English proficiency and assign them development work, including that for truck-mount designs of aerial work platforms and cranes for the Southeast Asian region. By combining their work with the Group's technology development efforts, we aim to expand product sales in the region. Traditionally, our development personnel have been concentrated in Kagawa Prefecture and Germany. Going forward, to strengthen the human resource base, we will expand our talent pool globally in a more advanced manner to further accelerate product design and technology development.



Tadano Technology Philippines

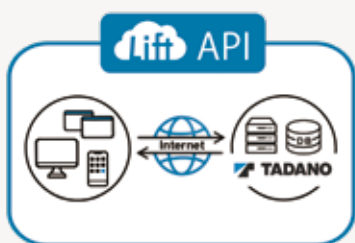


Tadano Cranes India

Digital Services

New Value with Lifting Solutions

“We want to provide safe, high quality and efficient lifting work.” This is Tadano’s consistent passion that has never changed over the years. That is why we were early to implement digital services including telematics. Under the banner of Digital Transformation, we will support our customers with total digital solutions, amid a major turning point faced by the construction and building industry. The provision of Lifting Solutions beyond Lifting Equipment will be one of Tadano’s future missions.



Lift API

*The general term for API (Application Programming Interface) advocated by the company.

Digitalization and open interface

The Lift API gives users access to the calculation function and telematics data of Tadano cranes via the Internet, regardless of the type of the device or application used. The capability to link with construction plan apps and fleet management systems that customers use with Tadano products is just the beginning. Going forward, the Lift API will create advanced environments where customers are more connected with Tadano through data.



HELLO-NET

Keeps customers and Tadano connected to machines in the field

HELLO-NET is a telematics service that visualizes the operating status of Tadano products. This enables a proactive approach to service through which we can identify early signs of trouble and advise maintenance in advance. This system has been installed on our mobile cranes and aerial work platforms as standard equipment. The cumulative number of units installed has reached approximately 27,000 in Japan and approximately 11,000 overseas.



Digital Data

Digital materials such as BIM/CAD data

We provide various digital data usable for construction plans, site plans, and other purposes. In addition to 2D and 3D CAD data, we can also provide 3D data compatible with BIM (Building Information Modeling) systems, which have been increasingly adopted by the construction and architecture sector in recent years. This is highly welcomed by customers around the world. Accessing these materials through Lift API creates new possibilities in a variety of fields.

Exhibiting at CONEXPO, impressing visitors with the Group’s growth and transformation

We exhibited at CONEXPO-CON/AGG 2026, an international construction equipment trade show held in Las Vegas, the United States, in March 2026. In line with the slogan of “Reaching new heights,” our exhibition highlighted new additions to the product lineup, including self-propelled aerial work platforms, boom trucks, and knuckle boom cranes. We provided many visitors with the opportunity to experience firsthand the Tadano Group’s steady growth and transformation, including through enhanced customer support and solutions and new products designed to contribute to decarbonization and the reduction of environmental impacts.

