

CSR

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To Local Communities around the World

As an integral component of its CSR Charter, contributing to local communities around the world is a primary goal of the HINO Credo.

- We strive to provide products that are safe and environmentally friendly, pursuing a responsible balance with the environment in all of our corporate activities
- We strive to contribute to local communities in all the regions where we do business
- We are devoted to good corporate citizenship, complying with laws and regulations and maintaining high ethical standards

Hino Motors engages in social contribution activities that are deeply rooted in the countries and communities in which it conducts business. In line with its CSR Guidelines, it places considerable emphasis on contributions in four core areas: transportation support, protection of the global environment, cultural events and the arts, and providing community support. Accordingly, Hino Motors makes every effort to contribute to growth in these areas.

- ☒ Social Report Special Feature: Passing Down the Spirit of Craftsmanship in Manufacturing to Young People
- ☒ Anniversary celebrations at Hino Motors and its Group companies
- ☒ Transportation Support
- ☒ Protection of the Global Environment
- ☒ Cultural Events and the Arts
- ☒ Community Support
- ☒ Previous Activities

Anniversary celebrations at Hino Motors and Its Group Companies

In 2012, thanks to the support of its customers over many years, Hino Motors, Ltd. celebrated its 70th anniversary, while Hino Motors Sales (Thailand) Ltd. commemorated its 50th year in business and PT. Hino Motors Sales Indonesia observed the 30th year since its founding. Each company held events to commemorate its respective anniversary.

■ 70th anniversary celebration activities at Hino Motors, Ltd.



An awards ceremony for the Hino Dream Truck and Bus Art Contest was held in Tokyo, Japan



Vehicles were decorated by award-winning drawings for the anniversary event



Employees planted the Hino Motors 70th Anniversary Forest in Tokyo



The commemorative sign at the forest

■ 50th anniversary celebration activities at Hino Motors Sales (Thailand) Ltd.



Vehicles were offered to the royal family of Thailand, and Her Royal Highness, Princess Maha Chakri Sirindhorn was presented with the commemorative keys



Books and school supplies were donated to three schools in Thailand

30th anniversary celebration activities at PT. Hino Motors Manufacturing Indonesia and PT. Hino Motors Sales Indonesia



Donations were provided to help preservation activities for coral reefs in Indonesia



Scholarships were given to students in Indonesia

Transportation Support

Hino Motors and its Group companies support social contribution activities and provide transportation and delivery assistance, along with the donation of vehicles, in disaster-stricken regions.

- **NEW** Four dealers from the south Kanto region, the Hino Dealers Association and volunteers donated money to the city of Narashino in Chiba Prefecture, Japan, to support rebuilding efforts in areas damaged by the Great East Japan Earthquake.



Chiba Hino Motors Ltd. which is based in Chiba Prefecture, presented the donations on behalf of the donor members

- In fiscal 2012, Hinopak Motors, Ltd. donated vehicles for use in the rebuilding of disaster-affected areas in Pakistan.



The donation ceremony held in Pakistan

- PT. Hino Motors Manufacturing Indonesia and PT. Hino Motors Sales Indonesia provided four light-duty trucks and eight small-sized buses to the Tour de Singkarak international cycling road race held in West Sumatra, Indonesia. The vehicles were used for transporting bicycles used in the race and driving the cyclists.



Hino small-sized buses provided for the race in Indonesia

- Hinopak Motors, Ltd. in Pakistan extended free repair services for a mobile school bus.



The mobile school bus returned from repair services



A class being held in the bus

- Hino Motors' sales agent in Taiwan, Hotai Motor Co., Ltd., provided a blood-donation bus to the Tainan Blood Center as part of its social contribution activities.



The blood-donation bus



People giving blood inside the bus

Protection of the Global Environment

Hino Motors and its Group companies carry out various activities to protect the global environment.

- Tree planting and other rural regeneration initiatives were undertaken in Japan, Thailand, China, Vietnam, and Colombia.



NEW A rural mountain area in Ishikawa Prefecture, Japan was maintained by J-Bus Ltd.



Employees of Hiroshima Hino Motor Ltd. help revitalize a local forest in Hiroshima Prefecture, Japan



Employees of Hino Motors Manufacturing (Thailand) Ltd. participate in a mangrove tree-planting event in Thailand



Hino Motors Manufacturing Columbia, S.A. undertakes tree-planting activities in Columbia



A tree-planting event organized by GAC Hino Motors Co., Ltd. in China



Employees of Hino Motors Vietnam, Ltd. carry out tree planting in Vietnam

- Energy saving initiatives as well as activities cleaning up and beautifying areas surrounding business sites were carried out in and outside Japan.



Employees clean traffic mirrors in the neighborhood surrounding the Nitta Plant of Hino Motors, Ltd. in Gunma Prefecture, Japan



Employees collect trash around the Koga Plant of Hino Motors, Ltd. in Ibaraki Prefecture, Japan



Cleanup activities were carried out around the site of Sankyo Radiator Co., Ltd. in Saitama Prefecture, Japan



NEW Okamoto Logistics Co., Ltd. held a cleanup event in the area surrounding its logistics center in Kanagawa Prefecture, Japan



J-Bus Ltd. employees clean up the area surrounding their Plant in Tochigi Prefecture, Japan



Cleanup activities were carried out around the grounds of Takebe Tekkosho Co., Ltd. in Kanagawa Prefecture, Japan



Trantechs, Ltd. participated in a beach cleanup in Ishikawa Prefecture, Japan



NEW Aomori Hino Motor Ltd. held a cleanup event in the area surrounding its site in Aomori Prefecture, Japan



Iwate Hino Motor Ltd. held a cleanup event in the area surrounding its site in Iwate Prefecture, Japan



NEW Shimane Hino Motor Ltd. participated in a beach cleanup in Tottori Prefecture, Japan



Hino Motor Manufacturing U.S.A. Inc. cleaned up the roads surrounding its Plant in the United States



Hino Hutech Co., Ltd. participated in a flower-growing contest in Hamura, a city in the Tokyo metropolitan area

Cultural Events and the Arts

Hino Motors and its Group companies participate in and provide support for cultural and arts events in the areas where it operates as a way to contribute to local communities.

- Hino Motors' Plants and offices expressed appreciation to their communities by holding various events for the public in fiscal 2012.



The Hamura Plant held a cherry blossom festival in Tokyo, Japan



The Headquarters and the Hino Plant held an autumn festival in Tokyo, Japan



The Nitta Plant held an autumn festival in Gunma Prefecture, Japan



Hino Motors opens its Ibaraki Proving Ground to the public in the city of Hitachiomiya, Ibaraki Prefecture, Japan

- Local communities learned more about Hino Motors via its participation in local industry festivals and other events.



Hino Motors took part in a festival in Hino City in Tokyo, Japan, where its Headquarters and plant is based



NEW Hino Motors Ltd. participates in the Hino Shinsengumi Festival held in Tokyo as an official member of the volunteer council



The Hamura Plant joined a festival hosted by the local Chamber of Commerce & Industry in Hamura, Tokyo



The Nitta Plant joined a local industry-sponsored environmental festival in the city of Ota, Gunma Prefecture, Japan



The Koga Plant joined the Sanwa Industry Festival in the city of Koga, Ibaraki Prefecture, Japan



Hino Motors participated in the Gozenyama Festival held at the city ground of Hitachiomiya in Ibaraki Prefecture, Japan



Employees from the Koga Plant participated in the Koga Hanamomo Marathon in Ibaraki Prefecture, Japan



Employees of Okayama Hino Motor Ltd. took part in the Okayama Saidaiji Marathon in Okayama Prefecture, Japan



Christmas lights illuminated at an office building, gates in Hamura plant, Tokyo pleased not only employees but also the neighborhood



NEW The Hamura Plant participates in a tulip festival held in Hamura, Tokyo, the city where the plant is based

Community Support

Hino Motors and its Group companies provide education support in the areas where they operate as a way to contribute to local communities.

- In communities where it operates in Japan and various other countries, Hino Motors has donated items to senior citizens' homes and to schools, as well as toys and clothing to underprivileged children.



Hino Motors donated a "Hino library" of books to primary and junior high schools near its Memuro Proving Ground in Hokkaido, Japan



Hino Motors Sales U.S.A Inc. donated holiday gifts in the United States



Hino Motors Sales (Malaysia) Sdn. Bhd. visited homes for senior citizens and made donations in Malaysia

- Hino Motors dispatched instructors and donated engines and vehicles to primary, middle and vocational schools in Japan and around the world in fiscal 2012.



Hiroshima Hino Motor Ltd. sent employees to teach university classes in Hiroshima Prefecture, Japan



PT. Hino Motors Manufacturing Indonesia and PT. Hino Motors Sales Indonesia donated an engine to a vocational school in Indonesia



Hino Motors Canada, Ltd. donated a vehicle to a technical college in Canada

- Group companies in and outside Japan, including the Hino, Hamura, and Nitta plants, conducted tours for primary and high school students as an education promotion initiative.



Hino Motors provides workplace experience to interns at its Hamura Plant in Tokyo, Japan



A tour of the Hamura Plant in Tokyo, Japan



Sawafuji Electric Co., Ltd., gives tours of its plant in Gunma Prefecture, Japan



Fukushima Steel Work Co., Ltd. gives tours of its plant in Fukushima Prefecture, Japan



A factory tour is given by J-Bus Ltd. in Ishikawa Prefecture, Japan



Higashi Hokkaido Hino Motor Ltd. offers tours of its repair workshop



NEW Shizuoka Hino Motor Ltd. gives tours of its repair workshop in Shizuoka Prefecture, Japan



NEW Hino Motors Manufacturing Mexico, S.A. DV C.E. gives tours of its plant in Michoacan, Mexico

- Hino Motors Group companies in and outside Japan, including the Hino, Hamura, Nitta, and Koga plants, conducted traffic safety campaigns at their sites.



The Nitta Plant participates in guiding children on their way to and from school in Gunma Prefecture, Japan



Traffic safety classes for elementary and junior high school students were held by the Koga Plant in Ibaraki Prefecture, Japan with a heavy-duty truck provided by Chiyoda Unyu Co.,Ltd.



Okayama Hino Motor Ltd. received an award of excellence from the Okayama Prefectural Police headquarters in a traffic-safety promotion contest involving automobile dealers in the prefecture



NEW Tokushima Hino Motor Ltd. holds traffic safety promotion activities

Previous Activities

- ☒ FY2011 activities
- ☒ FY2010 activities
- ☒ FY2009 activities
- ☒ FY2008 activities