

Hitachi Capital Introduces the "All Electric Home Mortgage" and
the "All Electric Home Preferred Remodeling Loan"

Hitachi Capital Corporation and Chubu Electric Power Co., Inc., have formed a business alliance to launch several new financing products aimed at residential customers. The "All Electric Home Mortgage," is extended for the purchase of a new home (single-family or multi-family dwelling) that uses only electric appliances, and the "All Electric Home Preferred Remodeling Loan," is designed to encourage customers to switch to all electric appliances as part of a remodeling project.

Homes that use only electric appliances have gained in popularity in recent years due to their superior safety and cleanliness. The recently introduced EcoCute demonstrates outstanding performance in environmentally friendliness (reduces carbon dioxide emission) and energy conservation.

Against this background, Hitachi Capital has decided to contribute to the financial aspect of Chubu Electric Power's effort to promote homes that use only electric appliances in the interest of contributing to the community and environment.

Hitachi Capital becomes the first non-bank (sixth overall) to offer a preferred interest mortgage for new homes using only electric appliances in the Chubu Electric Power service area. Hitachi Capital becomes the eighth financial institution to offer a preferred interest loan for the purchase of electric appliances for remodeling.