

# HINO

## Cares

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**The “hand” is also a “heart.”**

No matter how small the part  
No matter how small the service  
In it lies the philosophy  
Which makes a HINO, a HINO.  
We at HINO  
Will never stop our working hands  
So that our customers can be happy  
with their choice  
“I’m glad we chose HINO”.



# HINO Cares Hand

At Jamjoom, we have never shied away from tackling issues head-on with the singular goal to resolve issues and all customer requirements.

Mansoor Ali Khwaja, General Manager of Sales and Marketing, Jamjoom Vehicles and Equipment Co., Jeddah, the Kingdom of Saudi Arabia



**“There are no bad days working at Jamjoom because ultimately we are aiming to reach a share of 30% of the Saudi market in the future; we do not compromise in that target.”**

Heading the sales and marketing, Mansoor Ali Khwaja values his association with HINO trucks. This is shared by employees of Jamjoom Vehicles and Equipment Co. where inherent belief in HINO trucks, its reliability and optimum output for its customers is retained by their passion to listen to, learn and habitually exceed customer satisfaction.

The ability to grow the brand's share of HINO in the truck market of the Kingdom of Saudi Arabia is demonstrated by past performance. We believe Jamjoom's presence in the Kingdom has remarkably grown in the recent past and has enhanced HINO truck's exposure on the road in the Kingdom of Saudi Arabia. Specifically, Jamjoom has expanded sales from 140 trucks to over 1,000 units annually today. The sales target would translate into selling 5,000 trucks annually during the next 5 years.

There has been a policy in the Kingdom to increase the rate of expansion of new economic cities and Jamjoom management believes that the emphasis of the Saudi government to place the country in better economic competitiveness, will allow the private and government sector to foster increased willingness and meticulous planning for heightened return-on-investment (ROI) strategy. Jamjoom believe HINO trucks will be at the forefront of customers' choices because HINO trucks surpass the expectations of their drivers and owners. Both local management and HINO leadership in Japan are carefully planning for this and both parties continue to work closely both remotely and on the ground.

Part of that cooperation is to be overseen in the growth of the current 3S (sales, service and spare parts) branches in the cities of Jeddah, Riyadh, Dammam and Al Madinah to renew the key Riyadh branch and to increase the three sales sub-

dealers, the twelve spare parts sub-dealers and one service sub-dealer, which has doubled their cumulative number. HINO in the Kingdom of Saudi Arabia is also planning the building of a modern 3S (sales, service and spare parts) facility outlet at a prominent location in the commercial city of Jeddah.

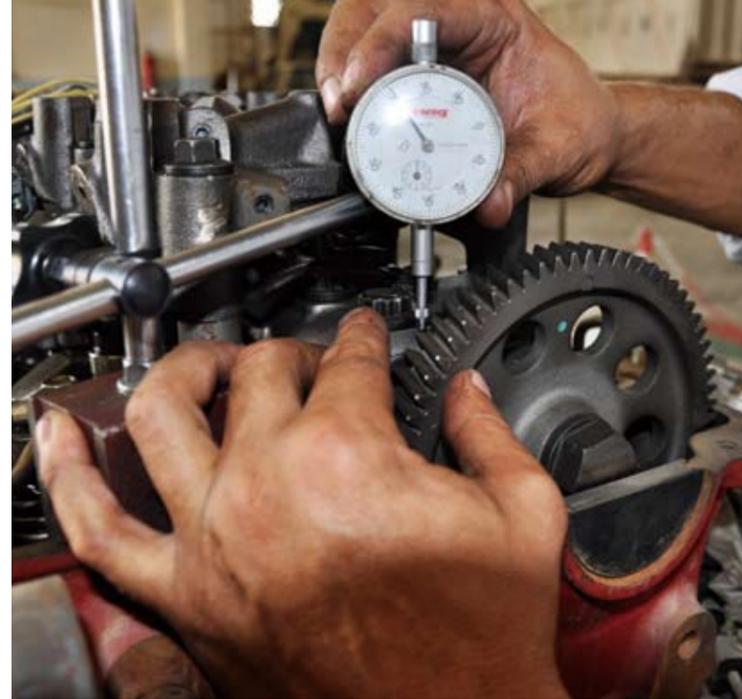
The basis of Jamjoom's success and future accomplishments is inherent in the HINO trucks, "it is a driver's car and an owner's vehicle," commented Mansoor Ali Khwaja, after elaborating on the feedback he personally receives from truck drivers and the contractors who purchased HINO trucks. The low cost of operation and structural stability of HINO trucks and Jamjoom's unwavering services after sales and effort to bring best-in-class training to drivers has been the standard against other companies' benchmark in the Kingdom of Saudi Arabia. "New model introductions of the trucks suited for the market of the light-duty to the medium-duty trucks will close the gap in our product portfolio," added Mansoor Ali Khwaja. The father of two sons and proud veteran of the truck business is keen to see HINO as the premier brand of performance in Saudi Arabia.

**HINO is made by people.**

# HINO's Service

**My philosophy in this business is the immediate and on the spot service to maximize uptime.**

Abdul Hameed P.K., Service Manager, Jamjoom Vehicles and Equipment Co., Jeddah, Kingdom of Saudi Arabia



**“Our customers expect uninterrupted operation of their business; our services ensure the minimum amount of time that HINO trucks spend off the road.”**

With 31 years' loyalty to the business of HINO, Abdul Hameed P.K., has journeyed from technician at Jamjoom Vehicles and Equipment Co. in October 1977 to head the service department today. He leads a very special team of technicians and trains new recruits to continue the value of the business to HINO customers in the Kingdom.

The importance of after sales service success in this market is the clear induction and internalization of HINO service policy across this department. At Jamjoom, one of key components of the service function is to minimize waste in labor, materials, time and space; all of which equate to significant financial savings for customers both in the immediate period and the future. Jamjoom believes customers also benefit from the service department's ability to analyze and simplify work issues and processes. Both HINO Quality Service (HQS) and Kaizen (continuous improvement) processes are implemented with vigilance and are extremely effective in the market of the Kingdom of Saudi Arabia, helping to cope with growth in sales.

Training continues to be a key asset behind the success of service of HINO Vehicle in Saudi Arabia, "I believe proper driving skills reduce breakdowns and ensure vehicle safety," commented Abdul Hameed P.K.. Customers of the kingdom of Saudi Arabia will now make use of a HINO-certified and full-time driver trainer on the premises by the end of 2008. HINO has furthermore seconded service engineers at fleet customers' sites to ensure preventive maintenance and effective training for their technicians to additionally reduce downtime. The company in Saudi Arabia is an effective marketer of services with special discounts and preferential payment terms to encourage greater brand loyalty.

Jamjoom believes, because HINO trucks are of exceptional quality, they require less dealership visits for repairs and maintenance and when Abdul Hameed P.K. talks about business, the key support to closing any deal is how the product thus minimizes operation costs and how that equates to greater profitability for customers.

Saudi Arabia's vast size and traveling distance place immense reliance on the road freight industry and with an absence of railroads for the medium-term future, Jamjoom believes customers choose HINO trucks for their optimal in loading factor; Jamjoom's commitment to introducing technological innovations will have profound effects on the increase of sales and service contracts. Additionally, the process of training technicians to provide strong brand loyalty and positive market appeal are also vital to growing into the targeted market share in the years ahead.

"I am honored to have been part of Jamjoom's growth in Saudi Arabia and I am proud when I watch this growth as part of the HINO family," said Abdul Hameed P.K.

**HINO, where services also continue to evolve.**

# HINO Owner's Voice

**We are impressed by their pioneering engineering. HINO trucks are well shaped and very strong.**

Nasser Al Omaier - General Manager of Al Omaier Trading and Contracting Company, Kingdom of Saudi Arabia



**“The HINO 700 Series symbolizes quality as it offers good performance and safety-but one of the most important factors is that with regular maintenance the HINO trucks outperform its counterparts.”**

Founded 35 years ago, Al Omaier Trading and Contracting Company (“OTC”), is one of the giants that specialize in the construction of roads, bridges and buildings in the vast deserts of Saudi Arabia. OTC also manufactures concrete and asphalt mixtures and is responsible for the maintenance of roads and railway construction throughout Saudi Arabia.

Running a large fleet of modern heavy duty equipment, of which 400 are HINO trucks among other countries’ trucks OTC operates. OTC is currently implementing one of the most demanding routes, by building a section in the land bridge rail way project connecting the North to the South of Saudi Arabia. The daunting task assigned to OTC was a 150km stretch of baron desert north of Hail. Al Omaier thus needed trucks to excavate 65 million m<sup>3</sup> of sand and rock along the way, much of it was sandy.

Al Omaier at an early age had to work in his father’s business. Al Omaier drive to get things done earned him the nickname “Bulldozer”, during his 40 years with OTC and tales of his breakthroughs in difficult situations have dotted his career. In one instance he completely took apart a bulldozer to study its mechanism in order to figure out why it kept breaking down.

Al Omaier stated that there was no secret to his success other than working hard. “The comfort of the employees of OTC is paramount to our success,” he added.

Within the conventional truck segment, four factors are measured to determine overall satisfaction: vehicle performance, quality, warranty and cost of ownership. “I used to drive trucks myself and I know from my own personal experience that HINO trucks are very comfortable which gives me reassurance to drive them.” HINO trucks provide enhanced performance and secured reliability.

“HINO performed particularly well in both durability and versatility of the machine, engine, chassis and the differential,” said Al Omaier.

“The HINO 700 Series symbolizes quality as it is easy to drive, offering good performance and safety – but one of the most important factors is that with regular maintenance the HINO trucks outperform its counterparts.” According to Al Omaier, the HINO 700 Series is like a fun luxurious truck to drive that fits perfectly in both the urban and rural environments with a comfortable and aerodynamic cabin: “Its interior is designed like it’s a typical bedroom which will provide a safe and relaxing environment for the driver.”

“The other aspect in choosing a truck is the relationship with the dealer who sells it, and the service and training they can offer to OTC.” He went on explaining how OTC had a very positive relationship with HINO’s dealer, Jamjoom Vehicles and Equipment Co. Indeed, OTC and HINO’s dealer currently maintain a strong relationship with regular communication, support and prompt service. Although he believes this could be further strengthened with a permanent chief mechanic on hand in rural locations. Al Omaier said “They treat us like we’re family; I feel that I’ve become part of the HINO family as one of your first customers in the GCC countries.”

“However, the biggest challenge facing our relationship is reaching out to the remote areas such as Hail, Jouf and Qassim which need a higher level of training and workshops and an increase in distributors’ availability.”

**HINO, because there are reasons to be selected.**

# HINO Technology

The reason HINO makes such a huge fuss over a few tens of millimeters or a few hundred grams is because these are what allow us to contribute to our customers' bottom lines.



The ability to carry the same amount of goods in fewer trips translates into reduced fuel costs, tolls, and other expenses for our customers.

The reason HINO truck continues to evolve is because HINO aims to deliver the utmost in satisfaction to the owners of HINO trucks. The pursuit of the technological innovations that contribute to the HINO owners is one of our important missions. At HINO, there is a development team of engineers who pore over every millimeter of space and every gram of weight to enhance load efficiency. This month, we would like to introduce you to Koichi Nakazawa, Deputy General Manager of the Product Planning Division at HINO, and Shuji Haramiishi, the Deputy General Manager of the Development Division at Trantechs, Ltd., a truck body manufacturer and a subsidiary of HINO.

Within the applicable traffic laws and regulations that regulate dimensions and the total weight of trucks, there are two ways for enhancing load efficiency. One is to reduce the truck's net weight. The other is to increase loading capacity by lowering the floor of the rear body. Nakazawa says, "If we can make lighter trucks in weight, we can increase load capacity. We believe the ability to carry the same amount of goods in fewer trips translates into reduced fuel costs, tolls, and other expenses for our customers. Consequently, it can contribute to environmental conservation too." As he says, enhancements in load efficiency directly translate into enhanced economic efficiency, allowing owners to carry more goods for profit and lead to environmental conservation. Having said that, it is not an easy task to enhance load capacity and still meet regulatory requirements. For example, to lower the floor of the rear body, engineers must modify the chassis construction without compromising its rigidity. The same goes for the internal dimension of the rear body, where one of the major challenges is to expand its internal space; again an objective that must be attained while retaining the rear body's rigidity. "There are many instances where a carrier could have loaded another row of goods if the internal space had been wider by just another 10mm. Even if it's only 10mm, if we are able to meet our customer's demand for greater

space, we believe we will have made an enhancement that would translate into profits for the customer and hence better customer satisfaction," says Haramiishi. The chassis and rear body are not separate things. The fusion of technological innovations in either field makes it possible to expand the internal space by several tens of crucial millimeters. We believe that this is why HINO was the first in the industry to engage in joint development projects with body manufacturers as part of its efforts to enhance load efficiency.

Large wing body (side open body) is popular in Japan, so HINO has jointly developed a revolutionary wing body with Trantechs, Ltd. With the adoption of newly developed "staged aluminum block sides," in which the upper portion of the sides of the rear body where the wings overlap are given a staged configuration, we were able to expand the internal width by 20mm for a class-first in Japan internal width of 2,410mm. This allows carriers to load two 1,200mm width pallets side by side. Additionally, instead of a roof center beam which was traditionally fixed in place, movable double center beams are used to increase the height of the side cargo handling space by about 105mm. The use of this new construction and the streamlining of the construction for various members used in the front and rear gate frames of the rear body have also allowed us to reduce rear body weight in combination with the chassis equipped with air suspensions.

To increase the profitability of HINO owners, we make a big fuss over what may amount to only a few tens of millimeters or a few hundred grams. A great amount of time and effort is put into this process; a process which ultimately results in the latest technologies. The challenge of enhancing load efficiency will surely be directed towards fulfilling other needs in various areas of the world.

**All technology is used to create the best HINO for you.**



# HINO Fascination

## HINO Makes its Presence Known as the Leader of Commercial Vehicles in Indonesia – HINO at the Indonesia International Motor Show 2008

The Indonesia International Motor Show (IIMS) was held in Jakarta in July 2008. PT. Hino Motors Sales Indonesia held an exhibit at this show with the aim of increasing HINO's brand awareness, announcing HINO's latest technologies, and promoting the HINO 300 Series Dutro and other trucks in HINO's line up. The HINO booth for this show was based on the concept "simple and clarity," and showcased the HINO Profia ASV (Advanced Safety Vehicle) Tractor, a perfect fit for the theme of the IIMS 2008, "Advanced Motoring. Hi-Q Living." This was the first time this truck was shown outside Japan and its powerful

presence roused the curiosity of show visitors. The HINO 300 Series Dutro Bus, which was shown for the first time at the show in Indonesia, and the HINO 300 Series Dutro Long Wheelbase, which offers the longest cargo space in its class in Indonesia, was also popular among visitors. Also announced was one of HINO's world-class technologies – a parallel hybrid engine (common rail engine combined with an electric motor). The HINO booth was hugely popular, attracting at least 800 visitors on weekdays and about 2,000 during the weekend.



At Indonesia International Motor Show 2008.



Attracted visitors to HINO booth.

## Service Quality Enhancement Activities – 9th Latin America HINO's Technicians Seminar / 1st Skills Contest Held at Mavesa in Ecuador

In early August, 2008, the 9th Latin America HINO's Technicians Seminar was held in Ecuador. This training program, which focused on electrical systems of HINO trucks, was very meaningful in that and the participants from 10 Latin American countries learnt professionalism and new skills.

Also, the 1st Skills Contest was held at Mavesa in Ecuador on November 22, 2008. Competing in the finals were 4 teams of 8 contestants who passed written and practical examinations held at 4 Mavesa locations. Over 150 HINO users were invited to the contest and were given a view of how safely and accurately these skilled technicians used HINO's special tools and breakdown

diagnostic systems. Also on display were genuine parts and imitation products to highlight the differences in their quality. We believe this was a great opportunity to communicate the level of HINO's after-sale services. The contest was won by technicians from the Quito branch. With requests for interviews from local TV stations, this event also proved to be a good media exposure opportunity for HINO's policy of pursuing service quality.

We plan to hold these types of events worldwide which are geared towards enhancing the quality of our services.



Skills Contest in Ecuador



The first-prize winner of the contest.

# HINO Eco Driving

## Eco driving for maximizing HINO's potential Part 3: Tips for deceleration

This is the third article in our series on eco driving, where we have already described tips for saving fuel during take-off and acceleration, and also while driving on the road. You may remember that none of these tips required complicated techniques. In this article, we would like to describe tips for saving fuel during deceleration.

First, we would like to describe the relationship between deceleration and fuel consumption for the four basic modes of braking: regular foot braking, engine braking, exhaust braking, which is a way of enhancing engine braking by applying resistance to the exhaust; and finally the "retarder" which is a type of braking that is effective in reducing the use of the foot brake and hence reducing the risk of vapor lock during long downhill driving. Of these, the engine braking uses almost no fuel at all because, when the driver takes his or her foot off the accelerator pedal, diesel engines reduce the injection of fuel to the minimum amount needed for idling. So this is the most fuel-efficient method of deceleration. On the other hand, with the foot braking and retarder, because they brake more effectively, the driver can drive the truck further down the road before applying them, which means the truck will have spent fuel to drive that extra distance. In other words, the best way to save fuel during deceleration would be to cruise on the engine braking once you have determined the point at which you want to stop the truck releasing the accelerator on timing while keeping an eye on the distance between your truck and the vehicle behind you. This will reduce your use of the foot brake to the minimum. By using engine brakes at every opportunity as far as you can stop the truck safely, you may be able to save a few cubic centimeters of fuel that

would have otherwise been wasted each time you brake. Suppose you were to save a few cubic centimeters of fuel each time you use the engine brake, you may be able to travel about 20-25% of the distance with the fuel injection off, resulting in fuel savings of up to 20%.

We would also like to give you another tip on eco driving using engine brakes. Although the fuel supply is cut off when you take your foot off the accelerator pedal, it will turn back on once the engine revs down to near idling (or even if you release the clutch or shift the transmission to neutral). Therefore, by making a habit of not releasing the clutch or shifting the gear to neutral until the engine has revved down to near idling, you will be taking full advantage of the fuel cut off feature of direct injection diesels engines. This is another point you definitely want to keep in mind.

We have also found in our studies that leaving the exhaust brake or retarder switches on encourages uneven driving speeds and hence leads to reduced fuel efficiency. Please keep in mind that by turning on these supplementary brakes only during long downhills and similar situations, you may be able to drive more fuel efficiently. By keeping these simple things in mind during deceleration, we believe you may begin to see actual savings in fuel consumption. Please try out these tips as a way to conserve the environment and improve your economic efficiency. (In our next and last installment of this series, we plan to describe daily maintenance tips that can help you improve your fuel efficiency)



# HINO Product Insights

## File 7: HINO 300 Series

### Trucks with the HINO name, trucks we are proud of.

The HINO 300 Series which delivers excellent durability and power that belies its small body has been officially introduced on the roads of Saudi Arabia and other parts of the Middle East. While HINO's medium- and heavy-duty trucks have been familiar to the people of the region, the HINO 300 Series is the first HINO light-duty truck to be launched in this market.

"How do we respond to the needs of the Middle Eastern market?" This was the question that drove us to conduct elaborate market research before entering this market" says Masahiro Kumasaka, chief engineer at HINO's product planning division, the division in charge of developing the HINO 300 Series for the Middle Eastern market. While the HINO 300 Series has already been launched and obtained great acclaim in many countries around the world, HINO has not been one to sit on its laurels. We were fully aware that people in different countries, using their trucks under different circumstances, naturally have different sets of demands regarding their trucks. We were not shy of spending many hours on our research so that we can satisfy these demands and provide suitable trucks to each market. It is a given at HINO that we should customize and optimize HINO trucks to meet specific needs.

The W04D and W04D-TI engines that propel the HINO 300 Series for the Middle Eastern Market were developed based on the W series of HINO diesel engines that continues to garner worldwide acclaim. These engines, which were originally designed for medium-duty trucks, are known for their excellent durability

and output. This is one of the reasons why the HINO 300 Series delivers a level of toughness and power that belies its small body. Needless to say, HINO trucks are loaded with a range of uniquely foresight for the environment taking account of fuel efficiency and low emissions technologies. In addition, the chassis of the HINO 300 series, which is based on a rigid frame construction, also contributes high durability. And we believe the styling of the HINO 300 series contributes to lower air resistance and hence better fuel efficiency. There are simply too many noteworthy points to mention about this truck in the Middle Eastern Market which is HINO's pride and has been recognized worldwide. "One of our major challenges was to achieve a level of cost performance that would meet the needs of the Middle Eastern market while retaining the truck's high level of reliability" says Kumasaka. Because the region is known for its sandy terrain, the stack intake was repositioned at a higher position to reduce the chances of sand intake, and suspension was strengthened to make the truck agile enough for quick in-city driving.

These are some of the details that were modified based on information gleaned from our market research. "Needless to say, we can offer true HINO value only by bundling our products with our service offerings such as our after-sale services. One of our aims is to increase the number of service centers to expand HINO's presence in the region." Through HINO's passion, as embodied in Kumasaka's words, we will definitely be seeing more and more HINO trucks driving the roads of the Middle East.



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