

PRESS RELEASE

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Kubota unveils next generation smart farming solutions at Agritechnica 2025

Farming is evolving faster than ever, shaped by rising costs, labour challenges, new environmental standards, and the realities of climate change. Yet with these pressures come opportunities for smarter, more sustainable growth. At Agritechnica 2025, Kubota presents its answer: the Kubota Group Solutions Hub.



At the heart of Kubota's stand, the Group Solutions Hub is both a showcase and a digital gateway into a world of innovation. It brings together Kubota's vision for the future of farming, built on three strategic pillars, automation, sustainability and connectivity. All united under the theme Smart Farming. Sized Right. Each solution on display shows that change is not only necessary but achievable, when it is designed to meet the real needs of farmers.

Kubota demonstrates how automation is moving from concept to reality. The KFAST autonomous sprayer delivers precise spraying in orchards and vineyards, reducing inputs while easing labour shortages. For arable farmers, the ROBOTTI platform is now available across the dealer network, offering a versatile robotic tool carrier that is already in use across more than sixteen countries. The new M7004 autonomous extends this approach by bringing autonomy to conventional tractors, enabling them to take on automated operations with flexibility and efficiency. Kubota's new Autonomous Electric zero-turn mower adds to this line-up, offering a flexible solution for residential, landscaping, and commercial users with both manual and autonomous modes. Adding to this, Kubota's All Terrain Tractor, winner of the CES® 2025 Best of Innovation award, showcases how Kubota's expertise in hydraulics and robotics can overcome the challenges of hilly and mountainous terrain, unlocking opportunities where mechanisation was once out of reach.

Sustainability is not an add on at Kubota, it is a driver of innovation. Visitors can discover technologies designed to help farmers reduce environmental impact while protecting profitability. The UV Boosting implement uses light instead of chemicals to strengthen plant resistance to disease, frost, and drought. Paired with the precision of KFAST and the efficiency of ROBOTTI, these solutions enable farmers to meet evolving regulations and societal expectations while building a sustainable future for farming.

Within the Group Solutions Hub, connectivity takes shape through Kubota Farm Solutions, uniting machines, data, and services into a single, intelligent system. This approach goes beyond linking equipment; it creates an ecosystem where every tool works in harmony to deliver smarter, more efficient farming. Through partners like Bloomfield Robotics, AI-powered imaging and analysis add plant-level

insights, turning field data into precise, actionable intelligence.

Kubota Sync transforms every ISOBUS implement into a smart node, while the new Tellus 700 and Tellus 1200 Universal Terminals act as intuitive command centres, giving operators full control over implements and field operations. Data collected through Kubota Sync flows securely to Kubota FarmCentre, a single platform that unites machine, agronomic, and service data to provide a complete operational overview. Together, these technologies ensure Kubota equipment doesn't just work harder, it works smarter, and above all, works together.

At Agritechnica 2025, the Group Solutions Hub embodies Kubota's commitment to progress. By combining automation, sustainability, and connectivity into practical, scalable, and accessible solutions, Kubota shows that smart farming is no longer a distant vision, it is here today, and it is sized right for every farmer. As innovation advances, Kubota remains committed to guiding and supporting customers through every step of technological change.

About Kubota

Kubota has been a leading manufacturer of agricultural equipment, construction equipment, lawn mowers and Industrial Engines since 1890. With its global Headquarters in Osaka Japan, offices in more than 120 countries, and more than 55,000 employees in North America, Europe and Asia. Although machinery equipment is its main products line, Kubota also produces a wide range of products such as city water purification systems, irrigation systems, piping systems, roof and home construction, and large underground valves.

Our Mission

Our Brand Statement, "For Earth, For Life," speaks to our commitment to the conservation of the environment while aiding the production of food and water supplies, which are vital to meet the needs of our society, as the world's population continues to grow. This mission is accomplished every time a Kubota tractor harvests the land to produce food or when our construction equipment excavates to transport water or provide shelter. For more information on Kubota, please visit www.kubota-eu.com or www.kubota.com.

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