

Social Performance



Trucks and buses supplied by the Hino Motors Group are vital for keeping people and goods moving in society. For that reason, the Group understands that in addition to supplying good-quality vehicles, it is also extremely important to offer customers excellent after-sales service, including vehicle maintenance and inspections. Therefore, realizing the crucial importance of the flow of people and goods, Hino Motors and its dealers all over Japan are focusing on enhancing maintenance capabilities and improving repair workshops and inspections so that customers can take full advantage of their Hino vehicles.

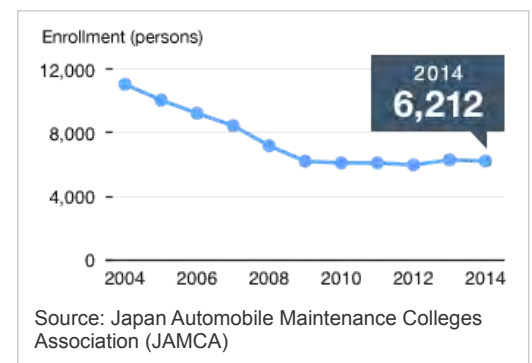
Furthermore, in order to raise the level of vehicle maintenance skills in Japan, the Company and its dealers have been providing educational support for the next generation of young auto mechanics by sending experts to automobile mechanic vocational schools to give lectures. Since 2014, Hino Motors has been collaborating with its dealers nationwide to donate its newest vehicle engines to such schools in order to provide them with useful learning tools.

In this special feature, we look at how the donation of vehicle engines to schools represents the Hino Motors Group's efforts to provide community support, which is one of the key items of its non-business-based social contribution activities.

The Importance of Practicing on Vehicle Engines at Auto Mechanic Schools

Automobile mechanics maintain the quality of vehicles and help make sure that automobiles do not break down. As such, they are essential for ensuring safe transportation while minimizing environmental impact. Unfortunately, the number of new students entering automobile mechanic vocational schools in Japan is on the decline as a result of the falling birthrate and other social trends. Consequently, the training of future mechanics has emerged as an important issue for the country. Japan's Ministry of Land, Infrastructure, Transport and Tourism has responded by sending representatives to high schools to promote the benefits of working as a mechanic to young people in an effort to attract more new students to auto mechanic schools.

Number of New Students Entering Auto Mechanic Schools in Japan



To acquire outstanding vehicle maintenance skills, students must work on the latest types of engines, which are ever changing due to technological developments and growing demand for new vehicle models by consumers. For example, owing to stricter exhaust fume regulations, the diesel engines of the latest truck models are equipped with environmentally friendly common-rail injection systems. Japan's national exam for auto mechanics administered in March 2015 included questions about this new fuel injection system.



At present, however, it is very difficult for every vocational school in the country to obtain all kinds of vehicle engines for school lessons, whether they are conventional engines or the latest models equipped with such new systems. Yet schools are well aware that students can learn much more and acquire better skills by directly working on these engines than by studying textbook diagrams, so they hope to secure a broad range of engines for teaching purposes.

Supporting the Education of Mechanics by Donating Engines



To respond to the needs of these schools, Hino Motors launched an initiative to donate vehicle engines. The Company has donated the latest diesel engine models that go into the Hino Dutro light-duty trucks it currently manufactures and sells. In collaboration with its dealers in Japan, Hino Motors has been making these donations to vehicle mechanic vocational schools in consideration of their local needs. These donations are highly beneficial for practical education at these schools, since students can practice assembling and disassembling these brand-new engines and gain hands-on experience working on the latest equipment, such as the common-rail injection system.

While eagerly waiting to begin learning about the latest diesel engines in the classroom, many of the schools have held ceremonies to commemorate the donations.

Fully appreciating that outstanding mechanics are invaluable human resources, Hino Motors is committed to helping raise the overall standard of vehicle maintenance in Japan's auto industry and broadening opportunities for learning by contributing to the education of tomorrow's mechanics.

Donation ceremonies were held in various prefectures around the country, including (left to right from the top) Chiba, Mie, Toyama, Ishikawa, Hiroshima, and Kochi prefectures

Comments

“Our students have been given the opportunity to work on the newest types of engines”



Yoshiki Matsunami

Principal and Director, Toyota Technical College Tokyo
Director, Japan Automobile Maintenance Colleges Association

Toyota Technical College Tokyo has one of the longest histories among auto mechanic vocational schools in Japan. As a leading schools for auto mechanics, we educate students under the slogan, Refining skills and improving ourselves. Since about 70 percent of the students at the college come from regular high schools, we emphasize the study of basic technical knowledge. Along with the basics, we update our curriculum to suit the times.

The diesel engine that was donated by Hino Motors is being put to good use, as students can examine an actual fuel injection system of a new engine model and get experience disassembling and reassembling the engine. The students have shown a very strong interest in the engine.

Nowadays, the number of students applying to be auto mechanics is declining, and this poses a problem for society. Nevertheless, we are continuing to place high importance on recruitment and educational activities. I think measures to attract women to the profession and to promote the benefits of being a mechanic are important. I would like Hino Motors to continue working with us in developing automobile mechanics by supporting education as well as reaching out to young people and helping to improve the job environment for mechanics in its role as an automobile manufacturer.

**“It’s for the sake of offering
high-quality service to customers”**



Koji Takahashi

Manager of the Administration Department,
Tokyo Hino Motor Ltd.

Most employees who work as mechanics at our company graduated from an auto mechanic vocational school, and they have continued to maintain strong ties with their schools. We even send the company’s mechanics to give lectures at such schools in response to requests from the schools. Having become aware of what these schools need through these relationships, we donated engine stands for the donated engines provided by Hino Motors.

Various employees have cooperated in this initiative, doing things like building the stands for the donated engines, giving technical explanations when delivering the engines, and so on. I know they have felt very delighted when visiting the schools and seeing the students working on the engines in the classroom.

Our mission as a dealer is not only to sell vehicles but also to provide customers with total support, which includes vehicle maintenance and other after-sales services. The key to high-quality maintenance is, first and foremost, the skills of our auto mechanics. Therefore, we want to contribute to the education of mechanics by donating excellent teaching supplies.

**“We hope to contribute to
the education of mechanics”**



Kazuaki Yamamoto

Dealer Operating Division, JAPAN, Hino Motors, Ltd.

Every year, auto mechanic vocational schools produce a large number of excellent graduates who are hired by all of our dealers. These schools are our partners, supporting the same automobile industry, so any difficulties they have in expanding their teaching supplies is an issue for us, too. Therefore, we want to help these schools resolve such problems. With that in mind, we did what we could by setting up a program to donate vehicle engines.

Every school to which we donated engines has been very appreciative. They told us that being able to give students the opportunity to work on the latest diesel engines was a big help. And now that the national exam for mechanics has included questions about common-rail injection systems, I think our recent donations of engines equipped with these systems was well timed in terms of meeting the needs of the schools.

Looking ahead, together with our dealers, we intend to keep on top of what our customers and vehicle maintenance businesses needs so that we can contribute to nurturing the auto mechanics of the future.