

■ Corporate Data

UD Trucks Corporation uses superior manufacturing technologies and a solid marketing network to manufacture and market trucks, buses, and engines.

Currently, in addition to further strengthening its development, manufacturing, and marketing functions, the Company is developing diverse businesses associated with its strategy of meeting various needs throughout the full life cycle of trucks and other products.

As of the end of December 2010

Name	UD Trucks Corporation
Date of founding	December 1, 1935
Date of incorporation	May 1, 1950
Head office	1-1, Ageo-shi, Saitama 362-8523, Japan
Principal businesses	<ul style="list-style-type: none">• Manufacture and marketing of heavy-duty trucks and buses• Manufacture and marketing of medium-duty trucks and buses• Manufacture and marketing of light-duty trucks• Manufacture and marketing of diesel engines• Manufacture and marketing of vehicle components
Number of employees	3,267
Capital	¥38,639 million

■ Corporate Brand Mark



UD TRUCKS

In November 2004, UD Trucks brought new meaning to its UD logo—which represents “Ultimate Dependability”—by making it the basis of the Company’s new long-term vision. Under this vision, UD Trucks has gone beyond previous ways of thinking, and has drawn up operational policies that call for continually innovating in all areas and thereby building relationships of “Ultimate Dependability” with customers, affiliated companies, employees, and local and international communities.

In February 2010, following company name change and unification of brand name, UD Trucks adopted UD mark as a new brand mark, as UD remains the basis of the Company’s long-term vision.

The font of the U and D merges with the oval, and its clean lines give it a strong look, but it is also malleable, expressing certain dependability and at the same time harmony with both customers and the environment. In addition, the slanted line running between the “U” and “D” symbolize the “road” that UD Trucks Corporation and the customer walk together, thus elegantly expressing the brand concept of “Road to Your Success” meaning that UD trucks provides solutions which become our customers’ competitive force and lead to their success.