

HINO

Global Brand for all Customers

Cares



Opening Report: HINO TEAM SUGAWARA marks its seventh straight championship in the Under 10-litre Class in the Trucks category!

Team claims its 25th Finish in the Dakar Rally! In this issue, in addition to reports on Dakar Rally 2016, we will be featuring an expanded Cool Japan column as well.

Illustration: Mr. K. Sungra (right) of SKTS Enterprise in Malaysia, with his son, Mr. Jega (left)



HINO TEAM SUGAWARA Wins 7th Straight Championship

in the Under 10-litre Class of the Trucks Category at Dakar Rally 2016

Team also celebrates 25th straight finish since its first entry in the rally

The Dakar Rally: We suspect just the mention of its name is enough to cause the hearts of many of our readers to race. Taking contestants through extreme conditions across a distance of 10,000 kilometers over a period of two weeks—with nearly half of the contestants never making it to the finish line despite their courageous efforts—this rally is truly the most torturous motor sport event on the planet.

This year, Hino has accomplished the stunning feat of finishing in all 25th of the Dakar Rallies it has entered since it first participated in 1991. To top it off, the team also won its seventh straight championship in the Under 10-litre Class.

Dakar Rally 2016, which marked Hino's 25th entry into the rally, was held in Argentina and Bolivia between January 2 and 16, 2016. With a total of 347

entries—of which 55 were trucks—contestants raced over a total distance of 9,039 kilometers, consisting of 4,320 kilometers of timed segments and 4,719 kilometers of liaison segments.

Due to forecasts concerning the El Nino weather phenomenon, the itinerary did not include the vast deserts of Chile or Peru, as these countries declined their bids to host the rally this year. But it didn't mean the intensity of the Dakar Rally was in any way reduced. On the main battlefields situated in the Andes Mountains and the pampas, racers were challenged with twisty, winding mountain roads and fesh-fesh (fine, powdery sand) covering narrow paths that offered very little room for maneuvering.

This year, Hino once again teamed up with Team Sugawara—directed by father-and-son driving team Yoshimasa and Teruhito Sugawara—to enter the race as HINO TEAM SUGAWARA. Yoshimasa Sugawara is certified in the Guinness Book of World Records as having made the most entries in the history of the Dakar Rally. With his participation this year, he has extended his own record to 33 consecutive entries².

Four of the team's mechanics had applied to join the team from Hino dealerships in Japan, and were chosen for their exceptional skill and passion for their work. Hino's Dakar Rally trucks once again put on a truly stunning display. The trucks

were based on the HINO500 Series, known worldwide for their durability.

Dakar Rally fans likely know how these trucks are often referred to as the "Little Monsters." Remaining true to this nickname—which was conferred to Hino's Dakar trucks for defying their smaller, medium-duty-truck stature and posing serious competition for larger monster trucks—this year's trucks were built off the 2015 trucks and further enhanced with engine and suspension upgrades. The team also shaved 300 kilograms of weight from the vehicles in order to address the Dakar Rally's increasing focus on speed in recent years.

The looped course stage on January 12, which started and finished in Belén, Argentina, provided the stage for an unmitigated display of what these upgraded Dakar trucks were capable of. With dried riverbeds and fluffy dunes covered with patches of grass, the stage's terrain was strikingly reminiscent of the off-road wastelands of northern Africa. While this stage posed an elevated risk of overheating due to the 40°C+ heat and the terrain's greater driving resistance, which resulted in a corresponding decrease in speed, Teruhito Sugawara fully leveraged the mobility of his HINO500 Series truck to deliver a brilliant performance. On this day, his Car 2 clocked the ninth fastest time to the finish line in the overall Trucks category (top in the Under 10-litre Class), making this the first stage of the year in which the team finished in the top 10.





This year's Dakar Rally proved to be as daunting as ever. At the end of the tortuous 9,000 kilometer-plus race, only 84 bikes, 23 quads, 66 cars, and 41 trucks made it to the finish line in Rosario, for a finish rate of 62%. And while the performances of HINO TEAM SUGAWARA's two trucks speak for themselves, particularly noteworthy was how Car 2, piloted by Teruhito Sugawara and competing against the 50-plus trucks in the category—many of which were powered by engines with almost twice the displacement of the Hino trucks—delivered results that put it within striking distance of its rivals in the top group, such as when it temporarily clocked the fourth fastest checkpoint time in stage 10.

In overall rankings, Car 2 moved up from last year's 16th place to 13th this year, and won the Under 10-litre Class for the seventh year in a row. Yoshimasa Sugawara finished 31st overall and 2nd in his class, handing the team a one-two victory in the class just as it did last year and the year before.

Please also visit Hino's global site (www.hino-global.com), where you can read all about HINO TEAM SUGAWARA's amazing performance at Dakar Rally 2016.

*1: This was the company's 25th finish in the race since 1991, not including 2008 when it was canceled due to political instability.

*2: Yoshimasa Sugawara had applied to enter the canceled 2008 rally, and is therefore recognized by the organizer as having entered the event.



Hino Owners' Voice



Mr. Sungra's son, Mr. Jega (left), is the company's transport manager.

"I think Hino is the best choice for us."

SKTS Enterprise / Malaysia | Mr. K. Sungra / General Manager



"Our company primarily transport food products. Our freezer trucks transport seafood and pastries, as well as products for Starbucks and Subway. We used to operate trucks from another maker, but now, thanks to the help we get from our Hino dealer, I think Hino is the best choice for us.

"I used to work at McDonalds, where I had experience with Hino trucks for 20 years, so I knew how good these trucks were. I had been thinking of purchasing Hino trucks from the time I founded this company in 1997. Hino trucks are durable and long-lasting. You can use them for many years to come as long as you service them properly.

"An important point to consider in determining a truck manufacturer with whom to partner, in addition to the performance of their products, is the quality of their services. Our Hino dealer is always there for us. When we need some genuine parts for our trucks, all I have to do is make one phone call.

"Our dealer takes care of everything for us regarding maintenance services and repairs. And not only for parts, but even when purchasing a new truck, all I do is call the person in charge of our account at the dealer and he takes care of the rest. That's the level of confidence we have in our Hino dealer's service. We are very satisfied.

"On one occasion, there was this incident where one of our trucks broke down 600 kilometers away from where we're located. All I had to do was call our Hino dealer. They arranged for repairs and the truck came home without any further incident. Their quick response was a great help to us.

"We do simple things like oil changes in our garage, but anything other than that, we have our dealer take care of it. And things are becoming even more convenient, as they'll be opening up a new service center close to our location."



The company currently employs about 70 drivers.

The company's name, SKTS, is a combination of "SK" and "TS," the initials of the owner and his wife, respectively.



HINO TOTAL SUPPORT Activities & Owners’ Voice

Instead of boasting its number of units sold, Hino focuses on making the one particular truck that any given customer might be seeking.

For 41 straight fiscal years, Hino has enjoyed the highest market share in the Japanese heavy- and medium-duty trucks market, and continues to expand its share in the global market as well. In 2007, the number of units it sold in international markets surpassed the number of units sold in Japan, and now international sales make up roughly 70% of Hino’s sales overall. The company’s international reach ranges over roughly 80 countries in Asia, North America, Latin America, Oceania, Europe and Africa, with Asia being its largest market.

However, Hino’s main focus is not on pursuing production volumes or the number of markets it serves, but on delivering the one particular truck that any given customer might be seeking. This is because trucks must meet a diverse range of criteria that vary from country to country, and also vary depending on road conditions, the items they transport and the bodies with which they are mounted.

The truck was based on a HINO700 Series frame.

Hino’s way of serving its customers through trucks optimized for their needs and applications—which vary from market to market—is embodied in the company’s “the best-fit product” concept. Hino’s products are packed with ideas and technologies that enable the company to deliver these best-fit vehicles—which have been designed to accommodate a diversity of customer needs—to their customers with the shortest lead times possible.

For example, Hino’s vehicle designers have developed a modular design for the various components that make up these vehicles so custom modules can be designed locally in different regions, which in turn facilitates processes such as the combination, replacement, mounting and modification of those modules. This system also contributes to bodybuilding without need for major chassis work, and facilitates the installation of auxiliary equipment as well as electrical and air systems for different types of bodies.

Additionally, in order to increase the loading efficiency of its trucks, Hino has been reducing the surplus weights of the trucks themselves as a way of enhancing their load capacities, and has also incorporated lower beds to increase their volumetric load capacities, all within the regulatory parameters that govern the trucks’ sizes and gross weights in each of the different markets it serves.

It goes without saying that the company also leaves no stone unturned with respect to making enhancements to transport quality. Hino’s trucks’ suspensions—critical components that are ingeniously designed to absorb vibrations from the road surface to prevent cargo damage and keep the cargo from shifting—come in a variety of versions to ensure the best fit with the road and operating conditions the trucks will be working under in each different country. The spirit of “Customer First” consistently flows through each and every one of these ideas that Hino incorporates in order to deliver the optimal truck to each of its customers.



Mr. Kazuhiro Koga, president of Nadakatsu Suisan

And in 2009, with aid from the national government supporting agricultural-commercial-industrial collaborations, he launched a project to develop a special water tank that could be mounted onto a truck.

“I knew that by increasing our sales channels we would be able to increase revenues for fishermen,” Koga explains. “And if we could develop the ‘Yobuko squid’ into a brand with a nationwide reputation, it would help us attract more tourism to our region. And that’s when I thought of shipping our squid to Tokyo, the largest center of consumption. By increasing the demand for live fish for ikizukuri, we would be able to reduce the volume of fresh fish in the local markets to ensure a better balance between supply and demand, and therefore prevent collapses in fish prices.”

In 2010, a business located in Yobuko town in Karatsu, Saga prefecture in Kyushu, Japan received delivery of a rather unique truck. This truck was designed to deliver live swordtip squid, a Saga specialty, to Tokyo about 1,250 kilometers away. The transport company was Nadakatsu Suisan (Nadakatsu Fisheries). The president of the company, Kazuhiro Koga, took over his father’s business, the Genkai restaurant—the first restaurant in Yobuko to serve ikizukuri- (sashimi prepared from live fish) style squid in 1969.



The truck was fitted with four water tanks.



The filtering system was designed to be compact. This monitor enables the driver to check the status of the filtering system.



The display above the driver's seat provides a view of the inside of the tank.



As squid are very sensitive to changes in water quality, the longest they can withstand water tanks on regular live fish trucks is roughly two to three hours. To transport these squid to Tokyo, Koga needed a water tank that would be able to keep the squid alive for 17 to 18 hours. So Koga, working with Kyushu University, set out to jointly develop a special water tank fitted with three different filtering systems, and eventually succeeded in developing a tank that was capable of maintaining the required water quality levels.

The truck that he chose to load four of these tanks, which ensured a survival rate of over 98% even on long hauls, was a Hino. In fact, Hino was involved in this project from the very start, and carried out a number of verifications to determine the type of chassis that would be needed for this special bodybuild.

The HINO700 Series FR truck was chosen as the base truck. The water tanks to be mounted were to have a total weight of 8.7 tons. In addition, Hino's efforts to reduce the truck's weight and lower its bed played an important role in how the water filtering systems, the compressors and their respective pieces of operating equipment would fit onto the truck.

No major modification was required to the chassis layout to equip the truck with full air suspensions to improve transport quality, or to mount two large fuel tanks and install electrical systems and air plumbing. This resulted in the shortest possible lead time to delivery of the truck.

"Hino said yes to all of our conditions, including this special bodybuild and the terms of our lease contract," Koga says. "If they had said no, this project would not have gotten off the ground. Since we were taking on the challenge of pioneering a new area of business—that is, transporting live fish to Tokyo—we asked the water tank developer as well as Hino to work with us and take it on together."

Squid fishing boat.



Squid ikizukuri, as fresh as it gets.



Hino makes its best effort to do whatever it takes to meet its customers' needs with high quality products, as well as back up customers in many aspects of its vision of TOTAL SUPPORT, including the financial aspect.

It is only thanks to the unfaltering work and passion of Nada-katsu Suisan that many people are able to enjoy ikizukuri-style swordtip squid, a Yobuko specialty, hundreds of kilometers away in Tokyo. Ensuring that it can serve customers such as Nadakatsu Suisan—customers who are driven by a burning passion—in as short a time as possible is the reason Hino consistently sticks to its "Customer First" policy, and continues to advance its services and technologies.

Mr. Urakawa (left), VP of the company, is in charge of transportation.



HINO Total Support World Business Meeting 2015



Hino TOTAL SUPPORT World Business Meeting 2015 was held on October 28th, 2015, in Yokohama, Japan. Distributors representing 61 countries attended to discuss Hino's TOTAL SUPPORT strategy, introduced during the 2012 World Conference.



During this meeting, successful TS applications were presented by representatives from Indonesia, Taiwan, Lebanon, U.S.A., New Zealand, Thailand, Guatemala and Japan. Each program was uniquely structured to fit their market needs, displaying the flexibility of the TOTAL SUPPORT concept. The goal of becoming a "True Business Partner" for each Hino customer can be approached through many different ways.

The presentations inspired and stimulated many of the attendees. "Since the 2012 conference, we've invested a lot in terms of thinking, doing and expenditure, and engaged our people and our dealer culture to improve TOTAL SUPPORT's philosophy. Nevertheless, perhaps we should be more proactive, rather than reactive," said Mr. Steve Lotter from Australia. Mr. John Abraham, from Bahrain, commended after a presentation, saying "Our current TS program includes our service marketing representative visiting our customers on a regular basis, offering individual and personal attention. For the coming years, I would like to put more effort into training mechanics to handle advancing technologies."

The conference concluded with a confirmation of commitment from every member of Team Hino to satisfy customers and contribute to society through TOTAL SUPPORT.



Mount Fuji, the tallest mountain in Japan, is now a World Cultural Heritage Site.

Many of our readers will have heard the name Mount Fuji. With its summit peaking at 3,776 meters above sea level, Mount Fuji is the tallest single-peak mountain in Japan, and is known around the world as one of the symbols of our country. In June 2013, the mountain was registered as a World Cultural Heritage Site. This registration was an acknowledgement by the international community of the outlook on nature and culture embraced by the Japanese people, who have traditionally seen the mountain in a spiritual as well as artistic light.

The magnificent beauty of Mount Fuji has inspired many artists from ancient times. The most famous paintings depicting Mount Fuji are the ukiyo-e that were produced during the Edo period (ca. 17th-19th centuries). Artists such as Katsushika Hokusai and Utagawa Hiroshige depicted the mountain as seen from a variety of vantages. It is said that these ukiyo-e also had an impact on impressionist artists such as Van Gogh and Monet. One could say that Mount Fuji is worthy of world cultural heritage status just through the fact that it has been a source of inspiration for these historical pieces of art.

Because Mount Fuji has repeatedly erupted over the millennia, it has been venerated as an object of “yohai,” indicating the worship of a kami- (god) embodying mountain from afar. After the 10th century, when its eruptions began to wind down, it gradually became a mountain for “tohai,” or the worship of a mountain by climbing it. This practice, referred to as “Fuji Ko” in the mid-Edo period (between about 300 and 200 years ago), became hugely popular primarily in the Kanto area, and people set out on pilgrimages to the mountain in scores.

In the late 19th century, Mount Fuji became a popular tourist destination with the development of rail and road networks. In modern times, a large number of people have come to visit from all over the world, with some 300,000 visitors climbing the mountain every year during the peak season between July and September.

One of the images from “Thirty-six View of Mount Fuji” by Katsushika Hokusai.



Climbing a World Cultural Heritage Site: Mount Fuji Climb Report

To prepare this report, the Hino Cares crew actually climbed Mount Fuji on August 23rd to 24th last year. We hope you find the information contained here helpful if you ever have the chance to visit and climb Mount Fuji yourself.



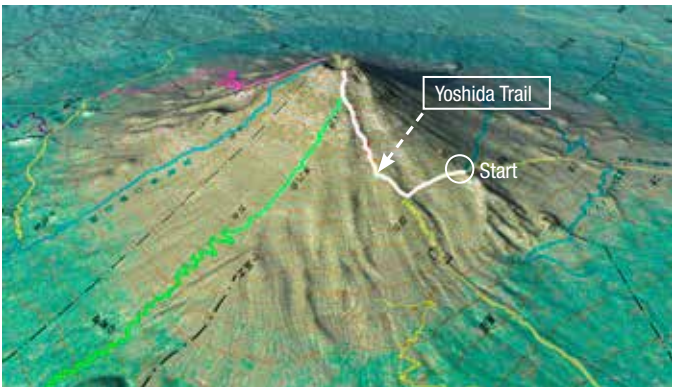
We decided to join a Mount Fuji climbing bus tour that departed from Shinjuku station in Tokyo. In addition to taking you right to the entrance of any one of the climbing trails, these bus tours will also make a stop at a climbing gear rental shop so you can rest assured even if you happen to forget to pack an essential piece of equipment.



Different tour companies offer a wide range of similar bus tours, most of which are reasonably priced, and we recommend joining one of these tours if you are a first-timer.

The tour we joined for this trip cost about 20,000 yen per person including transportation, sleep break accommodation in a mountain lodge, meals, and bathing facility fees. (Costs can vary between tour companies and different itineraries, so be sure to check for yourself ahead of time.)

Mount Fuji has four climbing trails. Our tour took us to the Yoshida Trail, which is particularly popular among visitors. Even beginners can climb with confidence on this trail, as it features many lodges and several aid stations. Another reason for the popularity of this trail is that it gives climbers sights of the sunrise from all parts of the trail.



8:00 am: Bus leaves Shinjuku

10:30 am: Arrive at the entrance of Yoshida Trail

Our bus left Shinjuku station at 8 a.m., and about two and a half hours later—which included the time for a brief rest stop along the way—we arrived at the end of the Fuji Subaru Line (2,305 meters above sea level) at the entrance of the Yoshida Trail. This area features a large restaurant, as well as a post office from which many international visitors can be seen mailing commemorative postcards to friends and family back home. The area also provides coin lockers, which are a great help if you happen to be carrying non-essentials with you. Our tour group had lunch in this area, and then followed the lead of our Mount Fuji specialist guide to make our way to a mountain lodge at 3,450 meters above sea level, our destination for the day.



12:30 pm: Start the climb

The climb was relatively gradual up to about the 2,390-meter point, making this segment a rather easy ascent, with climbers chatting with each other as they hiked. But once on the all-out climbing trail, most of us were finding less and less energy to spare for small talk. The trails, which were sectioned off with chains, were tough to climb for the most part, and there were some areas where we had to grasp onto rocks to ascend. We took a toilet break at a well-equipped mountain lodge at the 2,720-meter point.



6:30 pm: Arrive the mountain lodge

By the time we reached the mountain lodge at our destination, it was already 6:30 p.m.—a full six hours after we’d begun our hike. This was where we were to spend the night.

This mountain lodge, which was situated at the 3,450-meter point, had clean toilets and was much more comfortable than we had expected. The staff handed out boxed meals for dinner, and we all hit our bunks early so we would be rested enough to climb the next morning and see the sunrise from the summit.

1:30 am: Head for the summit

We were up by 1:30 a.m., and after a simple breakfast, we left the lodge for the summit at 2:30 a.m. All of us wore headlights so we could find our way on the pitch dark mountain trail. Glancing down from where we were, we could see a river of headlights on the trail below us. It was unfortunate, however, that our climb to the summit had to be canceled due to bad weather. Instead, our group waited for the sun to rise at a mountain lodge a short distance down from the summit.

5:05 am: Sunrise

At 5:05 a.m., we could see the sun’s rays piercing through the breaks in the sea of clouds. The heavenly sight of the sunrise was enough to wash away all of our fatigue.



6:00 am: Start our decent

After taking plenty of time to take all of this in, it was time to begin our trip down. We walked down a descent-only trail that was different from the trail we’d taken for our ascent, and our guide split with our group at about 3,400 meters, from which point we made our descent on our own.



10:30 am: Reach the bottom of the trail

People who found it difficult to climb down on their own from this point—perhaps due to pain in their legs or other such problem—had the option of hiring a horseback “taxi” down to the bottom of the trail. Our crew made it down at 10:30am. Since our bus tour included hot spring bathing time, our bus headed for Isawa Hot Spring, where we eased our tense muscles in the hot baths. After lunch, we boarded the bus for our trip back to Shinjuku station, where our tour came to a conclusion at around 3 p.m.

3:00 pm: Bus returns to Shinjuku

We would like to end this report with a few personal observations based on our experiences climbing Mount Fuji. We hope you find them helpful if you ever have the chance to climb the mountain yourself.



Mount Fuji climbing tour experience

Climbing Mount Fuji, the tallest mountain Japan, is sure to give you a great sense of achievement and awe. Gazing at the sea of clouds is truly a magical and extraordinary experience.

- The temperature difference between the summit and base can be as large as 30°C, so functional, layerable pieces of clothing are a must.
- While beverages and snacks are available at mountain lodges, the prices are rather high, so be sure to purchase about two plastic beverage bottles (about one liter total) before you begin your climb.
- You will need plenty of small change for using toilets and such, so be sure to have about 2,000 yen worth of small change on you.
- The meals included in most of the tours are pre-fixed. If you have any food restrictions, consult your tour organizer in advance.
- Mountain weather can shift quickly, so rain gear and warm clothing are must-haves.
- Keep in mind that the risk of altitude sickness increases as you go up. The mountain lodge where we stayed overnight had oxygen supplementation services (for a fee), so don’t hesitate to use these if you’re not feeling well.
- The way up is no doubt a challenge, but you should by no means take the descent lightly, either.

File7: 浅草の老舗

The Long-Established Shops and Eateries of Asakusa

There is a reason why some traditions are carried on and cherished throughout the ages. One could say that these traditions—traditional performing arts, crafts, and cuisine—continue to be in demand to the present day precisely because of the enduring and unwavering effort that has gone into them to ensure that they will continue to provide pleasure to the people to whom they cater. When one studies the history of these traditions, one quickly realizes that “tradition” has also been a history of ongoing innovation. Hino has likewise been committed to continual innovation in order to remain true to its “Customer First” philosophy, which it has embraced as a maker of commercial vehicles since its founding. In File 7, we would like to introduce our readers to some of the shops and eateries in Asakusa—a popular tourist destination and home to many long-established shops and eateries—from the perspective of “traditional deliciousness” which proprietors have handed down over many generations.

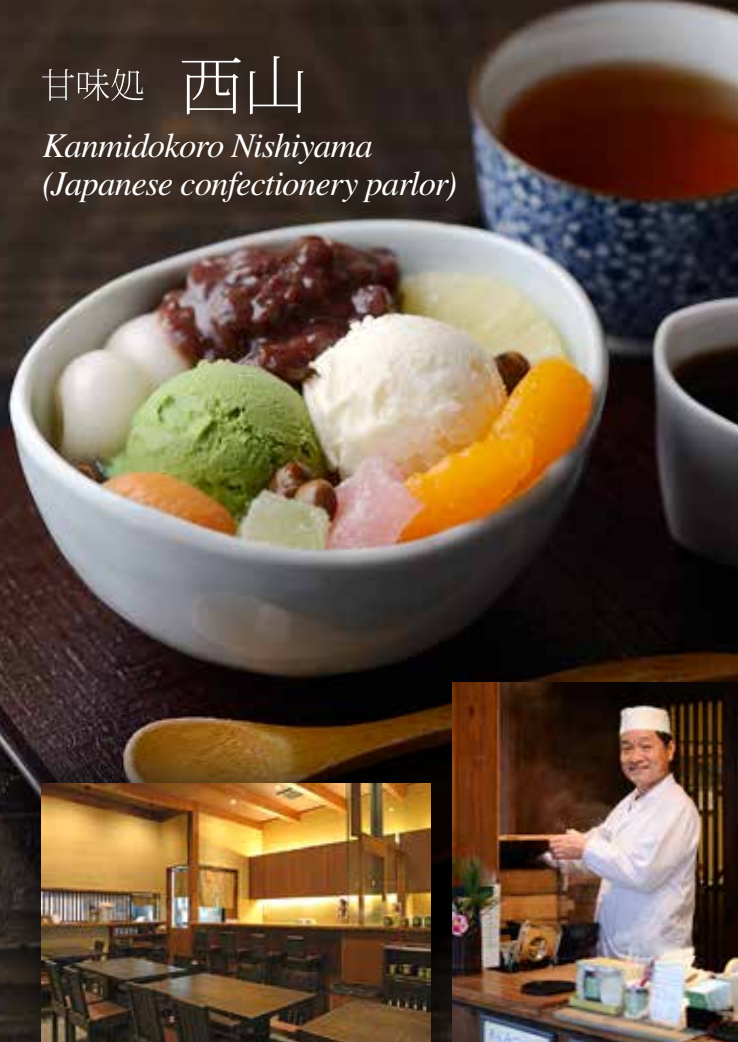
Asakusa is a popular destination for not only visitors from other parts of Japan, but also for an increasing number of foreign visitors. If you have a chance to visit Japan, be sure to include a visit to Asakusa in your itinerary, and be sure to try out other long-established shops and eateries in addition to those introduced here. We are sure you will discover amazing foods that have been developed through innovative tradition.



Komakata Dozeu

甘味処 西山

*Kanmidokoro Nishiyama
(Japanese confectionery parlor)*



Founded in 1852, Kanmidokoro celebrates its 164th anniversary this year. The menu primarily features sweets based on “an” (sweet bean paste) such as “Nishiyama anmitsu,” “Shiratama matcha cream zenzai,” and “Asakusa komachi.” The “an” served at Nishiyama is known for its smoothness and delicate sweetness. The key to its exquisite flavor is its traditional method of preparation which has been handed down over generations. It goes without saying that the source of the azuki beans that go into the “an” is a critical element in their selection. Furthermore, you may be surprised to learn that the azuki are hand sorted one by one to ensure that only the best are selected. Many may think that, with the many improvements to mechanical sorters, this kind of hand sorting has become a thing of the past, but sixth generation proprietor Takao Nishiyama reminds us, “We want to make the best-tasting product possible, and hand sorting is an indispensable part of that.” After sorting, the azuki beans go through several processes, and are cooked for about eight hours, cooled, and cooked again until they are finally perfected into the “an” that Nishiyama is known for. The reason this “an” has been a customer favorite for over 164 years has much to do with the fact that it has always been made with meticulous care, in a process where consideration for workloads and man hours have decidedly taken a backseat. Takao Nishiyama reflects, “It goes without saying that every proprietor before me made improvements over the years to our preparation methods, as well as changes to the variety of dishes that they served. I am also honing my own skills so that I will be able to produce better tasting dishes. That said, I am committed to upholding the spirit of ‘Offering the best in hospitality by choosing the best products for our customers,’ a spirit that has been handed down over generations from our founder.”

大黒家天麩羅本店

*Tempura Daikokuya
(Tempura dishes)*

Founded in 1887, Daikokuya of Asakusa has always been known for their “tendon” (tempura rice bowl). The restaurant’s menu consists of tendon and a variety of single-item dishes included in tendon, of which the “shrimp tendon” is particularly famous. With four large shrimps arranged on a rice bowl—one shrimp acting as a foot pillow of sorts for the other three—customers trying it for the first time are sure to be surprised by the voluminousness of the shrimp tempura which almost entirely covers the rice underneath. Tendon is a popular rice bowl dish served in all parts of Japan, and is generally made by arranging freshly deep-fried tempura on a bowl of rice and topping it with a generous sprinkling of sauce. The tendon served at Daikokuya, however, is distinct in that the tempura is deep-fried to a golden brown using only sesame oil before it is dipped whole into a slightly spicy, trade-secret sauce and then arranged over the rice. The tempura, which is thoroughly infused with the taste of the sauce, has a soft-dense texture, making this a dish that is sure to overturn all common notions one might have of tendon. Because Daikokuya’s tempura is actually dipped into sauce instead of being given a sprinkling of sauce later, special preparations go into its batter, and this is where we find Daikokuya’s unique innovation. While the batter recipe unfortunately remains a trade secret, the tempura’s texture and taste will have you coming back for more, and are no doubt one of the major reasons that Daikokuya has continued to serve customers for four generations.



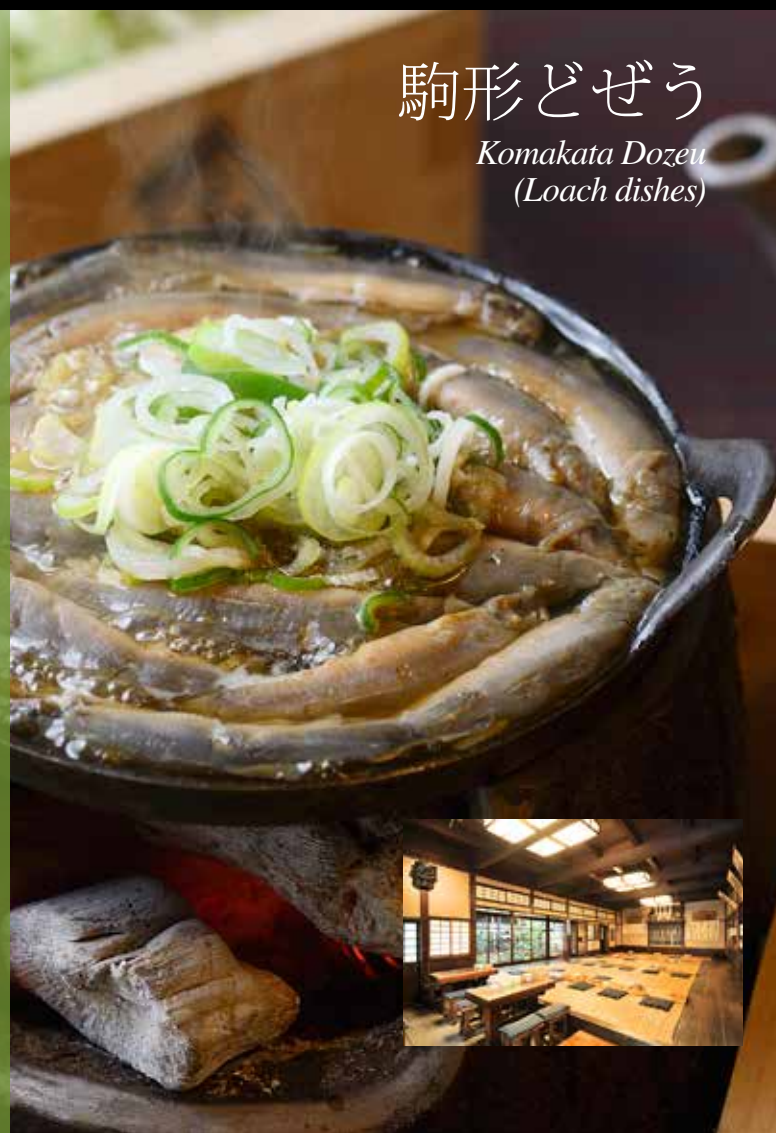
Komakata Dozeu is a dojo nabe (loach hot pot) restaurant that has served customers for over two centuries. Here, guests can enjoy a traditional dish that is prepared using the same method that has been used since the restaurant’s founding in 1801.

Sake is poured over carefully selected, high quality dojo until they are drunk, after which they are cooked in a miso soup made from sweet miso. The dojo are then transferred to a shallow iron pot, cooked in a bitter broth, and finally enjoyed with plenty of leeks. This method of cooking was developed as a way to neutralize the fishy flavor that is peculiar to dojo so they can be eaten whole to fully savor their great taste.

The miso used in this dish is a blend made up of mostly Edo ama miso (sweet miso), which forms a perfect match with dojo, combined with Honda miso from Kyoto, for excellent miso broth. The soy sauce and mirin are also carefully sourced, and the shichimi (seven-flavor chili pepper) used for garnish has been specially blended to produce a medium-spicy taste.

The preparation methods, as well as the seasonings used, are the result of ongoing improvements that have been made over many generations to offer great-tasting dojo, and as such can be considered to be products of Komakata’s unique innovation. The layout of the dish’s ingredients is even aesthetically pleasing and helps whet the appetite: the dojo are arranged in the pot with their heads all pointing in the same direction, as if they were swimming in a stream.

Another draw of Komakata Dozeu is that, by feasting on dojo nabe in this rustic restaurant, which still retains much of its charm from when it was founded in the Edo period, you can experience the sensation of having time-traveled to the 1800s.



駒形どぜう

*Komakata Dozeu
(Loach dishes)*

Asakusa is home to many long-established shops and eateries that preserve their innovative traditions, and many of them can be found along the Nakamise Dori street leading up to Sensoji Temple. One such well-known shop is Kimuraya, baker of ningyo-yaki.

Founded in 1872, this is the oldest ningyo-yaki shop in Asakusa. In addition to the traditional taste of their ningyo-yaki, the four distinct shapes of their cakes which were derived from popular Asakusa sights—five-story pagoda, thunder god, lantern, and pigeon—are also a distinct tradition that the shop has continued to preserve over the years.



人形焼 木村屋

*Ningyo-yaki Kimuraya
(Snack cake with bean paste filling)*



煎餅 杵屋

Senbei Kineya (Rice crackers)



If you are strolling along the Nakamise Dori street also be sure to visit Kineya. This shop serves “age-okaki” (deep-fried rice crackers), sumibiyaki senbei (charcoal-grilled rice crackers), and kaminari okoshi (rice crackers). Their age-okaki is made by deep-frying mochi rice from the northeastern part of Japan to a dry crispness in premium grade oil containing safflower oil. The charcoal-grilled senbei is made from the new crop of Koshihikari rice that is sourced from Uonuma and other sources of premium rice, and are then carefully hand-grilled, one by one over Bincho charcoal.

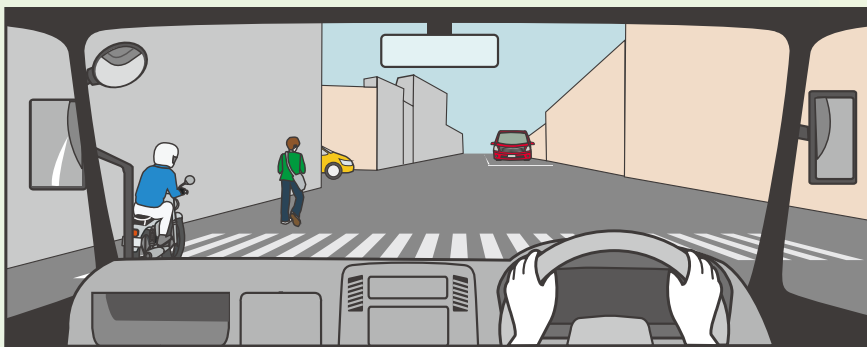
Safe Driving Techniques

Driving Techniques for Reducing Hazards
When you drive, be sure to keep in mind that you face many potential hazards on the road.

In this issue, we would like to discuss the potential hazards on a road that has no sidewalks or bywalks.

Let's assume that you're driving a truck on a two-lane road, and there is a non-stop stream of on-coming traffic. On the left side of the road, you see a motorcycle traveling in the same direction as you are. In front of the motorcycle, there is a pedestrian walking at a leisurely pace, and you also see the front end of a car coming out of a blind intersection to the front and left of you. What do you think some of the potential hazards are in this situation?

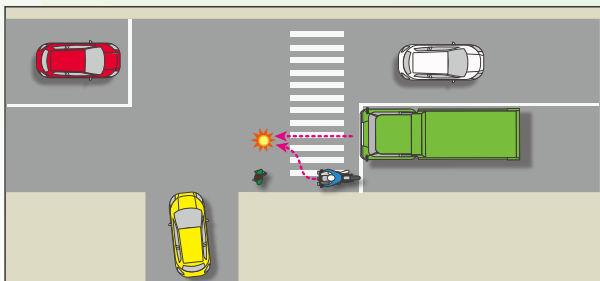
The pedestrian has stopped walking because she has seen a car coming out of the intersection. To get past the pedestrian, the motorcycle rider behind her may veer toward the center of the roadway without checking over his shoulder.



If the motorcycle suddenly swerves out from the edge of the road toward the center, and all you can do to avoid him is quickly turn your steering wheel, you may run the risk of turning the wheel too much and swerving into the oncoming traffic lane. If that happens, a head-on collision becomes a real possibility.

Evasive action using excessively abrupt steering maneuvers can cause you to unbalance your vehicle, and in the worst case, lose control. Always keep in mind to drive your vehicle at a safe speed so you can reduce hazards without any abrupt steering maneuvers or braking. In the case above, you should first anticipate that the motorcycle might suddenly come out in front of you and lower your speed accordingly. You will then be able to respond calmly.

The illustrations show a jurisdiction where vehicles drive on the left-hand side of the road.



Second "My Favorite Road" Photo Contest coming up!

As this first photo contest proved so popular among many of our readers, we would now like to invite readers to send in photos for our second contest!

The theme remains the same: **"My Favorite Road II."** Please send us your **photos** along with a **note describing why you like that particular road and the story of your relationship with Hino.**

When you do, also be sure to include :

- your name
- company name
- address
- phone number
- email address

Contest Deadline: May 31, 2016

☐ Please send your photo submissions to marketing@hino.co.jp

Your file should be more than 2MB but less than 10MB.

☐ If you wish to make a submission by postal mail, please send your photos to the address below:

HINO Cares Photo Contest /
Marketing Group, Overseas Planning Div.,
Hino Motors, Ltd.

3-1-1, Hino-dai, Hino-shi, Tokyo 191-8660, Japan



**Winners will receive
a gift as a token of
our gratitude.**



Hino Motors, Ltd.
3-1-1 Hinodai, Hino-shi, Tokyo, 191-8660, Japan



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