

The Kubota Logo Collection



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There have been various different versions of the "Kubota" over the 100-year history of Kubota Engine.

Here we follow the changes to the logos used at the time of the company's founding and the company name logos engraved on Kubota engines, as well as those used in catalogs and images from those periods.

Each logo has its own design and striking style that reflects the age in which it was used. They embody Kubota's message, which evolves to match the changing times.

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Kubota Casting

1907



When Kubota was founded, the logo design consisted of the character "Ku" from "Kubota" made from cast iron pipes enclosed in a circle, symbolizing Kubota as a casting company.

久保田鐵工所

奥110

Kubota Iron Works,
TUBE & PILLAR CASTING,
Kitatakagishicho, Imamiya, OSAKA, JAPAN.

◎鑄鐵管鑄鐵柱專門製造
水道用 鐵山用 建築用
瓦斯用 地中線用 橋梁用
礦鑽用 陸海機器用 電氣鐵道用
大阪市南區今宮北高岸町

久保田鐵工所

所主 久保田權四郎
(電話東四三六五番)

新ニ量販式鑄造機ノ工場及之レガ
設備一物相變モ鑄造設備ニ付毎月
五二千圓以上手割出致居候間何時ニ
テモ緊急ノ御注文ニ應付可申多少共
御用命承取上候

製造品價目表
ハ御申越ニ從ヒ無
代價ニテ送付化候

The Birth of Kubota Engine

1922



"KUBOTA IRON WORKS" is stamped on the A-type agricultural oil engine, the first engine made by Kubota Engine.

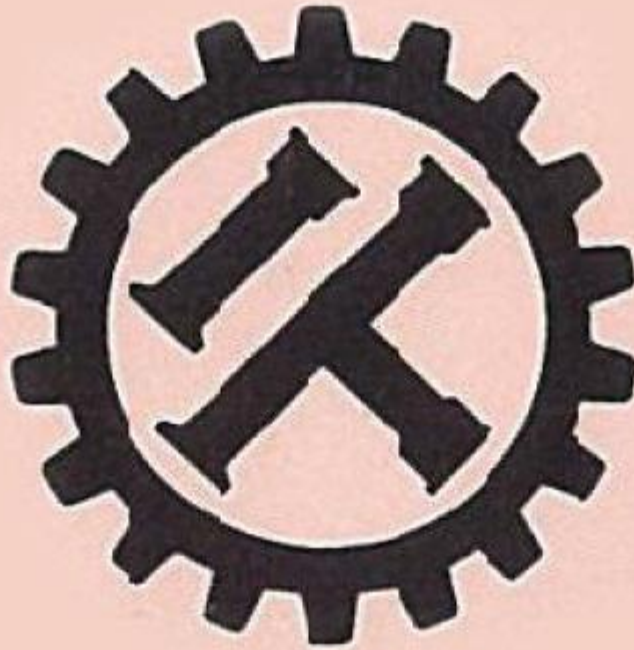
1924



"Kubota" in Japanese katakana characters, inscribed here, there and everywhere.
This is when Kubota's brand image as the go-to manufacturer for engines was established.

Kubota Casting and Machinery

1930



In 1930, when Kubota started manufacturing diesel engines, the company was reorganized into a corporation and the circle in the logo changed to a gear to represent Kubota's development into both a casting and machinery company. This logo was used as a trademark.

1936



Cover of the brochure for the Acro Engine (Air Cell Engine)

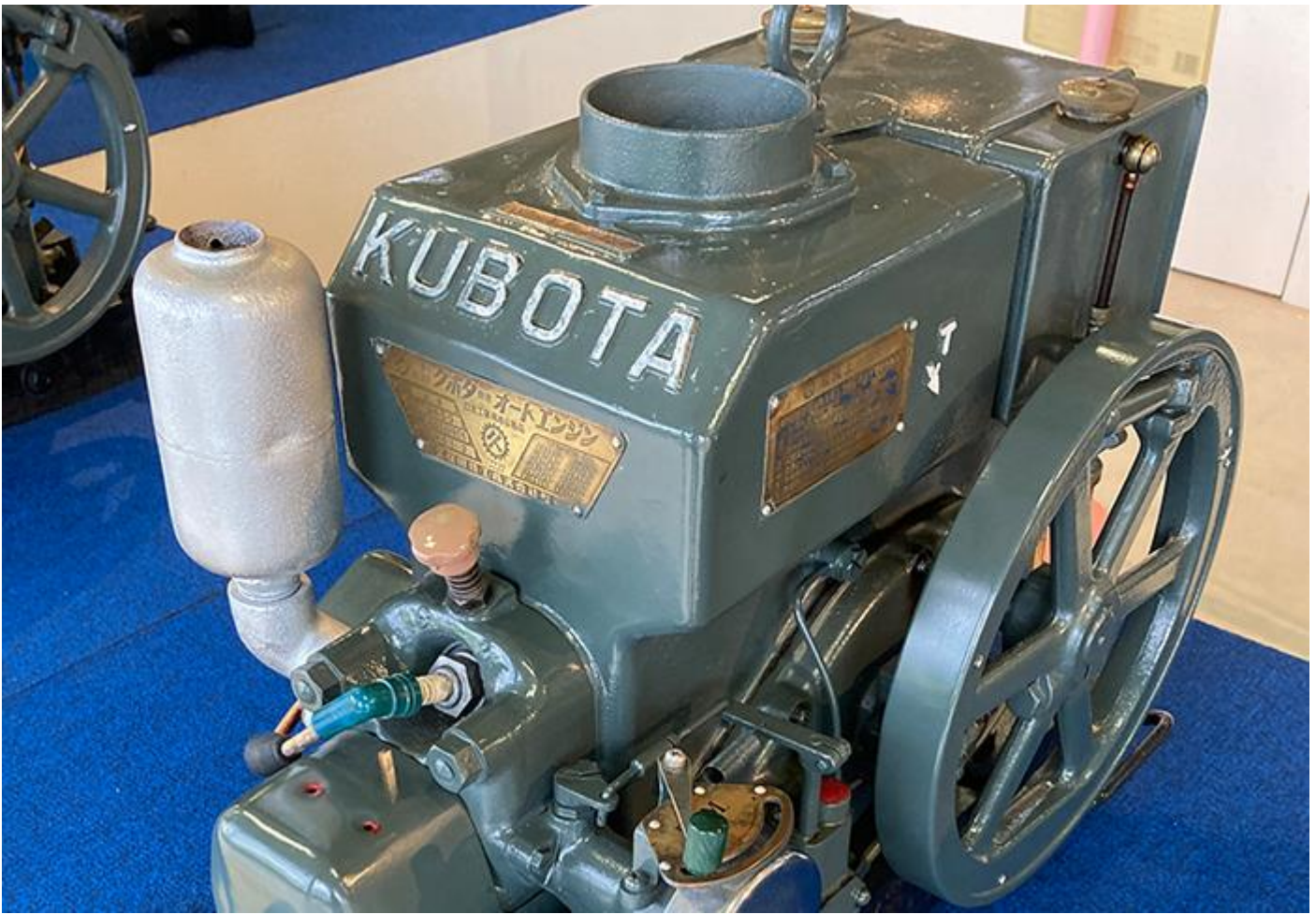
Kubota's trademark as a casting and machinery company, illuminated by a spotlight

1947



The emblem of the SF-type oil engine

1955



The "KUBOTA" on the body of the AN-type engine using a gothic font gave the design a modern style.

A New Era

1956



A fresh design welcoming in a new era and Japan's period of rapid economic growth.

1971



The trademark and company logo as printed in the operator's manual for the L1500 tractor. The L1500 tractor was equipped with a high-output, low-vibration and low-noise Kubota engine. These features are still present in today's Kubota engines.



A vivid green and yellow version

The Rise of Pop Art

1981





A logo with a pop-art feel evocative of the early 1980s

1983

KUBOTA DIESEL ENGINE

For Power Tiller, Tractor, Pump, Generator, Welder, Construction Machinery, Compressor, Road Roller, Rice Mill (Thresher, Huller, Polisher), River/Sea Boat, Other Industrial Uses.



The Basic Necessities Giant

KUBOTA

Kubota, Ltd.

1989



The "KUBOTA" logo on a D905 engine

Supporting Prosperous Lives

1990

Kubota

株式会社
クボタ

A new corporate logo was adopted when the company name changed.

2012

For Earth, For Life
Kubota

We changed to our current logo to emphasize our brand statement, "For Earth, For Life."