Message from the President

Hino Motors, Ltd., is a leading manufacturer of trucks and buses in Japan. We take pride in our role in supporting the daily lives of all people. Trucks are indispensable, of course, in transporting essentials for our day-to-day lives, as well as other items that enrich our lives. Buses, meanwhile, are a valuable means of transporting people comfortably and efficiently.

We are moving to position Hino as a global brand. That means addressing global expectations in regard to harmonizing motor transport with the environment, maximizing safety, and raising fuel efficiency. And that is the spirit in which we are redoubling our efforts in R&D, in manufacturing, and in sales and service. For we are committed to serving customers worldwide with new and compelling kinds of value in trucks and buses.

Yasuhiko Ichihashi
President and Member of the Board

Main Products

HINO700 Series  HINO500 Series  HINO300 Series  HINO600 Series
HINO300 Series Hybrid  Hybrid touring coach  Hybrid low-floor bus
Touring coach  Low-floor bus  Industrial engine E13C-TI  Industrial engine J08C-T

Vehicles Produced on Commission

Toyota Land Cruiser Prado
Produced for Toyota Motor Corporation

Vehicles Supplied as Original Equipment

Toyota FJ Cruiser

HINO in the Dakar Rally

Hino trucks are perennial competitors in world motorsports’ most-famous endurance event!

History

1910  Tokyo Gas Industry Co., Ltd. established
1942  Spun off as Hino Heavy Industry Co., Ltd.
1950  Launches large diesel trucks and buses
1962  Establishes first overseas sales company, in Thailand (Hino Motors Sales (Thailand) Ltd.)
1966  Enters alliance with Toyota Group
1981  Establishes sales company in United States (now Hino Motors Sales U.S.A., Inc.)
1985  Establishes sales and production company in Pakistan (Hinopak Motors, Ltd.)
1991  Launches world’s first diesel-electric hybrid bus
1999  Cumulative unit sales of trucks and buses reach 3 million
1999  Production and sales arms merge as Hino Motors, Ltd.
2001  Relationship with Toyota Group strengthens as Toyota Motor Corporation’s ownership surpasses 50%
2007  Overseas unit sales exceed Japanese unit sales for first time
2009  Cumulative unit sales of trucks and buses reach 10,000
2013  Overseas unit sales exceed Japanese unit sales for first time

Yasuhiko Ichihashi
President and Member of the Board
Growing Globally

Hino is the largest manufacturer of heavy- and medium-duty trucks in Japan, and we also make a growing number of light-duty trucks. We have a large market share in Southeast Asia and in Australia, too. Our global operations also serve a growing range of customers in the Americas and other regions.

In Japan, we have grown by accompanying efficient, high-quality manufacturing with conscientious, round-the-clock service through an extensive support network. That same basic approach underlies our growing operations in other nations. Unexcelled product quality and comprehensive customer support help ensure that Hino vehicles fulfill their roles satisfactorily in any and all applications.

Our international business began as exports of so-called knockdown kits for assembling locally into trucks and buses. Gradually, our vehicle-assembly operations in each region have localized our products by adopting a growing proportion of locally purchased parts.

We adapt our vehicle specifications to needs and circumstances in each nation. Our regional product adaptation includes trucks developed especially for North America and a 48-ton heavy-duty truck that we launched in the Indonesian market in 2011.

We produce trucks, buses, and components at several plants around the world. In Japan, we produce vehicles, engines, and components at four plants. Our manufacturing operations in other nations include plants for producing trucks, buses, and components in Thailand, Indonesia, Vietnam, Malaysia, China, Pakistan, Colombia, Mexico, the United States, and Canada. All of our plants use the Toyota Production System to achieve industry-leading productivity and quality.

Along with raising productivity and ensuring product quality, we work systematically to minimize the environmental impact of our manufacturing operations. The ISO 14001 certification is a globally acknowledged assurance of exemplary environmental management, and we have secured ISO 14001 certifications at our principal operations in Japan.

Reinventing Transport

We envision trucks and buses for carrying goods and people into the future—a future of safe, efficient logistics and transport in harmony with the natural environment. And we put our vision onto the road today through industry-leading environmental technologies.

In 1991, we launched the world’s first mass-produced buses powered with a diesel-electric hybrid system, which reduced emissions and conserved fuel. We continued to refine our hybrid technology, and in 2003 we launched a light-duty hybrid truck, the HINO300 Series Hybrid. Our line of hybrid-powered vehicle models has since grown steadily as we have deployed hybrid systems in large public-transport buses and in large touring coaches. Looking ahead, we are working on plug-in hybrid vehicles that will be able to supply electric power for diverse purposes and on battery-powered trucks and buses.

Our work in fuel cell power, meanwhile, draws on a combination of Hino and Toyota insights and technology. That includes conducting development work on a bus equipped with a Toyota fuel cell.

We are equally active in developing advanced safety technologies for protecting the drivers and passengers in our vehicles and also other vehicles and pedestrians. And we are striving to make those safety advances as standard equipment as soon as possible.
Under the HINO brand, we represent the Toyota Group in the global market for trucks and buses. We also produce Toyota-badged vehicles on commission, including the popular sport-utility vehicle, the Land Cruiser Prado, and the FJ Cruiser, and supply Toyota with Dyna two-ton trucks and with Toyoace two-ton commercial vehicles on an original equipment manufacturing basis.

We use the Toyota Production System to achieve continuing gains in productivity and in quality throughout our operations. We have adapted that system to our model line to offer customers the best-possible products at competitive prices.

Our operations are growing globally in step with the globalization of the Toyota Group. One of the largest Hino plants outside Japan is a Thai manufacturing operation established in 1964. It produces axle assemblies for Toyota’s IMV model line, which includes pickup trucks and utility vehicles, as well as producing trucks under the HINO brand. Similarly, we manufacture parts in the United States for installation in Toyota vehicles produced in North America.

Hino owners around the world cite service as a Hino hallmark. We strive in design and development to make our vehicles as easy as possible for users and dealers to service. We accompany that emphasis with conscientious support through extensive service networks. That support ensures reliable inspections, maintenance, and repairs for all Hino customers.

Exemplary service is the cornerstone of our marketing strategy. That strategy provides for establishing HINO as a truly global brand and for increasing unit sales of HINO-brand vehicles greatly. We are upgrading our sales and service networks around the world to help fulfill our marketing strategy. Our efforts include furnishing 24-hour road service in principal markets and conducting systematic training to hone the skills of service engineers. Measures for fortifying our service have included opening a Middle Eastern training center for service engineers in the United Arab Emirates in 2009 and a Latin American service-support center in Panama and a Middle Eastern parts depot in the United Arab Emirates in 2013.

HINO is a strong brand in Southeast Asia, and we have strengthened our presence there by dividing the sales and production functions at our Thai and Indonesian operations into separate companies. We are also cultivating a presence in the Americas, on the Asian continent beyond Southeast Asia, and in Australia.

Providing Conscientious Sales and Service

Growing with Toyota

Under the HINO brand, we represent the Toyota Group in the global market for trucks and buses. We also produce Toyota-badged vehicles on commission, including the popular sport-utility vehicle, the Land Cruiser Prado, and the FJ Cruiser, and supply Toyota with Dyna two-ton trucks and with Toyoace two-ton commercial vehicles on an original equipment manufacturing basis.

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Corporate Outline

Corporate Name  Hino Motors, Ltd.
Head Office  3–1–1, Hinodai, Hino-shi, Tokyo 191-8660, Japan
Founded  August 1, 1910
Incorporated  May 1, 1942
Paid-in Capital  72,717 million yen
Shares Issued and Outstanding  574,580,850
President  Yasuhiko Ichihashi
Employees  Consolidated: 31,020
Non-consolidated: 12,253
Products  Trucks and buses, commercial vehicles and passenger cars produced for Toyota Motor Corporation, automotive and industrial diesel engines, vehicle parts, others
Net Sales**  Consolidated: 1,745,540 million yen
Non-consolidated: 1,222,945 million yen
Operating Income**  Consolidated: 98,287 million yen
Non-consolidated: 49,839 million yen

* As of March 31, 2016
**Fiscal year ended March 31, 2016

Principal Sites in Japan

Head Office and Hino Plant  3–1–1, Hinodai, Hino-shi, Tokyo 191-8660
Telephone: +81 42 586 5111

Hamura Plant  3–1–1, Midorigaoka, Hamura-shi, Tokyo 205-8660
Telephone: +81 42 579 0411

Nitta Plant  10–1, Nitta Hayakawa-machi, Ota-shi, Gunma 370-0344
Telephone: +81 276 56 5111

Koga Plant  1, Nasaki, Koga-shi, Ibaraki 306-0110
Telephone: +81 280 67 3500

Ibaraki Proving Ground  2023, Nagakura, Hitachi Omiya-shi, Ibaraki 311-4613
Telephone: +81 295 55 3122

Memuro Proving Ground  26–1, Omabetsu 14-sen, Memuro-machi, Kasai-gun, Hokkaido 082-0382
Telephone: +81 155 66 2511

For more information about Hino, please visit our web site:
www.hino-global.com

Hino Motors, Ltd.
3–1–1, Hinodai, Hino-shi, Tokyo 191-8660, Japan
Telephone: +81 42 586 5111

Directors and Auditors (as of June 24, 2016)

Chairman  Masakazu Ichikawa
President  Yasuhiko Ichihashi
Executive Vice-Presidents  Satoru Mori
Hiroshi Kokaji
Kenji Suzuki
Directors  Shin Endo
Hiroshi Kajikawa
Taketo Nakane
Toshitaka Hagiwa
Motozaku Yoshida
Shigeki Terashi

Audit & Supervisory Board Members  Yoshihide Maeda
Mizuho Yamamoto
Akio Tsujii
Keiko Kitamura

Consolidated Subsidiaries and Principal Affiliates

Overseas  Hino Motors Manufacturing (Thailand) Ltd.
Hino Motors Manufacturing U.S.A., Inc.
PT. Hino Motors Manufacturing Indonesia
Hino Motors Sales (Thailand) Ltd.
Hino Motors Sales U.S.A., Inc.
PT. Hino Motors Sales Indonesia
Hino Motor Sales Australia Pty. Ltd.
25 other overseas companies

Japan  HINO SALES SUPPORT, LTD.
Osaka Hino Motor Ltd.
Yokohama Hino Motor Ltd.
Kobe Hino Motor Ltd.
Shizuoka Hino Motor Ltd.
Nagano Hino Motor Ltd.
Tokyo Hino Motor Ltd.
Kyusyu Hino Motor Ltd.
Chiba Hino Motor Ltd.
Hokkaido Hino Motor Ltd.
Kyoto Hino Motor Ltd.
26 other domestic dealers

Suppliers  Sohshin Co., Ltd.
Fukushima Steel Works Co., Ltd.
Tran-teches, Ltd.
Riken Forge Co., Ltd.
23 other suppliers