

PRESS RELEASE

February 22, 2026

Kubota's Agri Concept selected as one of the World's Top 100 Design

(Recognised by WIPO to mark 100th anniversary of the Hague System for the International Registration of Industrial Designs)



Osaka, Japan – February 12, 2026 – Kubota Corporation (Head Office: Naniwa-ku, Osaka, Japan; President & CEO: Shingo Hanada) announced today that its Agri Concept machine has been selected as one of the world's top 100 designs in the 100-year history of the Hague System for the International Registration of Industrial Designs, administered by the World Intellectual Property Organization (WIPO). The model, showcased at CES® 2024, is the only agricultural machine recognised among over two million designs registered across 99 countries and regions.

About the Hague Design System and WIPO

The Hague Design System, established in 1925, allows designers and companies to register industrial designs internationally through a single application. WIPO, a specialised UN agency headquartered in Geneva, Switzerland, oversees the system, offering protection for the intellectual property of inventors and creators worldwide while promoting its broader use.

About Agri Concept

The Agri Concept is an electric, autonomous agricultural robot that embodies Kubota's vision for the future of farming. Designed to support sustainable agriculture, it integrates automation, AI, and environmentally conscious technology to reduce the burden of farm work.

Key features include:

- Autonomous operation using advanced cameras and sensors for tasks such as plowing and hauling.
- A rapid charging system that replenishes the battery from 10% to 80% in approximately six minutes, addressing a major limitation of electric farm machinery.
- Intuitive exterior lighting that communicates machine actions and status to nearby workers, allowing safe integration into farm operations.

Kubota's Design Leadership

Kubota actively leverages the Hague System to protect designs efficiently on a global scale and has

registered more than 80 designs to date, including both new products and concept models. The recognition of Agri Concept as one of the world's top 100 designs highlights Kubota's long-standing tradition of innovation in agricultural machinery. Kubota remains committed to developing outstanding products and solutions that enrich lives and promote a sustainable society.

References

- [WIPO's 100th Anniversary](#)
- [A Century of Design Registration 1925–2025](#) (Agri Concept featured on pages 213–214)
- [Kubota Group Showcases New Agri Concept at CES® 2024](#)

About Kubota

Since its founding in 1890, the Kubota Group has been working to solve social issues through superior products, technologies, and services in the areas of food, water, and the environment. We operate in more than 120 countries around the world, providing solutions to enhance the productivity and safety of food, promote the circulation of water resources and waste, and improve urban and living environments. Under our brand statement "For Earth, For Life," we promise to continue supporting the prosperous life of humans while protecting the environment of this beautiful earth. For more information on the Kubota group, please visit: <https://www.kubota.com/> and <https://kubota-group.eu/en/>.

For further information, please contact

KHE Corporate Communications

Will Pike

will.pike@kubota.com



Download images:

[Kubota Agri Concept](#)



Follow us on:

Website: <https://www.kubota.com> , <https://www.kubota-eu.com>

LinkedIn: <https://www.linkedin.com/company/kubota/>, <https://www.linkedin.com/company/kubota-in-europe/>

Facebook: <https://www.facebook.com/KubotaEurope/>

Instagram: https://www.instagram.com/kubota_in_europe

YouTube: <https://www.youtube.com/@KUBOTAEurope>