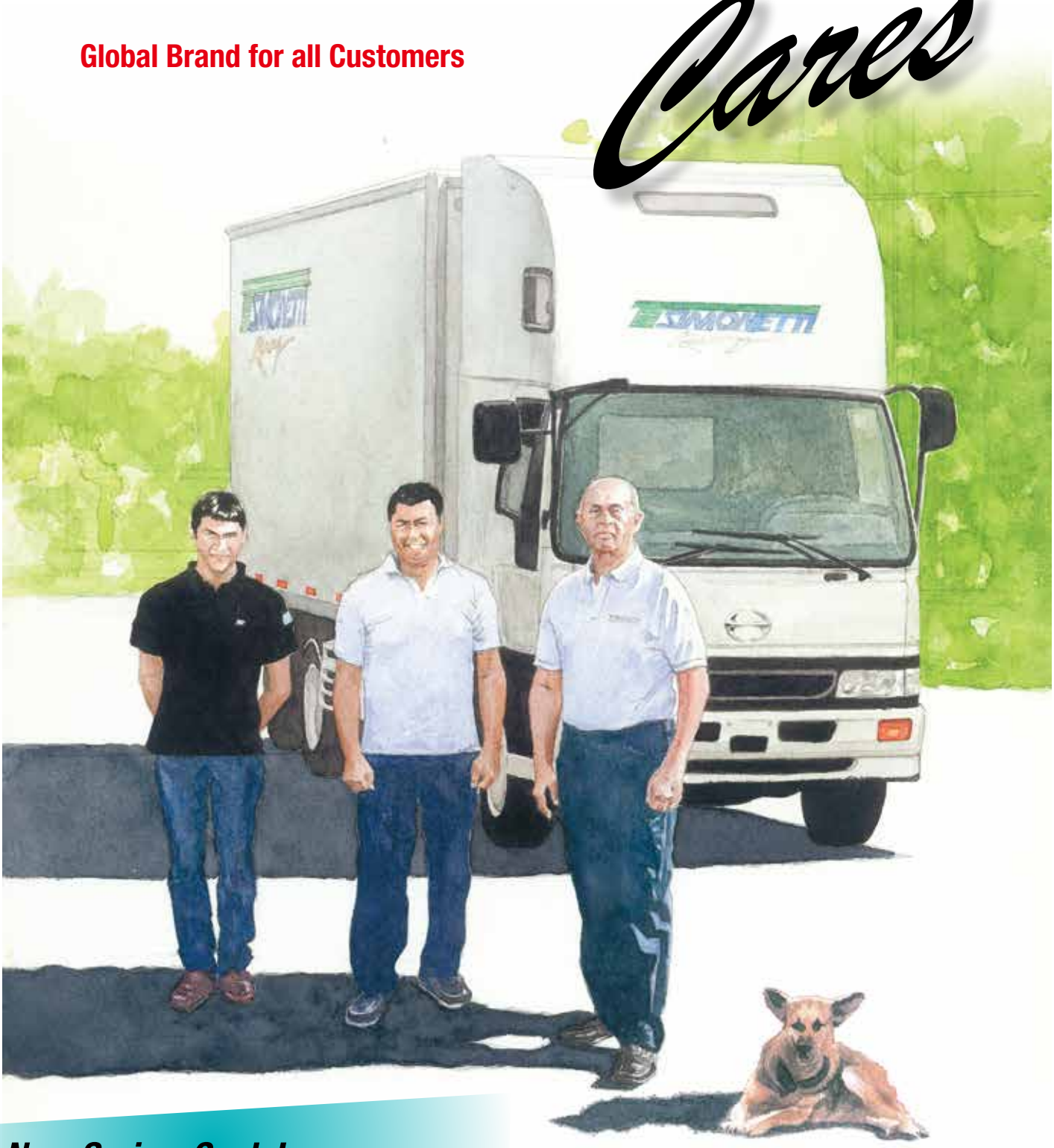
Issue 024

HINO

Cares

Global Brand for all Customers



New Series: Cool Japan— about Hino's Home Country

Hino is a global brand that was born in Japan. What kind of place is the nation that gave birth to Hino's "Customer First" philosophy? Starting this issue, we'd like to introduce you to the culture, natural features and spirit of Japan.

Illustration: Simonetti, Chile, article on page 2.

HINO

Hino trucks will continue to meet our customers' expectations as long as daily inspections and periodic maintenance are carried out.

Trucks, the backbone of world logistics, represent "live assets" to our customers. Precisely for this reason, every truck must guarantee a level of quality that fully meets those customers' expectations. Without exception, trucks must offer fuel economy that enables financial efficiency, durability that allows them to operate with minimal downtime, driving performance that ensures the trucks will be able to deliver power to design specifications, and unimpeachable safety performance.

Hino trucks are the embodiment of world-class quality and reliability. By ensuring that they are subject to periodic maintenance, they will continue to deliver on their potential for years.

The Andes Mountains can be seen from Santiago.

Transportes Simonetti is located in Santiago.

Maintenance Case Study:
Chile, Santiago

Hino Chile is responsible for providing Total Support to Simonetti and other Chilean customers.

Mr. Jorge Hernan Simonetti
Second-generation company president.

1: One look in the cab tells us that the company has been taking good care of this truck. **2:** Three generations, from grandfather to grandson, work at the company. **3:** The company's Hino truck looks like it's brand new.

Transportes Simonetti in Chile is a Hino truck owner that knows how to get the most out of its trucks. Thanks to daily inspections and the company's practice of always using genuine parts for replacements, one of its trucks clocked 1.12 million kilometers on its odometer by the time it underwent an engine overhaul—and that truck is still going strong. It has been so well maintained, in fact, that its carburetor still does not need a replacement.

Here we would like to present a few words from the company president, Mr. Jorge Hernan Simonetti.

"Our company transports frozen food and drugs to supermarkets, convenience stores and pharmacies all across Chile. Of the trucks that we currently own, three are Hinos. One of these was purchased in 1998, and it's still going strong. Drivers from other companies often come up to us when we're driving a Hino truck and remark, 'That's a nice truck.' "

"It's also well-known that Hino trucks don't break down very often. I know a driver who's on his fourth new truck now, and he knows that I'm still driving the same Hino. He once remarked, 'You haven't replaced your truck yet? Still driving the old truck?' But our Hino lost nothing in the comparison—it was even still clean. I intend to purchase my next truck from Hino, too—but I have no idea when that might be, because this truck might last us another 30 years. That's how great Hino quality is. If you use genuine parts, even the small parts are very robust."

"We drive these Hino trucks all over Chile, and I would be happy if that serves as an advertisement for Hino."

Their trucks travel between 4,000 and 5,000km each trip.

Hino's Technology

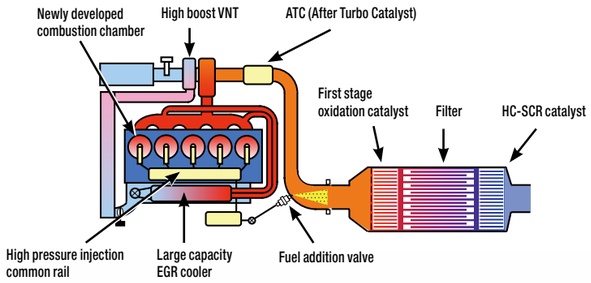
Hino is committed to continuing to set world standards as we work to meet customer expectations.

"I can proudly say that Hino technology in the areas of fuel efficiency, emission reduction and service life extension are among the best in the world," says Kazuyuki Baba, General Manager of Hino's Engine Engineering Division. Indeed, Hino's products are packed with advanced technologies that allow Mr. Baba to make these claims with confidence.

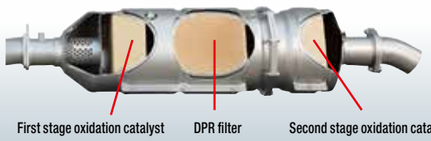
Diesel engines have good thermal efficiency by nature, and diesel vehicles have the benefit of consuming less fuel compared to gasoline vehicles of the same weight. Less fuel consumption translates into less CO_2 emissions overall. Diesel engines are optimally suited for powering trucks-vehicles that have to operate over long periods of time as they form the backbone of logistics operations all over the world. However, diesel engines have long been faced with the challenges of reducing emissions of nitrogen oxides (NOx) and particulate matter (PM), both of which cause air pollution. While engineers have been able to dramatically reduce these harmful constituents from standard gasoline engine emissions with the use of three-way catalysts, this type of mechanism generally requires the engine be operated within a narrow band of air-fuel ratios, making it impractical for diesel engines, which operate using excess air. As a result, developers have had to innovate separate technologies for reducing both NOx and PM in diesel emissions.

In 2003, Hino developed the Diesel Particulate Active Reduction (DPR) system, the first system in the world to dramatically reduce PM emissions in commercial vehicles. But Hino's commitment does not stop there. The current mainstream method for reducing emission gases (NOx) from commercial vehicles is the urea SCR (Selective Catalytic Reduction) system. This is based on the principle that ammonia (NH3) chemically reacts with NOx to produce nitrogen and water—the same principle applied to emission gas treatment systems for thermo-electric power plants and similar facilities. However, the cumbersome size of urea SRC systems is ill-suited to light- and medium-duty trucks, in addition to which the system is difficult to use in regions lacking an aqueous urea supply infrastructure.

The mechanism of the New DPR



Newly developed DPR cleaner



To overcome these issues, Hino developed the New DPR, the world's first system for reducing both NOx and PM using a vehicle's own fuel (light oil) as the reducing agent, without the need for aqueous urea. This revolutionary catalyst technology not only eliminates the inconvenience of having to stop for refilling aqueous urea but also provides unique economic advantages. The system is compact and lightweight, meaning it is adaptable to the space and mass constraints of a variety of light- and medium-duty truck bodies, providing excellent commercial value overall.

In 2014, the technological innovation and achievement of Hino's New DPR emission gas reduction system were recognized with five prestigious awards in Japan, including the Minister of Economy, Trade and Industry Minister's Prize by the Japan Society for the Promotion of Machine Industry.

Needless to say, these Hino technologies were not developed in a day. The New DPR traces its inception back roughly 25 years to when research and development were begun based on the vision that future diesel engines would require catalyst technologies for emissions reduction.
This technology would not have been possible were it not for Hino's foresight and passion for persistently taking on difficult challenges.

Countless other milestones have been achieved based on Hino's proactive development philosophy. Innovations in fuel-saving technology include the low-pressure-loss high-pressure Exhaust Gas Recirculation (EGR) cooler core, which achieves large-volume-cooled EGR;
the large-capacity EGR valve; and an electronically controlled fan clutch that reduces energy loss in the fan drive. Engine service lives are lengthened by such technologies as engine oil and water temperature optimization technologies incorporated into oil consumption reduction systems.

Kazuyuki Baba

General Manager
Engine Engineering Division

In fact, there are many other technologies we would like introduce to our readers, and we will be doing so a few at a time in future issues of this magazine.

We leave you with a message from Mr. Baba to our customers around the world:

"It was only because of our customers' confidence in and expectations of Hino that engine developers such as ourselves have been able to overcome so many difficult challenges. I believe the demand for lower emissions, better fuel efficiency, higher output and better reliability will only continue to grow, and we at Hino are committed to putting every effort into rewarding our customers' confidence and expectations. Expect great things from Hino as we move forward into the future."

As long as this passion lives on among its developers, Hino's technologies will continue to expand the forefront of innovation.

File1: *Washoku*

How familiar are you with Japan, the birthplace of Hino Motors? We will be introducing a variety of aspects of Japanese culture in an effort to give our readers a chance to get to know our home country. In our first article in this series, we will be highlighting Japanese cuisine, or "washoku."

Sushi is one of Japan's major dishes, and is made from fresh seafood and vinegar-flavored rice.

Japan is an archipelago that stretches over a long distance from north to south, with four distinct seasons annually. The land has been blessed with abundant natural gifts, and the cuisine that originated here was cultivated over centuries, retaining strong ties to nature. The Japanese people generally have a great respect for nature, and have been very discerning in developing food preparation techniques that really bring out the goodness of their ingredients, particularly with regard to those tastes and flavors that can only be enjoyed "in season." In December of 2013, at the 8th intergovernmental conference held in Baku, Azerbaijan, "Washoku: traditional dietary cultures of the Japanese" was registered as an element of intangible cultural heritage by UNESCO, the United Nations Educational, Scientific and Cultural Organization. In its decision, UNESCO stated, "Washoku is associated with an essential spirit of respect for nature, and is being passed down through generations as a traditional social custom."

So what, specifically, is washoku? It was described in detail in the reference information provided by the Japanese government in the application for intangible cultural heritage status, and we would like to excerpt it here.

Characteristics of Washoku

1 A diverse range of fresh ingredients, and a respect for their intrinsic nature

The Japanese archipelago stretches over a great distance from north to south, spanning a variety of geographical settings including ocean, mountains and countryside. As such, each region uses a diverse range of ingredients that are unique to the area. Additionally, food preparation techniques and tools have been highly developed for the purpose of making the best of the intrinsic goodness of those ingredients.

2 Nutritionally balanced and healthy cuisine

The Japanese eating style, which is based on the idea of "one soup and three vegetable dishes," is said to provide the ideal nutritional balance. Additionally, the ingenious application of "umami" has resulted in a diet that makes less use of animal fats, helping to extend local lifespans and prevent obesity among the Japanese population.

3 The meals are an expression of the beauty of nature and changing seasons

Another characteristic is that the beauty of nature and changing seasons are expressed in washoku meals. The food is often decorated with seasonal flowers and leaves, then served on dishes and handled with utensils that match the season as a way to fully appreciate the time of year.

4 Close connection with yearly celebrations and events, such as the New Year's Holidays

Japanese cuisine developed through a close relationship with yearly celebrations and events. As an occasion where people could spend time together sharing food, which is a gift of nature, meals played an important role in deepening the ties between members of the family and the community.

Food is presented in a way that displays the beauty of nature and the colors of different seasons.

(The above was excerpted from the Ministry of Agriculture, Forestry and Fisheries website.)

The careful discernment that goes into how the goodness of each seasonal ingredient can be fully brought out, the pursuit of the ideal nutritional balance, the attention that goes into aesthetics, and the spirit of cherishing ties within the community or family through the act of sharing meals... Would it be an overstatement to say that Hino's commitment to manufacturing quality products that are suited to each individual region of the world shares common elements with this spirit of pursuing the best in cuisine?

"Katsura muki" is a way of cutting daikon (Japanese radish) without moving the knife blade but rather by rotating the daikon against it. This enables the chef to cut the daikon very thinly without ruining its texture.

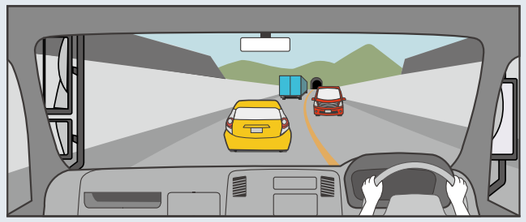
Safe Driving Techniques

Driving techniques for avoiding dangerous situations:

Maintain good distance to prevent rear-end collisions.

Trucks play a critical role in logistics. One of the social responsibilities of truck drivers is to avoid causing accidents and practice safe driving on an ongoing basis. Our hope is to contribute as much as possible to your driving safety. This is why we are launching the “Basic Techniques for Safe Driving” series starting in this issue.

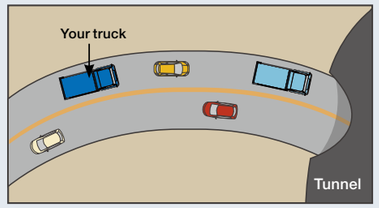
Let’s say you’re driving a truck on a two-way road with one lane in each direction. A passenger car is in front of you, and a heavy-duty truck is in front of the car. Some distance ahead, you see the entrance of a tunnel. In this situation, what types of hazards can you foresee?



Because truck drivers have a greater view of their surroundings, they tend not to keep enough distance with the vehicle in front of them. What’s more, when there’s a heavy-duty truck ahead of them, their attention goes to the larger truck, and they tend to take the passenger car lightly. If they drive too close to the passenger car ahead of them, a sudden slowing down of the car can lead to a rear-end collision if the truck driver is even an instant too slow to notice. Further, consider the fact that it gets darker in a tunnel and the driver’s field of vision narrows. Inside a tunnel, most drivers will tend take their foot off of the accelerator and slow down. This in turn creates congestion, which again, if drivers are slow to notice, may result in a rear-end collision.

How, then, can you avoid these dangers? The first thing to keep in mind is to increase the distance between you and the vehicle ahead, keeping your eyes on the road. By doing so, even if the vehicle ahead were to suddenly slow down or stop, you would have a better chance of avoiding hitting it.

Also, always keep in mind that the car ahead of you will slow down inside a tunnel.



Here are some data points from Japan for 2013, which show that approximately 50% of accidents caused by heavy- and medium-duty transport vehicles are rear-end collisions. A look at Table 1 shows us that this percentage is high compared to that for passenger cars.
Table 2 shows us the percentage of fatal accidents among all rear-end collisions. The percentage of rear-end collisions involving heavy- and medium-duty transport vehicles that resulted in a fatality was 10 times higher than the rate for passenger cars. This clearly shows how rear-end collisions caused by heavy- and medium-duty transport vehicles can lead to serious accidents. This is not just a story from a faraway land, the tragedy caused by rear-end collisions will be the same in your country as well.

Take enough distance and carefully observe the behavior of the car ahead of you as you drive. It’s a very simple thing. Our hope is that you will begin to pay even greater attention to safe driving starting today so you can deliver your best performance.

Table 1: Accidents classified by category and primary party (heavy- and medium-duty transport vehicles, passenger cars) Number of accidents (2012)

		Passenger cars		Heavy- and medium-duty transport vehicles	
		Number of accidents	Percentage of all accidents	Number of accidents	Percentage of all accidents
Vehicle-person		30,694	9.5%	1,514	6.3%
Vehicle-vehicle	Head-on	6,342	2.0%	378	1.6%
	Rear-end	116,739	36.2%	12,162	50.4%
	Head-to-head at corner	79,769	24.7%	2,483	10.3%
	While turning right	29,173	9.0%	1,307	5.4%
	While turning left	16,834	5.2%	1,422	5.9%
	Other	36,222	11.2%	4,530	18.8%
Lone vehicle		6,954	2.2%	358	1.5%
Train		15	0.0%	0	0.0%
Total		322,742	100.0%	24,154	100.0%

Table 2: Fatalities in rear-end collisions (2012)

	Number of fatal rear-end collisions	Number of rear-end collisions	Percentage
Heavy- and medium-duty transport vehicles	87	12,162	0.72%
Passenger cars	70	116,739	0.06%

*Reference data for Japan. Courtesy of 2013 Traffic Accident Analysis Center documentation.

Hino owners’voice 1

Coca-Cola and Co., Yemen

Mr. Akhilesh Chauhan
Finance Manager,
Coca-Cola and Co., Yemen

“Our company is a branch of Coca-Cola International. We manufacture and distribute a variety of Coca-Cola products, primarily Coca-Cola, Fanta and Sprite. We cover the whole of Yemen and have distribution centers in major Yemeni cities. We use nearly 100 trucks at these centers, of which we operate a total of 18 HINO500 and HINO300 Series trucks. At present we are ordering 19 more trucks so there will soon be 37 Hino trucks in our fleet. We own trucks from other brands, but the proportion of Hino trucks in our fleet is growing. When we purchased our first Hino trucks, our aim was to see how they would fit into our operations compared to trucks from other manufacturers. A year later, it became obvious that the quality was superior to other brands. They have good fuel efficiency and good road performance, in addition to being very easy to maintain. We are also very happy with the after-sale services that come with the trucks, in particular being able to speak directly with staff members at our dealership, Sana’a Hino. When you look around at industry norms in the Yemeni market, Hino support services are head and shoulders above anything available here. Since Hino trucks are very efficient in terms of both fuel consumption and maintenance costs, they have made a positive impact on the profitability of our company as a whole. I should also point out that their spare parts are also very durable.”

Hino’s service operations in Yemen are head and shoulders above the rest.

The company currently operates 18 Hino trucks, and continues to increase the number of Hino trucks in its fleet every year.

The company’s red Hino trucks are a familiar sight in the cities.

Mr. Raidan al Hakimi /
Fleet Manager

“Hino has been a very well known and reputable name in Yemen for many years. We heard stories about how Hino trucks purchased in the 1970s are still be well operated.
I am responsible for all of the cars and trucks in use at our company, and I had heard many good things about Hino even before we began purchasing them.
I also knew that AMTC was in charge of Hino’s after-sale services. Toyota has many service branches throughout Yemen, and because our business covers the whole of Yemen, it is a great advantage for us to have access to service branches in many parts of the country. Once we actually began operating Hino trucks, I felt that they exceeded our expectations. They have powerful engines, and are more fuel- and oil-efficient. They also provide great after-sale services, and whatever the problem may be, it is addressed promptly by the staff. So we intend to purchase more Hino trucks in the future and we look forward to establishing a great relationship with Hino.”

Mr. Saleh Kamel / Driver

“Hino trucks are excellent. They are the best of all the trucks I’ve driven in the past, both in terms of loading and road performance. Everything about them is great, to the point that I can’t think of anything that I’m not happy about. I’m thoroughly enjoying the experience.”

Hino owners' voice 2

Ozone, Morocco

"Hino is the secret of our success."

Ozone, a leading cleaning and waste collection service group in Morocco, has been using Hino trucks since 2011. In light of the many advantages offered by Hino, Ozone is 100 percent satisfied with its choice.

Founded in 2010, Ozone operates in 25 areas across Morocco and employs more than 3,200 people today. When Ozone purchased their first Hino in 2011, Ozone chose 3.5- and 5.5-ton of Hino trucks. Ozone later began to acquire 8.5-ton Hino trucks as well, and within a few months Ozone's fleet of Hino trucks grew to reach its present number of nearly 30 vehicles out of a total fleet of 500 trucks. In fact, Ozone no longer considers any other manufacturers to equip it with 3.5- to 8.5-tons trucks.

Peerless Advantages

There are convincing arguments in favor of Hino trucks: "The 3.5- and 5.5-ton Hino trucks are highly efficient in narrow areas, which are inaccessible to big trucks, such as in the Medina of Fez where we operate," observes Mr. Aziz Badraoui, CEO of Ozone.
The 8.5-ton Hino trucks also have their advantages: "An 8.5-ton Hino truck can carry 5 to 6 cubic meters of waste. Their capacity is impressive."

Mr. Badraoui's praise can be attributed to the robustness of Hino trucks. Aside from their ability to carry heavy loads, Hino trucks have proven their reliability when confronted with many other challenges: "Our trucks are usually subjected to extreme conditions. They operate on uneven ground and are used intensely with little downtime. However even under these trying conditions, Hino products remain highly efficient."

Mr. Aziz Badraoui
CEO of Ozone, Morocco

Mr. Badraoui holds up Hino trucks' remarkably sturdy gearbox as an example: Ozone hasn't replaced a single gearbox in any of its Hino trucks for three years.

Design isn't left behind!

In addition to their robustness, Hino products stand out in their visual appearance. "Design might seem a secondary aspect for waste collection trucks," Mr. Badrui observes. "But when we bid for service contracts, every element is vital to ensuring success. And when we highlight Hino trucks' visual appearance in our bids, it definitely weighs in our favor."

Hino: The True Meaning of Customer Service

As much as robustness and design may be important to a truck's capabilities, they aren't guarantees of customer loyalty. What has kept Ozone loyal to the Hino brand has been the quality of its service. According to Mr. Badraoui, "We're very happy with the trucks' delivery conditions, and we also appreciate the availability and delivery conditions for the spare parts. Our maintenance contract with our local Hino dealer provides us gives us optimal cost advantage and good service at Hino's service sites across Morocco." Ozone mechanics also benefit from service training provided by Hino dealers, allowing Ozone to maintain its vehicles in top condition. Ozone also receives safety driving and eco-driving technique trainings from the local Hino dealer. All of these training programs leads to fuel and tire cost optimization.

Boosted Competitiveness

Hino's strengths offer Ozone a significant competitive advantage: "These vehicles allow us to optimize our purchasing and operating costs, which both strengthens our bid competitiveness and ensures client satisfaction," Mr. Badraoui says. "In fact, the advantage we get from Hino trucks is so significant that it singlehandedly explains our success in some bids." In summary, he says, "Hino is the secret of our success."

There's little doubt that this success has aroused envy among Ozone's competitors, and some of them have already imitated Ozone's recipe by converting to Hino trucks. But Mr. Badraoui doesn't seem to mind: "That's a good thing for Hino, because it's an outstanding brand and it deserves all the success it gets."

Hino owners' voice 3

Sleep Country, Canada

Hino trucks are the preferred truck to drive.

"Road service calls are close to nonexistent for our fleet of Hino trucks. In addition to the negligible number of service calls, the trucks have superior fuel economy and reliability.

Sleep Country exclusively uses Hino trucks, and has purchased over 40 conventional cab Hino trucks nationally. I love these trucks, and I've standardized the entire fleet on both sides of the border.

Following recent truck purchases for the Western regional office, the drivers were initially unfamiliar with the new Hino products. Now they are the preferred truck to drive. From a safety standpoint, our drivers report that there are few blind spots thanks to the cab's panoramic view, and the driver's seat is comfortable and spacious enough to accommodate all body types.

I'm confident that our national fleet of Hino trucks is the perfect choice for Sleep Country's business needs. I would be proud to recommend Hino to anyone."

Mr. Dave Atkinson
Operations Manager, Eastern Canada

Key Points for Truck Operation in a Desert Environment.

Takeshi Kumeda

Former Manager, Middle-East, Euro & Africa Group
Regional Service Department Overseas Service Div.

"Trucks operated in the desert regions of the Middle-East are exposed to sand particles so fine that they can be caught in the grooves of your fingerprints. These powder-fine particles can be sucked into a truck's intake and clog up the air cleaner. A clogged air cleaner will reduce the amount of airflow into the engine, which will not only decrease the engine's fuel efficiency and power output, but will also increase the amount of black smoke in its emissions. If left unattended, this may eventually cause permanent damage to the engine. Frequent checks on your air cleaner using the dust indicator and cleaning or replacing the filter, as necessary, will help prevent breakdowns before they occur and extend the service life of your vehicle."

"During my assignment in the Middle-East, I was mainly in charge of countries such as the UAE, Oman and Saudi Arabia, where the sand contained moisture because the desert regions are close to the coasts. This meant that when trucks were driven into these areas, the moist sand beneath their tires would form hard ruts that would result in undulating road surfaces. Trucks driven on this type of road surface for long periods of time can develop suspension problems. Driving on these roads over long periods of time can cause damage to your tires. That said, truck operators can reduce serious failures in the suspensions and tires of their trucks by carrying out both daily and periodic maintenance, as well as observing proper driving practices recommended in their Owner's Manuals."

"Desert environments are obviously harsh to trucks. But Hino trucks have been designed with quality in mind, so they're able to deliver their potential even under these severe conditions. I'm certain that carrying out proper daily maintenance will allow Hino trucks to continue to meet your expectations."

Reader Contributions Wanted!

We will be launching a photo contest starting with the next issue of HINO Cares. Readers are invited to send in photos according to a specified theme.

The theme is ***"My Favorite Road."*** Along with your photo submission, please tell us why you like that particular road. Winners will be presented with a small gift.

The photo contest results would be announced in our issue #26 to come out in mid-late 2015.

Deadline: March 31st, 2015 (Japan time)

Please submit your photo files to
marketing@hino.co.jp
* Files must be no larger than 10MB.

For postal mail, please send your photo to the following address:

HINO Cares Photo Contest /
Marketing Group Overseas Planning Div.
Hino Motors, Ltd.
3-1-1, Hino-dai, Hino-shi, Tokyo 191-8660, Japan

Along with your submission, please include your full name, address, phone number, email address, and a brief comment about your truck.

We look forward to hearing from you!

HINO

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