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Trucks and Buses that Meet Customers' Expectations

Contributing to society's development through trucks and buses.

Hino Motors will never let up in its endeavor to contribute to society's development through trucks and buses. As a global company, Hino Motors strives to provide high-quality trucks and buses as well as a wide range of services to meet the expectations of customers worldwide.



Hino Motors reaches **the three million mark** for its total worldwide production of trucks and buses

Since introducing its first heavy-duty T-10 diesel truck in 1946, Hino Motors has been developing, manufacturing and selling trucks and buses to support its customers' businesses and contribute to the development of their countries.

With the manufacture of buses for export to Taiwan starting in 1952, Hino Motors

began to provide products to customers overseas.

Having earned a solid reputation in the countries where its products are sold, Hino Motors reached the three million mark for its total worldwide production of trucks and buses in July 2009.

Hino's Milestones 



Products designed to meet the expectations of customers
in various regions of the world



Hino products have been welcomed by customers in Southeast Asia, allowing Hino Motors to lay firm roots in countries of the region such as Thailand and Indonesia.

Hino products have also gained popularity with customers in Central and South American countries including Guatemala, Ecuador, and Columbia. In Mexico, Hino Motors commenced the assembly and sales of medium-duty trucks in October 2009.

Hino Motors strives to meet the demands of customers in various regions of the world, and contributes to the development of local communities by creating job opportunities and enhancing the skills of its technical employees in those areas.

Working to promote fuel-efficient and safe driving, the Customer Technical Center trains
a total of 20,000 driving seminar participants.

The Customer Technical Center was established in 2005 as Japan's first permanent training establishment for customers directly operated by an automaker. By October 2009, a total of 20,000 driving seminar participants had undergone training activities in Japan.

The center intends to continue promoting fuel-efficient and safe driving in Japan.



Hino vehicles are used by customers taking driving seminars at the Customer Technical Center