

CSR

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To Our Customers



We meet our customers' expectations by providing useful products and services.

☒ Special Feature : Assisting Transportation in Disaster-Affected Areas

Adoption of Hino Motors' HyBrid Buses for Bus Rapid Transit along JR Kesennuma and Ofunato Railway

Enhancing Customer Satisfaction

The principle, "We meet our customers' expectations by providing useful products and services" lies at the heart of the HINO Credo and CSR Charter. Based on this underlying principle, Hino Motors places the highest emphasis on a customer-first (CF) policy and strives to nurture relationships built on unwavering bonds of trust.

Under the slogans, "Hino's Total Support" and "Effectively addressing customer expectations," every employee and department takes care to listen to customer feedback. The Company is striving toward the development and delivery of products and services that meet its customers' expectations.

Customer Service Center Activities in Japan

Hino Motors' Customer Service Center in Japan was established to address a range of customers' concerns and enquiries by telephone.

Following the motto, "speedy and accurate response," the center is committed to improving its quality of service, aiming to further enhance customer satisfaction. The center handled a total of 9,611 calls in fiscal 2012, which was 26% higher than the previous fiscal year.

Information Outside of Japan

For customers outside of Japan, Hino Motors publishes the magazine, *Hino Cares*, in English, Arabic, Spanish, French, Indonesian, Thai, and Traditional Chinese to provide information on its approach to vehicle manufacturing and examples of overseas activities carried out under the slogan, "Hino's Total Support."

The Company also strives to enhance customer satisfaction by providing service information and vehicle repair tips in the countries where Hino vehicles are marketed, and by publishing profiles of customers in *Hino Cares*.

☒ [Hino Cares](#)

Furthermore, Hino Motors' global website offers a search function to enable international customers to easily locate sales and service networks in their respective countries. Enquiries can also be made via the Hino global website.

Conducting Customer Satisfaction Surveys and Applying Results

To better meet customers' expectations, Hino Motors conducts surveys among users of its products and services. The results are regularly compiled to provide feedback to dealers, and in this way, the Company is actively working to raise the level of customer satisfaction. Recognizing that customer feedback provides valuable data for identifying the source of user satisfaction or dissatisfaction, Hino Motors cooperates with dealers to determine and implement the most effective response methods.

1. Customer Satisfaction Survey Overview

Survey period	January to December 2012
Survey format and sampling method	Data derived from closed-ended questions with sample customers chosen under certain criteria from among those who have purchased a new Hino Motors vehicle or had a vehicle repaired at a Hino Motors dealer
Number of respondents completing the survey	<ul style="list-style-type: none"> • 3,235 customers who had purchased a new Hino Motors vehicle • 7,318 customers who had a vehicle repaired at a Hino Motors dealer

2. Customer Satisfaction Survey Results

According to the survey results, among customers who had purchased a new Hino Motors vehicle, more than 70% responded positively to the question, "Would you buy a new Hino Motors vehicle again?" The same percentage responded positively to the question, "Would you have your vehicle repaired at a Hino Motors service center again?" Conversely, less than 30% of customers either responded negatively or answered "Undecided" to both questions. The results have renewed the awareness at Hino Motors that efforts must be stepped up to further raise customer satisfaction.

Customer Satisfaction Training at Dealers' Sites

To enhance customer expectations, Hino Motors conducts customer satisfaction training programs for various dealers in Japan as part of its efforts to raise after-sales service quality. In fiscal 2012, the Company held two customer satisfaction lectures at dealer group training sessions and dispatched lecturers 10 times in total to three dealers.



Overseas Hino Distributors are working to enhance customer satisfaction by developing after-sales service expertise through customer satisfaction contests and skills competitions. In the previous fiscal year, these events were held not only in each country on a national basis, but also at the regional level across those countries. Hino Motors provides information and other forms of assistance to the contests and competitions, and it will continue to enrich the scope and contents of such assistance.



The Skills Competition for the Middle East and North Africa



The Skills Competition for Central and South America



The Customer Satisfaction Contest in Thailand

Sharing Customer Satisfaction News

Hino Motors produces and distributes a monthly newsletter and an annual video to provide ways for dealers across Japan to share information on positive customer experiences. To compile the content, employees at dealers are asked to submit examples of memorable interactions with customers. The Company believes that when employees identify and empathize with colleagues' experiences, they recognize the importance of customer satisfaction and become motivated toward making enhancements in customer satisfaction. Hino Motors will continue to provide information about these experiences.

Proper Vehicle Use

Compared to passenger cars, trucks and buses have a broader range of uses: as they are used to transport various items and people, they differ structurally in terms of the driveshaft and engine, as well as in overall length and weight. Hino Motors' dealers provide customers with detailed information on the specifications and proper use of trucks and buses to ensure that they are driven safely and comfortably. Study workshops and training on vehicles and their handling is also provided to employees at dealers.

Quality Assurance Initiatives

Basic Stance toward Quality Assurance Initiatives

With the aim of becoming a "frontrunner in both the environmental and safety fields," Hino Motors endeavors to fulfill its corporate social responsibilities as a manufacturer of vehicles. To this end, the Company aims to position its products as the preferred choice for long-term purchases by delivering vehicles that offer fuel efficiency, reduced exhaust emissions and noise, and enhanced safety.

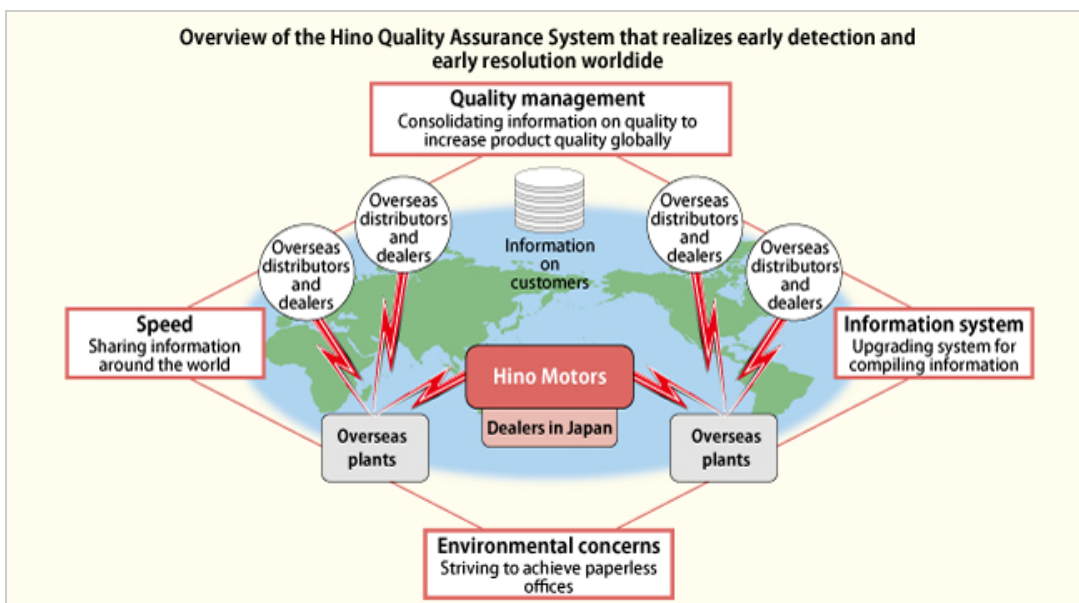
From these customer- and quality-first principles, Hino Motors strives to consistently deliver the highest quality products and services in its efforts to enhance customer satisfaction.

Product and Service Quality Control

Working in unison with its distributors and dealers, Hino Motors strives to gather, categorize and distribute customer opinions, claims, comments and requirements throughout its network. In building a framework that facilitates the swift dissemination of information, the Company is taking significant strides in enhancing product and service quality. To increase efficiency, Hino Motors adopted the Hino Quality Assurance (HQA) System throughout its dealer network in Japan from fiscal 2006. The HQA System was introduced at overseas dealers and distributors in fiscal 2008 as part of the Company's globalization initiatives, and it has enabled quality assurance information to be shared quickly over the dealer network. With these endeavors, Hino Motors realized the Early Detection Early Resolution (EDER) system on quality-related issues.

In addition, Hino Motors is planning to extend its Global Hino Quality Assurance System to its factories outside Japan in fiscal 2013, aiming to respond to increasing production output and the globalization of its supplier network. By integrating and centralizing the management of information at its overseas factories under this system, Hino Motors is working to distribute information more efficiently and to quickly respond to the requests of its customers around the world.

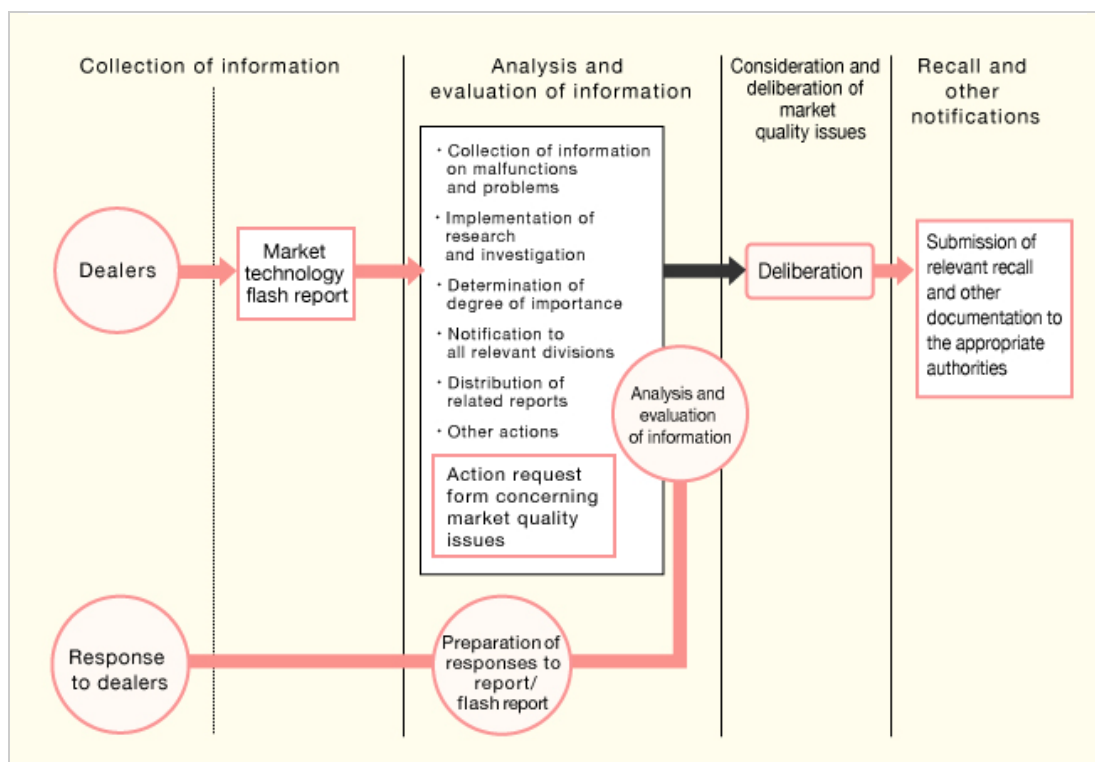
■ Overview of the Hino Quality Assurance System



Product and Service Information Disclosure

Hino Motors responds to vehicle problems by taking appropriate countermeasures based on an objective review and by disclosing necessary information in accordance with relevant rules in each country where the vehicles operate.

■ Remedial and Other Measures



■ Incidence of Recalls and Remedial Measures in Japan

Details	FY2010	FY2011	FY2012
Recalls* 1	17	13	13
Remedial measures* 2	1	2	0
Service campaigns* 3	8	7	5

*1 : Recalls: Automobile manufacturers and related manufacturers recall vehicles to make necessary improvements in accordance with safety standards when it has been determined that a certain range of the same model of vehicles, or tires or child seats do not comply with or are suspected of not complying with safety standards for road transport vehicles due to factors at the design or manufacturing stage.

*2 : Remedial measures: Automobile manufacturers and related manufacturers undertake remedial measures for making necessary improvements to vehicles when it has been determined that defects have occurred due to factors at the design or manufacturing stage, and such defects cannot be ignored in terms of ensuring safety or preserving the environment, even if the problems are not covered by safety standards for road transport vehicles (in contrast to product recall notifications).

*3 : Service campaigns: Automobile manufacturers carry out service campaigns to make necessary improvements to the marketability or quality of vehicles in the event of defects that do not fall within the scope of recalls or remedial measures.

Hino Motors' Basic Approach to Safety

Placing one of the highest priorities on safety, Hino Motors develops products with the ultimate desire of "completely eliminating fatalities and injuries due to traffic accidents." Safety measures are considered from the combination of three pillars: vehicles, people and roads. The Company believes that Customer feedback and results of ongoing studies and analyses of traffic accidents also play a crucial role in the Company's development of products and safety-oriented technologies.

CAPS Concept of Safe Design for Eliminating Accidents

Hino Motors employs the concept of "Combined Active and Passive Safety" (CAPS) in a wide array of vehicle systems designed to support safe driving. They range from Active Safety technologies, which aim to support drivers by preventing accidents, such as the Vehicle Stability Control (VSC*1) system designed to help stabilize the vehicle while turning on a curve, and the Pre-Crash Safety (PCS*2) braking system designed to help predict collisions and reduce collision damage, to Passive Safety technologies, which aim to help decrease the damage from collisions, typified by Emergency Guard Impact Safety (EGIS) truck cabs. The Company is also striving to discover and develop new safety-oriented technologies not just from the perspective of protecting Hino vehicle drivers, but also everyone on the road.

*1. VSC is a registered trademark of Toyota Motor Corporation.

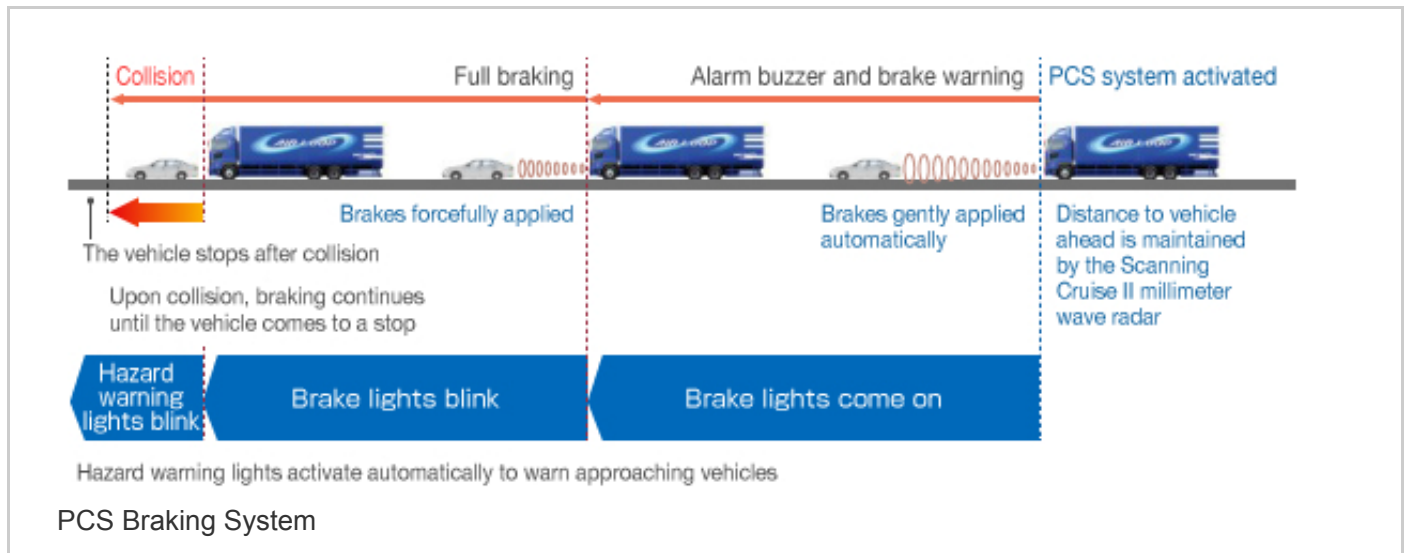
*2. PCS is a registered trademark of Toyota Motor Corporation.

Safety Technologies and Equipment: PCS, Driver Monitor, and Lane Departure Warning System

The Pre-Crash Safety (PCS) system helps reduce collision damage by detecting the threat of a collision with the vehicle ahead and alerting the driver to brake. When a collision is detected to be imminent, the system automatically applies the brake to decrease vehicle speed.

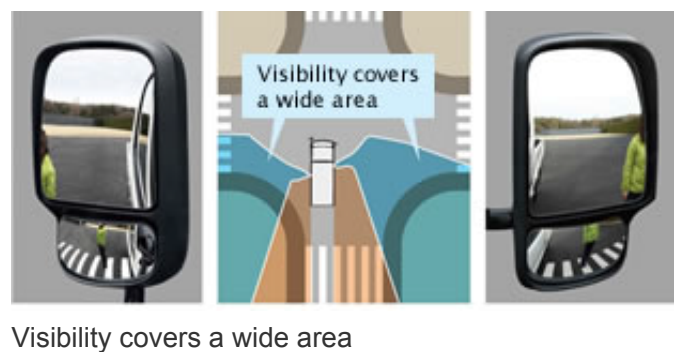
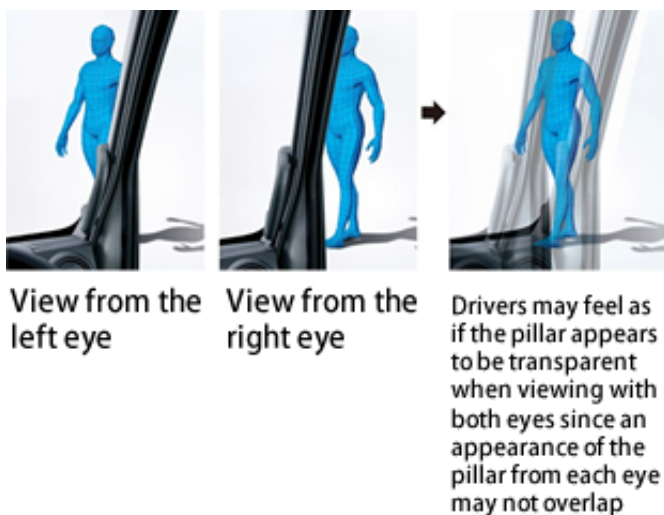
The Driver Monitor function utilizes a monitor camera to track the position of the driver's face and determine whether his or her eyes are open or closed during vehicle operation, notifying the driver with a warning buzzer if the driver does not appear to be facing forward and there is the possibility of a collision. Furthermore, if a collision is detected to be imminent, the system activates the PCS system well in advance.

In addition, the Lane Departure Warning System detects the lane markings on both sides by camera, and if the vehicle is deviating from the proper lane, the system is designed to issue a warning and urge the driver to take correct the situation.



Wide-view Pillars and Wide-view Mirrors

The prevention of accidents when turning left or right at street intersections is desirable. The Wide-view Pillar is designed to enhance driver visibility from the driver's seat by narrowing the front pillars without affecting vehicle strength and contributing to early detection of pedestrians by the driver. The Wide-view Mirror is also designed to help the driver's early detection of pedestrians by providing wide side views from the driver's seat.



Safe Driving Seminars

In addition to the pursuit of vehicle safety technology, in order to promote road safety and actively engage with "people"—a part of three pillars: people, vehicles, and roads—Hino Motors holds safe-driving seminars primarily at its Customer Technical Center located in Hamura City in the Tokyo metropolitan area. The seminars are designed to enable customers to gain actual experience in test-driving vehicles fitted with new safety equipment. Through the seminars, Hino Motors provides opportunities for customers to gain hands-on experience in using new equipment and to experience the effectiveness of vehicle safety technology.

☒ [Click here for information on the Customer Technical Center in the "To Our Business Partners" section](#)