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Special Feature: Aiming to Be a Factory Valued by the Community

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Aiming to Be a Factory Valued by the Community

- Considering Local Residents When Building the New Koga Plant -

1 Approach to constructing and operating the new Koga Plant

Hino Motors began operating at Koga Plant in the city of Koga, Ibaraki Prefecture from May 2012. The new factory is located in Nasaki Industrial Park, which is mainly surrounded by farms and a lush natural environment that includes Tsukuba Mountain Range and Tone-gawa River system.

Based on the HINO Credo and the Hino Global Environment Charter, the new Koga Plant is aiming to pursue environmental activities as a commercial enterprise under the banner of "Being a factory valued by the community in order to exist in harmony with its abundant natural surroundings."

☒ The HINO Credo and Hino Motors' Fundamental Stance toward CSR

☒ HINO GLOBAL Environment Charter

At an early stage, Hino Motors created a factory construction project team and conducted a field survey to consider possible influence on the environment as a result of constructing the plant. Based on the survey, the team devised environmental countermeasures and undertook activities intended to gain the understanding of local residents.

The team also focused on passing on to children-the next generation of community residents-about the importance of traffic safety and environmental conservation. Through such activities, Hino Motors' employees working at the Koga Plant hope to cooperate with members of the local community to make continuous enhancements in the future.

Overview of the Koga Plant



Address	1, Nasaki, Koga-shi, Ibaragi
Site area	66,000 square meters
Start of operations	May 2012
Main products	Knock-down kit components (current)+ Heavy- and medium-duty trucks, unit components (planned)

2 Considering Local Residents When Building the Plant

With a view to gaining welcome acceptance by local residents, Hino Motors undertook activities to promote the Koga Plant to the community as a factory of Hino Motors. Specifically, Hino Motors organized neighborhood informational meetings at each stage of the factory project, such as before construction work started and before the commencement of factory operations. Hino Motors also organized tours of its Hino Plant and Hino Auto Plaza for members of neighborhood councils in Koga Plant, offering them a firsthand look at a truck factory and Hino Motor's history.

On the momentum of these activities, Hino Motors gave consideration to local residents when building the plant through a number of initiatives that are still ongoing.

Overview of the Koga Plant's Initiatives

<i>Type of initiative</i>	<i>Activities</i>
<p>Contribution to the local community</p>	<p>Encouraged the local government to upgrade roadways surrounding the factory, including separating roads and sidewalks, installing traffic lights, building pedestrian bridges, and maintaining a green safety zone</p> <p>Held traffic safety classes for nearby elementary school and junior high school students</p> <p>Organized crossing guards on routes used by elementary and junior high school students</p> <p>Held neighborhood informational meetings in advance of land clearing, factory construction, factory operations, and changes to roadways</p> <p>Participated in local community events, including a festival and a marathon</p>
<p>Creation of an environmentally friendly factory</p>	<p>Transplanted trees during factory construction in consideration of protecting local greenery</p> <p>Carried out initiatives in and around the site to reduce noise for local residents</p> <p>Implemented measures to save energy and resources, including the installation of equipment that uses renewable energy sources</p> <p>Reduced the number of shipment deliveries by reusing shipping containers in a continuous delivery cycle</p>

3 The Koga Plant's Initiatives for Contributing to the Local Community

As a manufacturer of commercial vehicles, Hino Motors regards measures contributing to especially for safety as essential for promoting harmonious relations with local communities, safety of children who use streets surrounding Koga Plant as school routes. Accordingly, Hino Motors is working for these children with a vision of treasuring them as the next generation of the community.

Maintaining a green safety zone in front of an elementary school near the factory

Children use the roads surrounding Koga Plant to travel to an elementary school situated on the north side of the factory site. To contribute to their safety, Koga Plant gained the cooperation of the city of Koga to set up a green safety zone along a promenade between the school and the factory. Setting up this green safety zone was made possible through extensive cooperation with many people from various organizations, including the elementary school, the parent-teacher association, and the Ibaraki Prefecture Development [SM1]Public Corporation, which is in charge of maintaining the space.



Holding traffic safety classes

Koga Plant held lessons for students at neighborhood elementary and junior high schools for traffic safety, allowing the children to directly observe a tractor-trailer being driven so that they could see the difference between the track followed by the front and back wheels when turning. The schoolchildren also sat in the driver's seat of a heavy-duty truck in order to learn about the numerous blind spots experienced by drivers.



A mannequin was used when teaching students about how a tractor-trailer turns



Schoolchildren learned about blind spots when riding in a heavy-duty truck

Organizing crossing guards during school commuting hours

As part of the operations of the Koga Plant, heavy-duty trucks used for transport of goods drive the roads surrounding the factory, which are also used by children commuting to and from school. The volume of truck traffic in the past was not particularly significant, but now the roads are being used by heavy-duty trucks, including large vehicles carrying containers for overseas shipments. Therefore, in an effort to help local residents become accustomed to and cautious of these changes in traffic conditions, the Koga Plant has organized crossing guards at intersections surrounding its site during the times when local children commute to and from school.



Initiatives toward safety are never finished. Based on Hino Motors' basic safety principle of "Giving priority to safety in all work activities," the Koga Plant is working to create an environment in which local residents can feel safe.

4 The Koga Plant's Initiatives for Creating an Environmentally Friendly Factory

As a manufacturer of commercial vehicles, Hino Motors regards the implementation of environment-related measures as essential for smooth integration with the local community.

Giving consideration to the surrounding environment when building the factory

The site that the Koga Plant was built on was originally a forested area well known by local residents. While it was necessary to cut down certain trees and shrubbery to make way for construction of the plant, Hino Motors decided to save some of the cherry trees and Japanese Zelkova trees, which is the official tree of Koga, in order to contribute to a natural environment at the Koga Plant. Drawing on the advice of forestry experts, Hino Motors selected 50 of the best and healthiest trees and carefully transplanted them.



To assuming that as a result of the construction of a factory in the city of Koga, with its lush greenery, effect on the surrounding environment, Hino Motors undertook initiatives to adapt the new infrastructure to the local environment, such as setting up the green safety zone mentioned above.

Along with these initiatives, Hino Motors paid close attention to measures against noise levels of the factory. Noise is one way that factories can influence nearby residents, so it is particularly important to deal with this problem from the factory planning stage. Accordingly, Hino Motors established a buffer zone between the Koga Plant and neighboring residential areas aiming to reduce noise before reaching such noise to local residents.



Hino Motors believes that environmental activities are one of essential activities to gain understanding of local community. Therefore, Hino Motors is striving to create an environmentally friendly factory that always gives proper consideration to local residents.