

Special Feature

Expanding Global Sales of cordless OPE.*

* OPE stands for outdoor power equipment, used for outdoor work such as gardening, agriculture, and forestry.

Consistently holding product demonstrations from region to region.



Cordless Lawn Mower
DLM460

18V Lithium-ion battery

Presenting product ideas for replacing engine-powered products with battery-powered products.

OPE has largely been engine powered, which has advantages in terms of power and force, but also has exhaust that affects the environment, noise and vibration that affect local surroundings, and physical burdens that affect users. Furthermore, a certain degree of experience and technique is required to start up engine-powered equipment, which has not made them user friendly for some users.

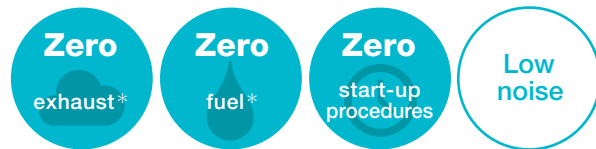
Given these challenges, Makita designed cordless OPE with the following advantages.

<p>No exhaust is released during use</p> <p>Low noise and low vibration</p>	<ul style="list-style-type: none"> • Lower environmental burden • Less physical strain on users • Helps ensure a more comfortable environment in and around the workplace
<p>Zero start-up procedures, no refueling, and a lightweight design</p>	<ul style="list-style-type: none"> • Easy to use for women and the elderly

New product development and capital expenditures leveraging the strengths of battery-powered products.

In this day of globally intensifying environmental protection and labor shortages, we are called upon to deliver more environmentally and user friendly products. That is why Makita addresses these problems by providing customers with optimal solutions utilizing the advantages of cordless OPE. Moreover, we use product and service feedback from customers around the world to accurately understand customer needs and incorporate that knowledge into product improvements.

Going forward, we will continue energetically making capital investments and developing new products as we focus on growing cordless OPE as the second pillar of our business. In the process, we will contribute to improving work performance and the comfort for our customers.



*During equipment operation

Putting Makita's strengths toward expanding sales of cordless OPE.

Leveraging the strength we have accumulated in developing, marketing, and manufacturing power tools, we are dedicating effort toward growing sales of cordless OPE while contributing to solving the environmental issue of exhaust and the social issue of labor shortages.

Development front	Marketing front	Manufacturing front
<p>Recharging-control and motor technologies fostered for power tools</p> <p>Makita preceded other companies in pioneering the use of lithium-ion batteries in power tools and since that time has driven product development with industry-leading recharging-control and motor technologies.</p> <p>In recent years, advances in higher motor output and higher battery capacity have made using battery-powered products much the same as using engine-powered products, and Makita has expanded our lineup of cordless OPE.</p>	<p>A sales and service network spanning the globe</p> <p>Following our policy of being closely aligned with markets and customers, we have a globally preeminent sales and service network. Leveraging this network, we provide fast and precise service, specific to customer needs, while also gathering feedback on our sales and services worldwide. We also hold many events and activities allowing users across the globe to experience the advantages of cordless OPE.</p>	<p>Timely manufacturing and supply that meets regional demand</p> <p>With our plants in eight countries around the world, Makita is able to manufacture products in a timely fashion and supply them to meet regional demand. Furthermore, by using robots and on-site ingenuity, we are building a framework that can consistently manufacture high-quality products regardless of the individual experience, expertise, or artisanship of each region's workers.</p>