

Social Performance

To Our Stakeholders

To Our Business Partners

We build relationships of trust by engaging in open communication, with mutual prosperity as our goal.

To Our Dealers

Basic Stance toward Dealers

Hino Motors and its distributors and dealers strive for customer satisfaction.

To ensure that customers will want to use Hino vehicles far into the future, quality is essential not only for these products but also for after-sales service. Hino Motors' distributors and dealers, which are in direct contact with customers, have comprehensive expertise in the Company's vehicles and after-sales service, and they strive to offer customers tailor-made services and total support. As a manufacturer of trucks and buses, Hino Motors is striving to provide full assistance to their efforts.

Deepening Bonds with Dealers

Hino Motors believes that forging strong bonds with its dealers and distributors ultimately leads to better customer service.

As a means of facilitating mutual understanding between Hino Motors and its dealers in Japan or distributors outside of Japan, as well as among the dealers or distributors themselves, the Company organizes conferences that bring together relevant parties aiming to share ideas and exchange information.

In Japan, Hino Motors holds annual dealer conferences and awards ceremonies to commend outstanding dealers and staff and express appreciation for their hard work. Outside Japan, Hino Motors organizes a global conference once every four years, attended by staff from the Company's international subsidiaries and distributors. The conference provides a venue for the sharing of Hino Motors' vision of the future and expressing gratitude for ongoing efforts.

In addition, regional representatives exchange views and discuss fiscal year policies at conferences held annually in the regions of Oceania and the Middle East.



Hino Motors' Global Conference 2012



A conference for dealers

Initiatives Aimed at Enhancing After-sales Service Quality

Working in unison with its dealers in Japan and its distributors overseas, Hino Motors is striving to create a framework for supplying parts in a timely manner and enhancing the quality of after-sales service.

To this end, regular training activities focused on enhancing the quality of after-sales service in each region are being carried out at Hino Motors training centers, namely the 21st Century Center and the Kobe Training Center in Japan, and the Hino Training Center - Middle East and the Hino Motors, Ltd. Latin America Office.

In addition, a service skills competition for dealers across Japan takes place every year. Held for the 42nd time in 2013, the competition enhances the sharing of expertise and information.



21st Century Center



Kobe Training Center



Hino Training Center-Middle East



Hino Motors, Ltd. Latin America Office



Training in process

Holding Conference on After-sales Service

Following the previous fiscal year, Hino Motors held an all-Japan conference for after-sales service staff working in the parts and after-sales service departments of its domestic dealers.

With the aim of strengthening the Hino Motors Group after-sales Service Network, the Company brought together staff at the frontline of operations of after-sales service at each dealer for group discussions covering the main aspects of company-wide policies. Hino Motors will continue these efforts, since it believes that providing and sharing policies will lead to the enhancement of the quality of after-sales service.



A scene from the conference

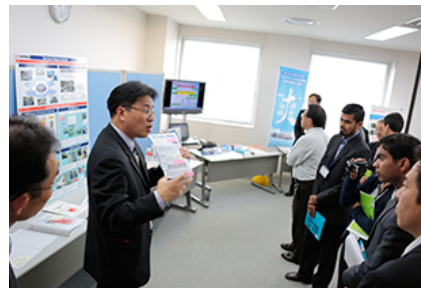


Group discussions

Hino Motors holds an after-sales service conference called a “Kaizen Rally” every year for its distributors outside Japan. The event provides an opportunity for managers in charge of operations in each country to share information on their respective activities, which, in turn, stimulates initiatives for improving after-sales activities and developing new products for services. The meeting was held successively in three regions in fiscal 2013, with 126 representatives from 43 countries participating. The number of participants and countries has been increasing year by year.



A presentation by participants



Exhibition of Kaizen examples



Visiting the Ome Parts Center



Participants of the "Kaizen Rally"

Service Master Course System

The Company began offering its Service Master Course in 2003 as an educational program for the staff of dealers across Japan. As the next generation of valued after-sales service engineers, participants learn about repair and malfunction diagnostic techniques, gain knowledge on products and relevant laws and regulations, practice customer liaison, and study a broad range of skills including repair shop management. Upon the course's completion, the participants apply their acquired expertise in departments in charge of after-sales service at Hino Motors' dealers in Japan.



Opening ceremony marking the eleventh year of the Service Master Course

Customer Assistance Programs

In collaboration with its dealers in Japan, Hino Motors carries out customer assistance programs that go beyond the scope of selling Hino vehicles. The programs are designed to provide comprehensive assistance for customers' operations, and include seminars which would contribute to safe and economical driving methods and other useful information.

The customer assistance programs offer useful service options to support customers' operations, aiming to meet their diverse needs.

Hino Motors is presently offering its customers in Japan a total of 36 programs divided into categories such as environment and human resources development. In fiscal 2013, Hino Motors focused on six assistance programs in particular that cover many of the needs of customers, and it strives to bolster its community-based support.



Scenes from training programs for customers

50,000 People Have Visited the Customer Technical Center

Hino Motors established the Customer Technical Center in 2005, the first permanent customer-oriented training facility for driving in Japan directly managed by a vehicle manufacturer. The center works closely with dealers to provide customers with training on fuel-efficient and safe driving techniques. The cumulative number of visitors reached 50,000 in January 2014.

- ☒ Promoting Safe and Energy-Efficient Driving Skills for Our Customers



A training session on safe driving

Eco-driving Seminars for Overseas Customers

Hino Motors' distributors around the world offer eco-driving seminars for customers. The distributors provide practice vehicles and prepare driving circuits so that participants can directly experience the benefits of driving economically. The seminars were held in 19 countries and regions in fiscal 2013, with about 15,000 drivers participating. Hino Motors is working together with its distributors to administer the seminars by providing learning materials and useful information.



Eco-driving seminars in Morocco



Eco-driving seminars in Malaysia



Eco-driving seminars in Bolivia

To Our Suppliers

Working in Partnership with Suppliers

At Hino Motors, procurement involves obtaining components from reliable suppliers around the world by comprehensively examining technology, quality, price, and delivery times. To this end, the Company strives to nurture relationships of trust with suppliers by enhancing the quality and level of communication and by building strong partnerships.

Hino Motors Basic Procurement Policy

Hino Motors carries out procurement according to the following five principles that comprise the Group's Basic Procurement Policy.

1. Transparent and Fair Transactions

The Hino Motors Group conducts transactions with suppliers fairly and in good faith, regardless of a supplier's national origin, scale of operations, or past performance. Hino Motors decides which suppliers it procures from after due consideration of quality, price, production capacity, and delivery times, as well as their stance on the environment, management stability, and technology development capabilities.

2. Establishment of Relations Built on Trust and Continuous Mutual Prosperity

The Hino Motors Group works closely and communicates directly with suppliers in an effort to attain good working relations and mutual prosperity based on mutual trust.

3. Promotion of Global Procurement

With its goal to be a commercial vehicle maker trusted around the world, the Hino Motors Group promotes procurement from suppliers in the areas where the Group conducts business to enable it to contribute to communities as a local enterprise.

4. Complying with Relevant Laws, Regulations and Terms of Contracts

The Hino Motors Group operates in accordance with social norms and in compliance with laws and regulations, in letter and in spirit. The Group also properly and strictly manages classified information it shares with suppliers.

5. Promotion of Green Purchasing

The Hino Motors Group works to procure parts, materials, and equipment that have been produced with a low impact on the environment in order to offer environment-friendly products and services.

General Meeting for Suppliers

Every year in March, Hino Motors holds a general meeting for suppliers as a venue to provide information and engage in discussions. In addition to presenting its procurement and company policies, Hino Motors presents awards to suppliers that have made notable contributions in areas such as technology and quality.



General meeting for suppliers

CSR Supply Chain Management

Supplier CSR Guidelines

Hino Motors recognizes the critical role that communication plays in establishing close partnerships with suppliers. With this in mind, the Company has created Supplier CSR Guidelines and inspection checklists in an effort to ensure that suppliers better understand the HINO Credo, its CSR activity domains, and Hino Motors' overall stance toward CSR. Accordingly, suppliers conduct self-inspections of CSR activities and carry out related initiatives. Based on the Supplier CSR Guidelines, Hino Motors conducted its first survey of some of its main suppliers, including affiliated companies, in fiscal 2012. Using the results of the survey, Hino Motors held the Suppliers CSR Meeting in fiscal 2013.



[Supplier CSR Guidelines](#)



[CSR Guidelines for Suppliers Check Sheets](#)