

# JR AUTOMATION ANNOUNCES EXECUTIVE CHANGES

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*HOLLAND, MI – February 16, 2021*– JR Automation, a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501), and its Board of Managers has announced that Craig Ulrich has been named as Chief Executive Officer and Kevin Whaley as Chief Operating Officer.

“I believe that these changes will have a significant impact on our future success and accelerate our journey to becoming ‘One JR,’” said Mick Enomoto, Executive Vice Chairman. “I would like to congratulate Craig and Kevin on their new roles. I am confident that they will lead JR Automation to become a global leader in the automation industry.”

“We’re really focusing our efforts on maturing our company philosophy and our international position as the global automation market leader. This concept of ‘one JR’ represents our commitment towards finding ways to expand upon the successes of the past, while utilizing new tools and common processes to help us foster growth for the future,” said Craig Ulrich, Chief Executive Officer.

“As we move into a new phase of strategic growth and globalization, we want to invest in solutions and processes that help our teams across North America, Europe, and Asia execute projects more effectively,” said Kevin Whaley, Chief Operating Officer. “Simply put, we’re better together, and we will continue finding opportunities to serve our customers through operating as a fully integrated global company.”

To connect with an expert in one of the many [industries](#) served or to learn about the company’s [technical capabilities](#), email [solutions@jrautomation.com](mailto:solutions@jrautomation.com) or call (833) 800-7630.

## ABOUT JR AUTOMATION

Established in 1980, JR Automation is a leading provider of intelligent automated manufacturing and technology solutions that solve customers’ key operational and productivity challenges. JR Automation serves customers across the globe in a variety of industries, including automotive, life sciences, aerospace, and more. JR Automation

employs over 2,000 people at 23 manufacturing facilities in North America, Europe, and Asia.

## **ABOUT HITACHI, LTD.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is focusing on Social Innovation Business that combines information technology (IT), operational technology (OT) and products. The company's consolidated revenues for fiscal 2019 (ended March 31, 2020) totaled 8,767.2 billion yen (\$80.4 billion), and the number of employees was approximately 301,000 worldwide. Hitachi delivers digital solutions utilizing Lumada in five sectors including Mobility, Smart Life, Industry, Energy and IT, to increase social, environmental and economic values of its customers. For more information on Hitachi, please visit the company's website at <https://www.hitachi.com>.

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