

Consolidation of three automotive equipment subsidiaries in the U.S.

Tokyo, Nov.18, 2010, -- Hitachi, Ltd. (NYSE:HIT / TSE:6501) and Hitachi Automotive Systems, Ltd., a wholly-owned subsidiary, announced today that effective January 1, 2011, Hitachi Automotive Products (USA), Inc., a wholly-owned subsidiary of Hitachi America, Ltd., will merge and consolidate its two subsidiaries, UNISIA OF GEORGIA CORPORATION and TOKICO (USA) INC. The new company, renamed Hitachi Automotive Systems Americas, Inc., will provide leadership within Hitachi Automotive Systems' global operations as the regional headquarters in the Americas. Through this new structure, Hitachi Automotive Systems Americas will be able to drive business expansion within the automotive equipment systems business in the Americas in cooperation with Hitachi Automotive Systems.

Amid the changes in the structure of the automotive market taking place on a global scale and the emergence of regional characteristics, Hitachi Automotive Systems recognizes that it must strengthen its support to automotive manufacturers on a global and regional basis. The new organization at Hitachi Automotive Systems Americas will enable Hitachi Automotive Systems to optimize its regional operations and become more efficient and effective.

This upcoming consolidation of the three companies is a part of the global initiative by Hitachi Automotive Systems to strengthen the organization and improve the efficiency of operations in the Americas. In April 2006, Hitachi Automotive Products centralized its sales channel. In April 2009, ownership of UNISIA OF GEORGIA and TOKICO was transferred to Hitachi Automotive Products and a division to supervise the business planning of the companies was established. In April 2010, the three companies consolidated their information systems, accounting, human resources and general affairs divisions.

As part of Hitachi Automotive Systems Americas' effort to optimize the performance of its U. S. operations, the company will establish a production operations management division that covers manufacturing, production technology, and quality control and

procurement functions. This will further strengthen customer support and promoting efficiency by taking advantage of U.S. investments, production locations, and operational processes.

Going forward, while the U.S. is positioned as the largest automotive market in the Americas, the company will increase strategic focus to meet the growth in demand from other countries within Central and South America.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

About Hitachi Automotive Systems, Ltd.

Hitachi Automotive Systems, Ltd is a wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan. The company is engaged in the development, manufacture, sales and services of automotive components, transportation related components, industrial machines and systems, etc. and offers a wide range of automotive systems including engine management systems, electric power train systems, drive control systems and car information systems. For more information, please visit the company's website at <http://www.hitachi-automotive.co.jp/en/>.

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
