

**FOR IMMEDIATE RELEASE**

**“G1TOWER” – the World’s Tallest\* Elevator Research Tower at 213 m –  
Scheduled for Completion in April  
Hitachi to develop world’s fastest\* elevator (rated speed: 1,080 m/min.)  
and world’s largest\* high-speed, high-capacity elevator**



External view of the new elevator research tower

Tokyo, January 28, 2010 --- Hitachi, Ltd. (NYSE:HIT / TSE:6501) today announced that in April of this year, it will complete the “G1TOWER,” a research tower that is currently under construction at an elevator R&D and manufacturing base in Hitachinaka City, Ibaraki Prefecture. Measuring 213 meters above ground, this will be the tallest elevator research facility in the world.

Utilizing the unprecedented height of this new research tower, Hitachi will conduct verification tests on the world’s fastest elevator, with a rated speed of 1,080 m/min., as well as product development targeting the world’s largest high-speed, high-capacity elevator, which will be capable of carrying a five-ton load with a rated speed of 600 m/min. In addition to developing vibration suppression control devices and internal air pressure adjustment devices to further improve riding comfort during high-speed operations, the company will undertake development of technologies aimed at reducing the space required for elevator shafts, and reducing the weight of the elevator cars. The total amount being invested in this research tower, including related facilities, is approximately six billion yen.

In recent years, the construction of buildings around the world has been evolving in terms of both height and scale, and the elevator market is expected to expand, especially in China. In the midst of this market environment, there is a growing demand for high-speed, high-capacity elevators that can carry many passengers at once, safely and comfortably, particularly in high-rise office buildings, commercial complexes, and other large-scale facilities. At the same time, it is requested for elevators to be environment-friendly, as part of efforts to prevent global warming.

Up to now, Hitachi has developed and tested elevators using a 90 meter research tower, constructed at 1967 for Kasumigaseki building that was one of the high-rise buildings in those days, located on the same premises as the new tower. In the future, using the new research tower, Hitachi will test products designed for large-scale, high-rise buildings, and will develop technologies for environment-friendly products that offer outstanding user comfort. In the summer of 2010, the company also plans to complete a 172 meter research tower at a production base in Shanghai, which will be the tallest such tower in China\*. This new tower will be used to conduct development aimed at expanding Hitachi's lineup of high-speed elevators for the Chinese market.

Using these new research towers and other cutting-edge elevator research facilities, Hitachi will further refine its elevators to achieve even greater safety, efficiency, and comfort, and to improve upon existing environmental technologies.

The name "G1TOWER" expresses Hitachi's strong determination to create the world's number one (Global No. 1) elevator technologies and products.

Note: \* As of January 2010; Source: Hitachi, Ltd.

### **Outline of the New Research Tower**

Name:	G1TOWER
Location:	1070 Ichige, Hitachinaka City, Ibaraki Prefecture (on the site of the Mito Design & Production Division)
Building area:	388 m <sup>2</sup>
Building scale:	213.5 m above ground; 15 m underground
No. of floors:	9 above ground; 1 underground
Start of construction:	March 2008
Completion:	April 2010

### **About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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