



 **Kawasaki**
Robotics

WELCOME to Kawasaki Robotics Inc

WELCOME to Kawasaki Robotics Inc., a leader in industrial robotics and automation. We blend human ingenuity with dedication to create advanced robotic solutions, enhance productivity, and redefine manufacturing efficiency. Our commitment to excellence is reflected in our cutting-edge technology and our people.

Rooted in the spirit of "One Team," this will serve as a guide to our purpose, history, values, and culture and the unique qualities that make Kawasaki Robotics Inc. a remarkable place to work. It encapsulates our vision of fostering an environment of creativity, accountability, and empowerment to contribute to our shared success, as reflected in our purpose.

“Unlocking human ingenuity to create robotics that enrich the future”

As you explore this brand book, we invite you to embrace our purpose, embody our values, and discover how you can help us shape the future of robotics. Together, as "One Team," we can achieve the extraordinary.



Our purpose is a powerful guiding principle that shapes our decisions and actions as an organizations.

It brings us all together despite our differences across regions and countries.

I am proud of this purpose as it represents the collective effort of the Kawasaki Robotics team.

It results from everyone working together to realize this company's future decisions.

Our ultimate goal is to be the world's most valued robotics company.

It means being helpful, trusted, and beneficial to society.

We stand by this commitment.

Furthermore, it is a goal sourced from my own experience and those of my fellow business associates, as we constantly driven by the question, how can we provide the most value to our customers?

With our purpose as our guiding force, I am confident that we can achieve our ultimate goal together.



Kenji Bando
Executive Officer

Robot Business Division,
Precision Machinery
& Robot Company

Did you know that the Kawasaki-Unimate 2000 was Japan's first industrial robot manufactured domestically in 1969? Dr. Joseph Engelberger, regarded as "the Father of Robotics," founded Unimation, the world's first industrial robot manufacturer, and entered into a technology agreement with Kawasaki Heavy Industries in 1968 to develop domestically produced industrial robots. This at a time when the rest of the world was hesitant to the idea of industrial robots.

The goal for Kawasaki was simple to reduce "kitsui" (hard), "kitanai" (dirty), and "kiken" (dangerous) tasks in Japanese manufacturing processes.

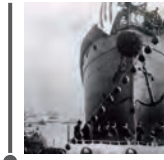
Thanks to Kawasaki's manufacturing expertise in industries such as aerospace, rolling stock, ship and offshore structures, leisure motorsports, and more, Kawasaki Robotics has deep insights into how to develop the next generation of robots and help customers with their manufacturing needs today and in the future.

A Leader in Industrial Robotics for over half a century

Kawasaki Heavy Industries

Interesting Facts

1878



To provide better context and understanding of Kawasaki Robotics' purpose, it's crucial that we examine the rich manufacturing history of Kawasaki Heavy Industries, which has provided innovations across industry verticals for over a century. Shozo Kawasaki establishes the Kawasaki Tsukiji Shipyard in Tokyo. Drawing from his own experience as a tradesman, he utilizes Western shipbuilding techniques to build more spacious, stable, and faster Japanese ships.

1896

Avid art collector and friends with Monet, Kojiro Matsukata, was appointed Kawasaki Dockyard Co., Ltd.'s first President (formerly Kawasaki Tsukiji Shipyard) when the company went public. Not only did Kojiro Matsukata expand the business into rolling stock, aircraft, and shipping, but he also implemented Japan's first eight-hour day system and brought Western Art education to budding Japanese artists.

1911



Marks the completion of Kawasaki's first steam locomotive, which ran on Japan's first railway line between Shinagawa and Yokohama. Kawasaki manufactured a total of 3,237 steam locomotives until 1971.

1922



The first Kawasaki airplane was completed. Today, Kawasaki builds everything from aircraft, aircraft engines, helicopters, satellites, and space launch vehicles.

1969



The first industrial robot, "Kawasaki-Unimate 2000," was produced in Japan. The Unimate robot even appeared on Johnny Carson's popular Tonight Show, demonstrating how to play golf and pour a beer.

1972



Given the Code name "New York Steak" during its development stages, Kawasaki unveiled Japan's largest motorcycle, the Kawasaki Z1. Equipped with Kawasaki's first 4-stroke engine and other unique features, it became a best-selling motorcycle, solidifying the Kawasaki brand as pioneer in motorcycle manufacturing.

1973



Kawasaki launches its first 2-stroke, 2-cylinder watercraft, the JET SKI, a trademark that today has become the anthem of watercraft.

1983



The first stainless-steel lightweight train is built for the New York City Transit Authority. By 1985, Kawasaki had built 325 rail cars for the New York Subway thanks to its tact line system, which is made for fast assembly and maintenance.

1991



Kawasaki's tunnel boring machines successfully complete the EUROTUNNEL against extreme odds.

2004



The first Taiwan Shinkansen high-speed train as part of a seven-company collaboration. The train is capable of maximum speeds of 300 km/h.

2015



Kawasaki launches the Ninja H2 and the Ninja H2R motorcycles. Gas turbine technology was used to develop the supercharger, and aerodynamic control technology from aircraft was used to improve the body design.

2019



Kawasaki started in shipbuilding and launched the world's first liquefied hydrogen carrier, "SUIISO FRONTIER," in 2019 to facilitate its goal of making hydrogen a sustainable energy source.

WE ARE ROBOTICS

“Okyaku-sama” We truly care about our customers and go beyond expectations to deliver solutions

We Are local, We Are Global with a support network across the globe

Over 100 years of manufacturing expertise go into our robot arms

Most application-specific options come standard

Patented internal dress design for easy installation and maintenance with minimized wear

Our open architecture and hardware-agnostic stance allow us to work with the best technology in the world

No hidden costs for software, manuals, training, remote service calls, etc.

We offer through-life engineering services.

Exclusive online resources and tools, free to Kawasaki customers

Online or on-site training courses

24/7 emergency hotline

Three Key Strategic Areas

Since the production of our company's first domestic industrial robot, the Kawasaki Unimate, we have improved "3K(harsh, dirty, dangerous)" labor in a wide range of industries, including the automobile manufacturing process.

We are working to solve a wide range of social issues by utilizing robot technology that we have cultivated over more than half a century of history.



Support the advancement of industrial robots



Medical robots support life



Hold next to the social robots



Our Core Values

We are pioneers in the industry, building on technological expertise and creativity developed over decades in robotics. Rooted in the spirit of “One Team,” we take on both customers and societal challenges with a sense of ownership, confidence, and pride, transcending individuality and pushing beyond what one can achieve alone.

Our value comes from our believes in our strength and commitment to contribute new value to society which is sourced from:

Passion

Value creation

Human-centrism

Creativity



Our Promise

- 1 Take ownership**
- 2 Accept mutual differences & strengths**
- 3 Discover opportunities for co-creation**
- 4 Inspire new realizations in the field**

Kawasaki Brand Quick Guide

The Robotics signature is the most important element that symbolizes the Kawasaki Robotics brand. The form must be reproduced accurately. Please check “Kawasaki Group Visual Identity Guideline” and “Kawasaki Robotics Signature Design Guidelines” for details.

Robotics Signature



Blank space around the mark



Color

Brand Color

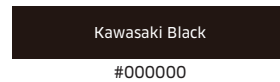


Kawasaki Red
#E60012

Primary Color



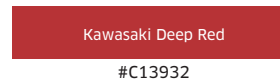
Kawasaki Dark Gray
#4C4948



Kawasaki Black
#000000



Kawasaki Light Gray
#EFEFEF



Kawasaki Deep Red
#C13932

Supporting Color



Kawasaki Green #3EB370
Kawasaki Orange #E77400
Kawasaki Purple #9C7399
Kawasaki Deep Blue #215787



Kawasaki Turquoise Blue #5CB5AA
Kawasaki Brown #784D23
Kawasaki Warm Gray #AAA282
Kawasaki Blue #72A1C7

Monochrome



Reversed



Typography

Recommended font

FF Clan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,0123456789

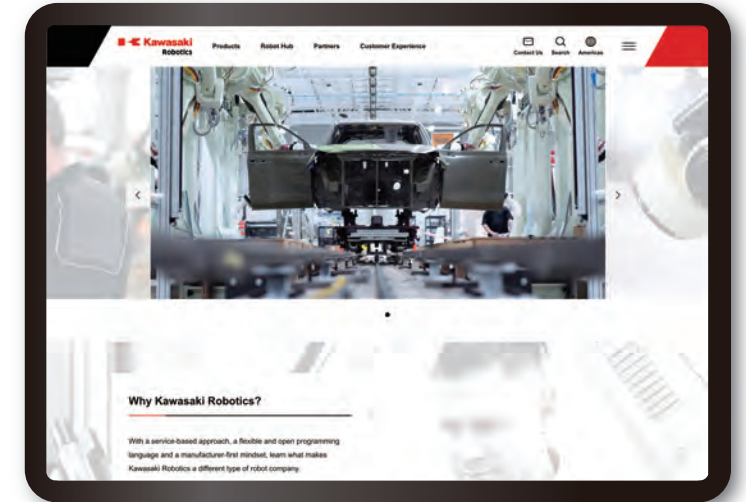
Alternative font

Verdana

Visual element “Innovation Grid”



To maintain the distinct and innovative impression of Kawasaki Red, it should be used only as an accent color.



<https://kawasakirobotics.com>

Email Signature

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Social Media

Kawasaki Robotics JP

<https://www.youtube.com/@KawasakiRoboticsJP>

Kawasaki Group account

<https://www.facebook.com/japan.kawasaki/>

<https://www.youtube.com/@KawasakiGroupChannel>

We are sharing Kawasaki Robotics information on social media. Please Follow Kawasaki Robotics's account.

Kawasaki Robotics (USA), Inc. social media channels

<https://www.linkedin.com/company/kawasaki-robotics/>

<https://www.facebook.com/KawasakiRobotics/>

<https://twitter.com/KawasakiRobot>

<https://www.youtube.com/@KawasakiRobotics>

<https://www.instagram.com/kawasakirobotics/>



Unlocking human ingenuity to create robotics that enrich the future

WELCOME to the Future...

Kawasaki Robotics' commitment is to create a future where our technology enriches people's lives. To realize this shared vision, we will develop strategies and execute them by combining the capabilities of everyone involved with Kawasaki Robotics; this is what we mean by unlocking human ingenuity.

Together, as one, we can realize our goal to become a fully integrated industrial robotics manufacturer that continues to work for the benefit of society by expanding our robot lineup and application fields from collaborative robots and remote-control technology to a full suite of service robots. We aim to create a safe and connected future where robots can help people live enriched lives.



ロボットと生きる
喜び豊かな未来をささえる

推动人机和谐共生 携手共筑精彩未来

推動人機和諧共生 攜手共築精彩未來

사람과 로봇의 행복한 공존,
Kawasaki Robotics 가 함께 합니다

ใช้ชีวิตร่วมกับRobot
สนับสนุนอนาคตที่น่ายึดดีและอุดมสมบูรณ์