

HINO

A Global Brand for all Customers

Cares



New Contents: The History of Hino

In this edition we kick off a new series on the history of Hino Motors. In the first installment we examine the Hino DNA behind the Hino emblem and what it stands for.



The Endless Pursuit to Develop Safer Technologies

TAKAHIRO OOTAKE
CHIEF ENGINEER / BUS PRODUCT PLANNING DIV.

As society develops and countries grow, people and goods become increasingly mobile. With this, the roles of buses and trucks become more and more important, and supplying transport is nothing but a lifeline of the economy. Hino has taken as its mission "to make the world a better place to live by helping people and goods get where they need to go." Toward this end, we strive to develop ever-higher quality products. Hino is proud to make vehicles that support the lives of people and continually strives to develop ever-better products.

Hino has manufactured the "S'elega" touring coach series to cater to the needs of Japan's tourism and travel industry. Even after a full model change in 2005, repeated innovation and refinement have continued to evolve the S'elega. "Various factors including the increase in visitors to Japan from overseas have created a surge in demand for the S'elega that outpaces current production capacity," said Takahiro Ootake, who is the Chief Engineer in charge of bus development in the Product Planning Division. In his 35 years at Hino, Mr. Ootake has dedicated his career to designing and developing buses.

Mr. Ootake explained why the S'elega has been embraced by customers.

"There are a number of reasons the bus has been popular. One reason is that there is no difference in level between the floor under the seats and the aisle that helps it easier for passengers to be seated. The second reason is, we believe, that the luxurious passenger space generated by the LED lightning along with the undulating shape of the ceiling. Moreover, luggage compartment was expanded by adopting a new air conditioning system without a sub-engine for air conditioner which was located within the luggage compartment in the former models, which can be another reason why the S'elega has been popular."

One of the key challenges in bus development is to make the vehicle as comfortable as possible. Hino's endless pursuit of enhanced comfort in the S'elega series has won stalwart customer's support that explains the enduring popularity of the S'elega series. But Mr. Ootake explains that, while comfort is one of the keys, the S'elega series puts, of course, safety first.

"I understand that a bus is a vehicle that carries numerous

passengers' lives. We are looking to develop technologies to make travel even safer," he says.

The safety of the S'elega has been enhanced consistently as the minor changes have been made. For example, Mr. Ootake explains that the S'elega was the first commercial bus in Japan to feature the Pre-Crash Safety System (PCS) (*1). Such a system is designed to sound an alarm and apply the brakes when the system detects that a collision would be imminent in order to mitigate collision damage. As from the 2012 model, the PCS was joined by a post-collision control system that, in the event of a collision, is designed to help to reduce damage by continuously applying the brakes until the vehicle comes to a complete stop. Further enhancement resulted in the 2014 model coming equipped with new features which were designed to contribute to avoiding collisions altogether.



Flat floor design

Under this technology, when the system on the bus detects a vehicle running in lower speed ahead of it, and when it detects a possible imminent collision, it is designed to sound an alarm to alert the operator and lightly applies the brakes. Nevertheless, when the bus is getting closer to the vehicle ahead of the bus, the system is designed to apply the brakes of the bus automatically more firmly. In addition, two other features that we intended to further enhance safety were also adopted to the 2014 model. One is the "driver monitor", which is designed to monitor the face and eyes of the operator and warn the operator when it detects decline of attention to the traffic ahead. The other is a "lane-departure warning system" that uses cameras to monitor the lane position of the bus and is designed to engage an alarm and indicator to alert the operator when the system detects that the bus moves out of the lane. Moreover, this system is designed aiming not to make the passengers feel fear by employing a directional warning system which is easily heard by the operator but not by the passengers. These safety features, coupled with features aiming at passenger comfort and environmental and fuel efficiency performance, are just a few of the many factors that highlight how the S'elega continues to evolve aiming at the vanguard of the industry. (*1) "Pre-Crash Safety System (PCS)" is a trademark of Toyota Motor Corporation.

In concluding our interview, Mr. Ootake stressed that Japan's legal safety and environmental standards are getting more and more rigorous, and therefore our goals for the development of vehicles are getting higher and higher. "At Hino, we are aiming to develop vehicles that would perform at a level that exceeds the existing regulations. We strive to develop products by expecting future standards aiming to make our products exceed the required performance. Many of the technologies built into the S'elega are one of the good examples of these development policies. Moreover, while some of these safety features can be adopted to vehicles elsewhere around the world.

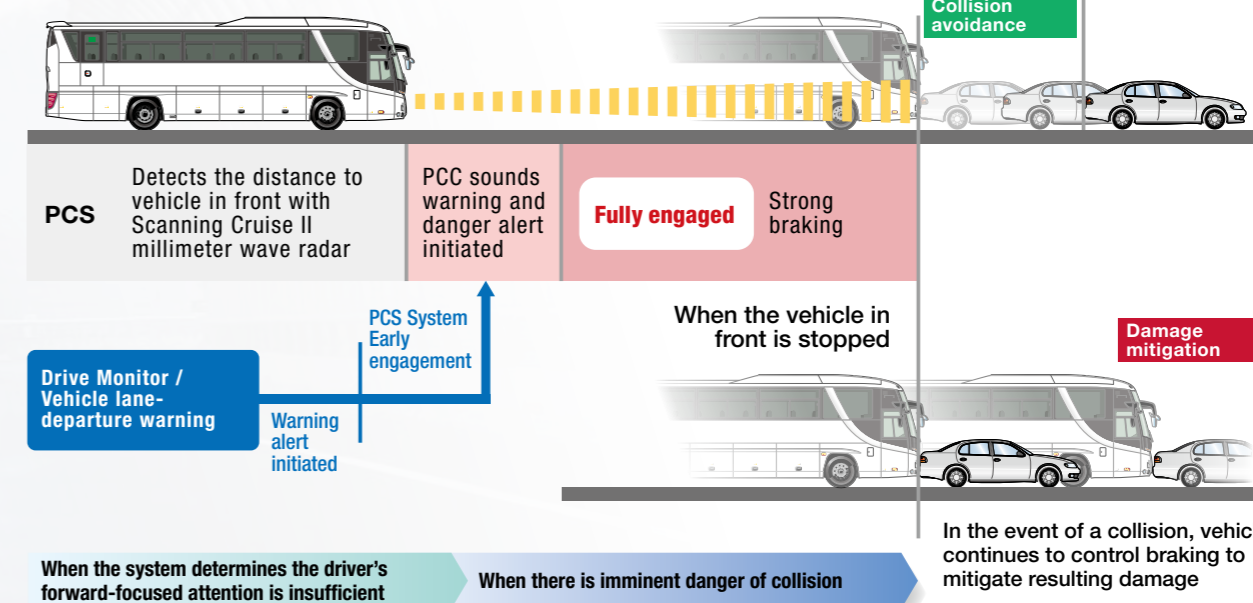


Driver monitor



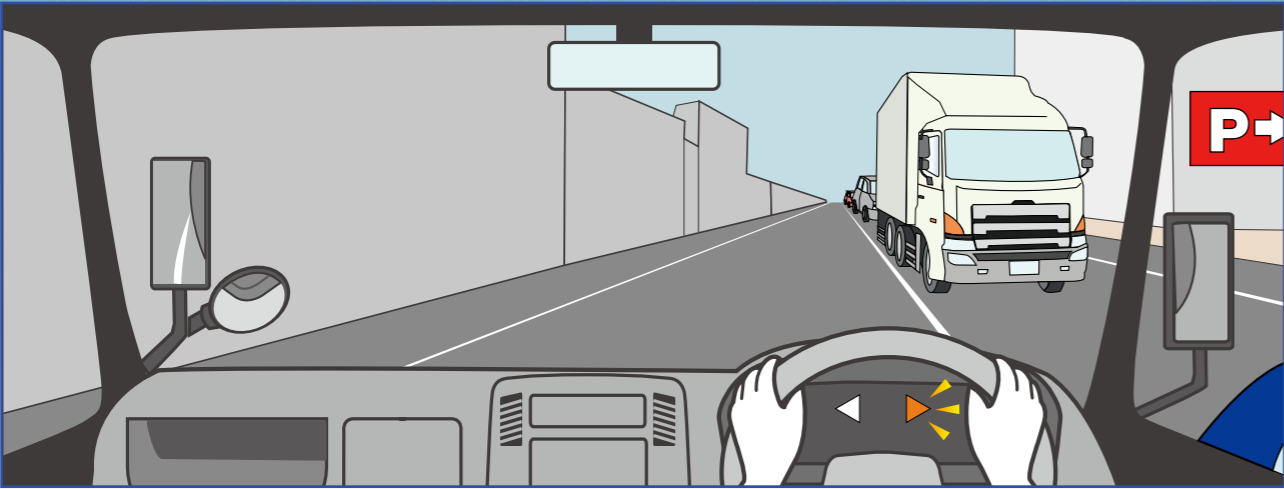
Lane departure warning

Illustration of PCS System in Action



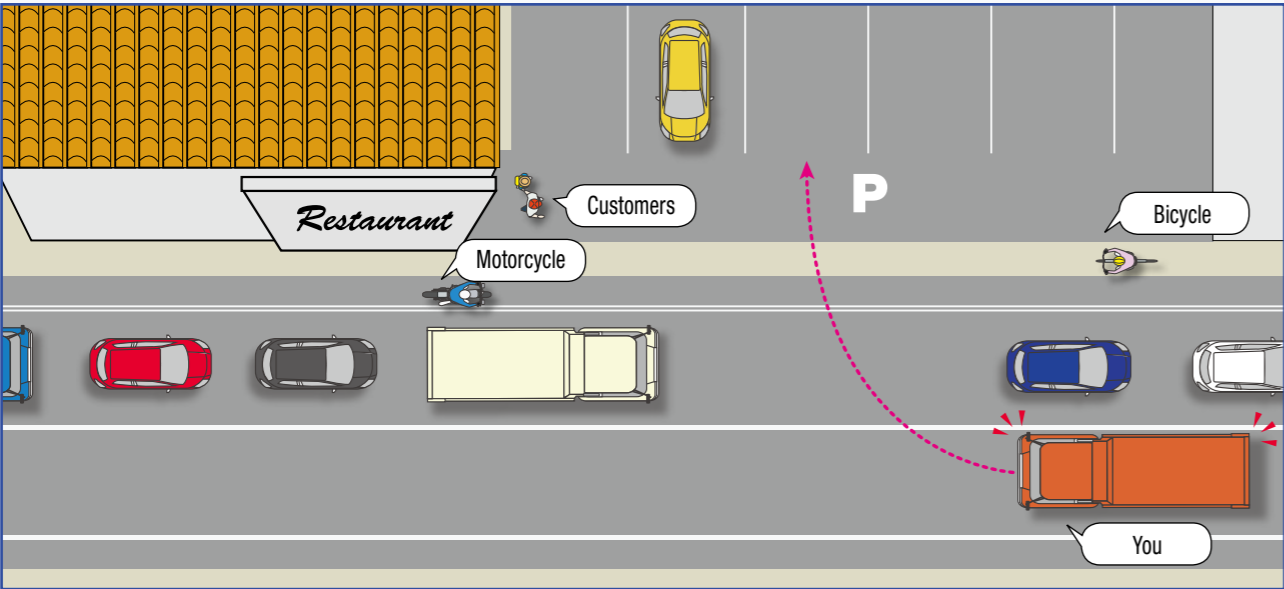
Safety is the Top Priority: Safe Driving

Driving a vehicle comes with immense responsibility. When an individual gets behind the wheel, that driver is agreeing to drive safely and do the utmost possible to avoid accidents. At Hino, we strive not only to tell customers about the importance of maintaining their vehicles but also proactively convey information to help the drivers drive safely. This “Safe Driving Techniques” series is dedicated to providing information to promote safe driving. In this installment, we are going to consider several possible hazards that can exist in heavy traffic and driving techniques to reduce the risks of them.



An Example of Risks in Heavy Traffic

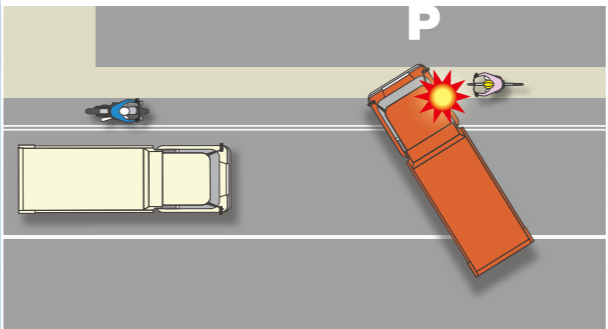
Assume that you are driving a truck on one side of a two-lane road. It is around noon, and the oncoming lane is backed up with traffic. There is a parking lot of a restaurant across the oncoming lane on the right, and you are going to make a right turn and cross the oncoming lane to park the truck in the parking lot. A vehicle in the oncoming lane has stopped to let you through. Now, let's consider some of the possible unseen hazards that this situation might pose.



Examples of Potential Hazards

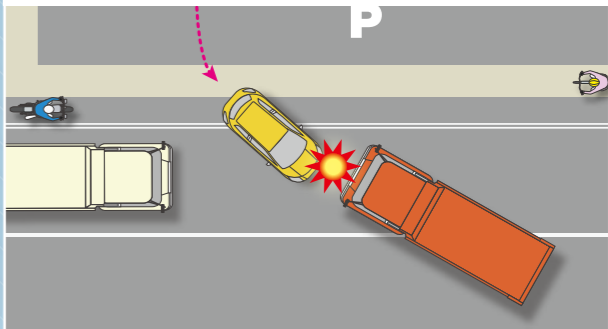
1

A motorcycle or bicycle could merge from the other side of the vehicles stuck in traffic. If you are too late to notice, this could result in a collision with your truck.



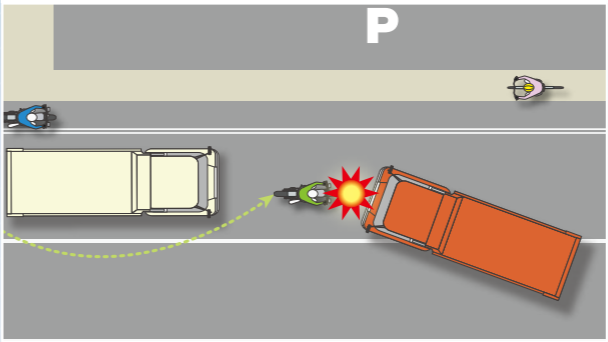
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If a vehicle which was parked in the parking lot of the restaurant suddenly moves out hitherward, your truck may make a collision with such a vehicle.



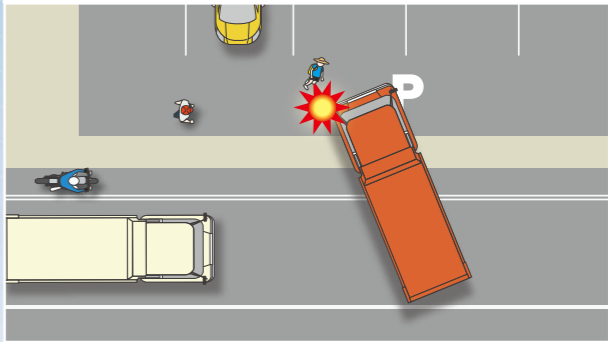
2

A motorcycle could suddenly appear from behind the vehicles backed up in the oncoming lane and come into contact with your truck.



4

It is around lunchtime, and the restaurant would be crowded with customers. A child who comes to the restaurant with his/her family can dash out into the road and could be run over by your truck.



Some Hints to Avoid These Potential Dangers

You would feel rushed when the oncoming vehicle creating space for you when you are going to turn across the oncoming traffic, and may be excessively focused on the vehicle letting you through and miss other hazards. When turning in front of a vehicle, you should make a practice of stopping just before crossing the lane to look left and right so that you can confirm it is safe to cross. If the oncoming road has two lanes, then you should stop twice, once before crossing each lane. Also, in locations that

may be crowded such as parking lots, pay close attention to both cars and people, in case of unexpected dashing out of pedestrians or sudden move of vehicles. In this article, we have reviewed possible risks for driving arising from the congested roads. Remaining alert and thinking ahead to potential risks can help you reduce the risks of accidents. Remember that it is important to drive cautiously and think ahead to potential risks in order to prevent accidents.

Illustration note: The illustration has been created based on the left-hand traffic. Road surface marking can vary according to the countries or regions.

The DNA Behind the Hino Emblem

Since its establishment in 1942, Hino and its customer-first philosophy have helped it to forge lasting relationships with customers and win over fans worldwide. While Hino's commitment to its customers has remained unchanged, the emblem that adorns Hino vehicles has changed with the times. Here we take a look at that history.

The History of **HINO**

1947–1965



This emblem was used on early Hino truck models such as the T11 and the ZS series dump truck (6x6) series, which is known for its use in dam construction.

1950–1960



This emblem inspired the wing emblems that were to follow. The forward-mounted engine design of the TH10 truck, and BH10 bus on which this was used had limited space for an emblem leading to this short wing design.

1952–1960



The wings become more pronounced in this emblem, which was made in a curved design to accommodate the contours of forward-mounted engine vehicles such as the TH series truck and BH series bus.

1953–1963



This emblem adorned vehicles assembled and marketed in Japan from 1953 under a partnership between Hino and Renault.



1954–1962

This emblem adorned the ZG series dump truck, which was developed and manufactured for construction work. The robust H shape connotes the power of the ZG heavy-duty dump truck.

1952–1989



This emblem is significant for cementing the wing emblem's association with Hino. After first being used on large, domestic buses, the emblem was rolled out on trucks and buses over 37 years and came to symbolize the Hino brand.

1960–1962



This emblem was used on the Commerce, a front-engine, front-wheel-drive commercial van released in 1960. The vehicle design offered enough space for an emblem that emphasized design with the wings extended horizontally.

1960–1968



This emblem was created for the highly versatile 6.5-ton TE10 bonnet truck. The design features the Hino logo with a square silhouette atop it that draws on the emblems designs of the TH series that preceded this bonnet truck.

1961–1964



This emblem was used on the Contessa 900, a passenger car developed by Hino. This design is distinct in its resemblance of a radiator grill.

1961–1964



This emblem was used on the Briska 900, a small pickup truck, and created at a time when Hino was trying to establish a presence in the light-duty and compact car markets, such as with the Contessa.

1963–1967



This emblem adorned Hino's first medium-duty truck and the cab-over-engine BM bus series. The elevated position of the Hino brand name slightly above the wings sets this apart from other emblem designs.

1964–1967



This emblem was used on the Contessa 1300 coupe, which was recognized with multiple automotive awards internationally. The gold color symbolized the special nature of the Contessa coupe.

1965–1967



This emblem was used for the Briska 1300 that debuted in 1965. The design features a distinctive three stars above and four lines below the Hino logo.

1964–1969



This emblem was used on the ZM100, Hino's first 6x4 truck over 10 tons, and the 6x4 HF100 semi-trailer truck. The elegant lines achieve a vivid design that leaves a strong impression.

1967–1971



This emblem was used on the first generation of the HE300, the vehicle that laid the foundation for future cab-over-engine 4x2 semi-trailer trucks. This is boxier than previous designs but simultaneously harkens back to past wing emblems.

1964–1967

This emblem was used on the Contessa 1300 sedan designed by Giovanni Michelotti. It placed a premium on design to dovetail with the vehicle's elegant body contours.



1969–1970



This emblem was used for vehicles including the TC300, an evolution of the TC10 truck. This was a time when great effort was put into Hino cabin designs and this attention to detail is reflected in this emblem.

1989–1994



This emblem was newly created for and the last wing emblem to be used on medium-duty truck. It built upon the preceding mark that had been used from 1971.

1992–1994

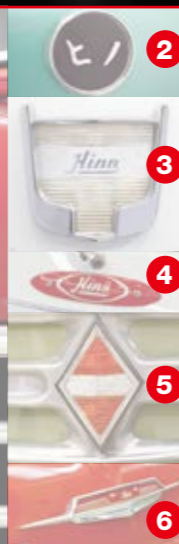


This emblem was used for heavy-duty trucks released in 1992 and was the last wing emblem.

1



2



Cover images: Hino emblems across time

- 1 1966 : Emblem used on the BH15 bus
- 2 1962 : Emblem used on the Contessa 900 Sprint
This uncommon emblem has Hino spelled using the Japanese katakana script
- 3 1967 : Emblem used on the Contessa 1300 coupe
- 4 1961 : Used on the Hino Hustler, a three-wheel truck
- 5 1953 : Emblem used on the Hino Renault 4CV
- 6 1961 : Emblem used on the Contessa 900

1994–present

This emblem was adopted in 1994 when Hino revamped its corporate identity design. The letter H stands for Hino. The emblem expresses Hino's dynamism and potential for innovation and growth as it pursues new challenges moving forward. It also depicts a sun rising above the horizon. The inward curves pulling against each other represent harmony between Hino's advanced technologies and the environment, and the company's aspirations for robust future development. The horizontal bulges depict arrows pointing in two directions that embody the company's longstanding desire as a manufacturer of trucks and buses to ensure that vehicles enjoy safe passage to and from their destinations.



File 8: Nail clippers

Recent years have seen a surge in the number of people visiting Japan. There are a number of items that are popular among foreign tourists—and at least one is quite surprising. You would likely be hard-pressed to guess this product. It consistently places in the top-10 souvenir rankings. It is a favorite and one of the most-desired purchases among tourists visiting Japan. The answer: nail clippers.

Nail clippers are undoubtedly everyday product in countries around the world, so what is it about nail clippers in Japan that is so surprising and has made them such a hot souvenir? Media reports say that tourists have been won over by Japanese nail clippers for a number of reasons. The first cited is their superior ability to cut. One American woman said they cut so well and impressed her husband so much that he now refuses to use any other kind. A second point that many tourists noted was that unlike nipper-type nail clippers found elsewhere, Japanese nail clippers conveniently keep the clipped nails inside the device instead of scattering them about, making it a breeze to clean up afterward. The ingenuity that keeps clipped nails from being scattered here and there seems to be a major reason behind the popularity of Japan-made nail clippers among overseas visitors. Outside of Japan, there are still very few examples of nail clippers with cases to contain the clippings. Indeed, this feature and nail clippers with a magnifying glass have proved particularly popular lately and can both be regarded as manifestations of the Japanese emphasis on service and hospitality.

爪切り



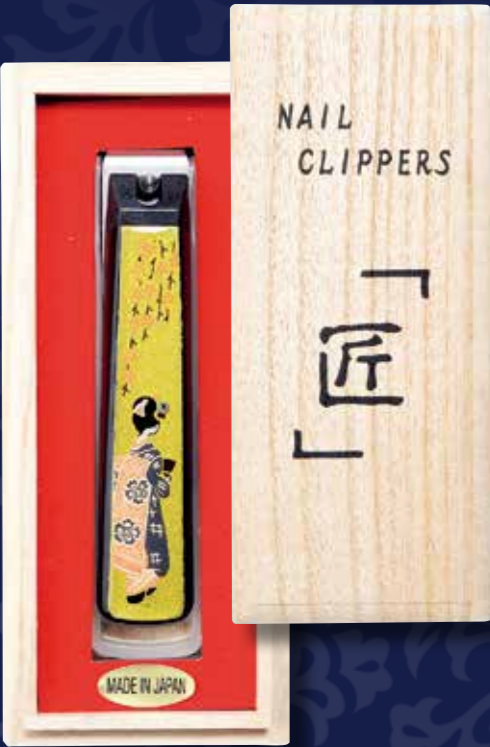
These Kershaw leaf-type nail clippers come with a leather case and are only 3.5 millimeters thick.

There are several companies that make nail clippers in Japan, one of them is Kai Corporation. With over a century of history, Kai is an internationally active company that sells everything from lifestyle items such as kitchen and beauty care products to cutting implements for medical and industrial uses. Since the company's beginning, it has had an unwavering commitment to develop products based on excellent craftsmanship that will find places in the lives of customers. Kai produces a variety of nail clippers, including the 3.5-mm, leaf-shaped model—the world's thinnest—and the model mentioned earlier with a magnifying glass, all possessing the same ease-of-use and ability to cut that have won them numerous fans.



These Sekimagoroku nail clippers feature a magnifying glass to make it easier for the user to see when clipping.

One Kai product that has enjoyed a rapidly growing foreign fan base in recent years is the company's high-end makie (gold-relief lacquerware) nail clippers that feature traditional makie handed down in Japan across time. Makie is a method of ornamentation that uses lacquer. This is a unique Japanese craft that involves using lacquer or other substances to create a decorative design over which gold, silver or colored powder is then carefully sprinkled to create a brilliant picture once it hardens. Each work is the product of the toil of one craftsman. But be careful—once you take these ornate clippers in hand you'll likely want a pair for yourself.



The nail clippers that we have introduced here are only a fragment of those available in Japan. If you do find yourself in Japan, you might want to consider searching for some of the many nail clippers as a souvenir.

Source: Yomiuri Online article: "Tell us about Japan-made products that have astounded and impressed foreign visitors: Hatsugen Komachi No. 3 Lifestyle and close to home,"
Source: "Top-ten ranking of Japan souvenir purchases by foreign tourists, 12 items to read before you buy presents"
Source: Livedoor news: "Recommended Japanese products that Chinese tourists snap up without thinking when traveling in Japan"



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We thank you for taking the time to read HINO Cares. We are committed to providing our readers with ever-better and more useful information. We would like to ask you to share your opinion about the contents of this edition.

Please copy this page and write your feedback. Then, you can scan or snap a picture of your answers and send it via email or by fax using the contact information below.

■ Email address:
marketing@hino.co.jp

■ Fax: +81-42-586-4172

Send in your feedback for a chance to be one of 10 lucky respondents selected to receive nail clippers made by Kai Corporation featured in this edition.

Sample image



* The Editorial Department will be selecting the items.

Your company name	
Your name & title	
Your address	

■ Please share your opinion on articles in *HINO Cares 29* ■ Please check ☒ one box for each article.

Article \ Your opinion	Very good or very interesting	Good or interesting	Neither good nor poor	Poor or uninteresting
Hino Technology				
Safe Driving Techniques				
The History of Hino				
Cool Japan (Nail Clippers)				

■ For email submissions, please check to make sure that the picture or scanned data responses are legible before sending.

Please submit by November 30, 2016.



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