

HINO

A Global Brand for All Customers

Cares

Issue
032 EG



Special Feature: Dakar Rally 2018

HINO500 Series Truck Finishes 6th Overall and
Snatches 9th Consecutive Win in the Under 10-litre Class

“This was my 20th Dakar Rally and I’m glad we were able to
generate the results we were aiming for.”

—Mr. Teruhito Sugawara



Special Feature: Dakar Rally 2018

HINO TEAM SUGAWARA Wins Its Ninth Straight Class, Taking Sixth Overall in the Truck Category

HINO TEAM SUGAWARA added to its sterling record in the truck category at the Dakar Rally 2018. The team entered two HINO500 Series vehicles in the grueling race across Peru, Bolivia and Argentina from January 6 to 20. Mr. Teruhito Sugawara used his wealth of Rally experience, driving talent and the maneuverability of the medium-duty HINO500 Series truck to pilot Car 2 to sixth place overall. This excellent finish was two positions higher than last year and came amid a field crowded with and dominated by heavy-duty trucks powered by bigger engines exceeding 10 litres. The result also gave the team its ninth consecutive victory in the Under 10-litre Class, adding to its record winning streak. Unfortunately, Car 1 piloted by Mr. Yoshimasa Sugawara

was forced to retire early on in the race when the truck got stuck in a sand dune in Stage 2.

“I’ll regroup and do my best again next time. This year, despite the difficult course, I think Teruhito really did a great job,” said Mr. Sugawara, expressing pride in his son’s achievement and displaying an unflagging desire to get back into the fray next year.

Mr. Teruhito Sugawara said: “I’m glad I was able to produce the results we were aiming for in my 20th Dakar Rally. I think we performed to the limits of our current ability, and I’m extremely satisfied.”

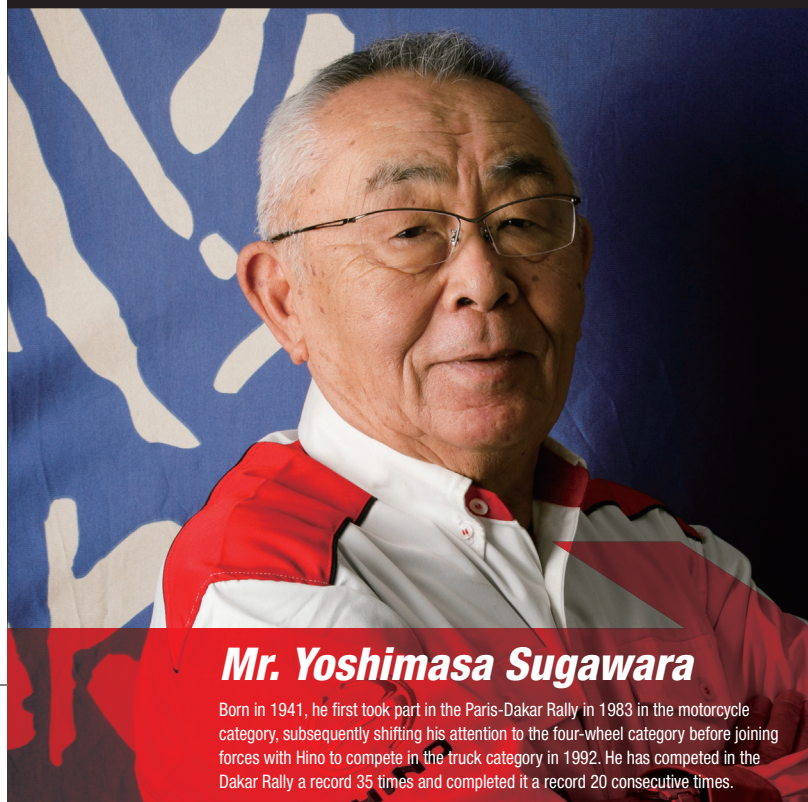


Victory in the Under 10-litre at the Dakar Rally 2018



Special Feature: Dakar Rally 2018

Interview with HINO TEAM SUGAWARA



Mr. Yoshimasa Sugawara

Born in 1941, he first took part in the Paris-Dakar Rally in 1983 in the motorcycle category, subsequently shifting his attention to the four-wheel category before joining forces with Hino to compete in the truck category in 1992. He has competed in the Dakar Rally a record 35 times and completed it a record 20 consecutive times.

“I’m having a hard time graduating from the ‘school’ of Dakar.”

Q. What initially led you to want to undertake the challenge of competing in the Dakar Rally?

The Dakar Rally has categories for motorbikes, cars and trucks. The first time I competed in the motorcycle category, then the next time in the quads category. Then around 1990 or so, Hino Motors was preparing to take part in Dakar as part of its 50-year anniversary and asked me to lend a hand. I thought that if I competed in the truck category in Dakar, I’d be the only person to have competed in all three categories. That was what got me started.

Q. Where does the drive to keep competing come from?

I’ve been competing in the Dakar Rally for more than 30 years. But the “school” of Dakar just won’t let me graduate quite yet. I think that is because I still have things to learn.

The Dakar experience is a

catalyst that really makes people grow. I think that mechanics from Hino Motors domestic dealers who take part in Dakar are superior mechanics that engender even greater trust from customers. Experiencing a grueling race over 10,000 kilometers will make you into more of a person. Moreover, getting out of Japan and seeing Japan from abroad also tends to broaden a person’s perspective. In terms of our ranking, my son is working hard on that now, so I see my role as being to train people through the rally.

Q. What is your most memorable experience in your time competing in the rally?

When the Dakar Rally was still being held in Africa, part of the race was over a stretch of road where landmine removal hadn’t been entirely completed. The vehicle in front of me hit a mine and it completely blew away one of its tires. We waited for work to clear the landmines and looked for safe roads continuing to press on. It was serious competition and we were playing for keeps. I thought that if I could compete in a race like that, then it was worth putting my life on the line.

Q. In a magazine interview you said that the goal is the start. What exactly did you mean by that?

I meant that our attempt to reach the finish line begins much before the start of the race. From transporting our vehicles by boat from Japan, to the actual race—everything is study and preparation for the next race. We are preparing for the next rally even before we reach the finish line. It is important to absorb various things and feed those into the next challenge.

Q. What is your impression of Hino Motors as a company?

Hino as a company is serious and focused while being approachable, kind and sincere. I feel a strong bond with the company. Hino has been so good to us for so long that I feel that I really need to do something to give back to the company. I’d be very happy if our racing efforts provide good publicity and let people around the world know about the Hino brand.

Q. You decorate the roof of the cabin of your truck with flying carp (koinobori). What is the meaning behind that?

That is a symbol of Japanese culture. We race carrying with us Japan’s unique culture, a part of which is praying for the growth and success of boys. That coupled with the funny factor of seeing a carp swimming in a desert where no fish has any reason to be.

Q. Finally, to conclude, please tell us what goals you have for the future

My remaining mission is to see how well I can pass on what we have created to the next generation. I’d say that my goal moving forward is to train good drivers.

—Thank you very much for your time today.



In late November, *HINO Cares* editorial crew sat down for a special interview with HINO TEAM SUGAWARA team members Mr. Yoshimasa Sugawara and Mr. Teruhito Sugawara. The father-and-son team is a fixture at the Dakar Rally and well known to fans of the event. With the Dakar Rally 2018 looming on the horizon, the pair shared their thoughts about the rally, Hino, their sense of mission and their passion.

“We’ve got the potential to take on the world. There is no room for excuses.”

Q. Were you intent on entering the world of rally racing when you were young?

No. Actually, I had no thought of doing so. I spent my student years in a normal way, then around 1997 I joined my father's team as a mechanic.

Q. How did you hone your driving skills?

The rally is a grueling race. I knew that if I didn't put in serious work, then I wouldn't be able to keep up, so I've tried really hard.

Q. How do you feel about your father's presence?

He is the one who opened the door to this world for me, and he has taught me many things. I'm grateful to him. At first when we drove in the rally together, my father would drive ahead of me. At some point our roles changed, and now I drive in front. But I'm always heartened knowing that my father is racing behind me.

Q. Do you feel any pressure as Team Sugawara's ace driver?

Honestly, when it comes to the race we really don't have the luxury of having the chance to feel pressure. You just have to do it. The rally is two weeks straight, so there is always a good level of nervousness.

Q. Do you do any kind of regular training to hone maintaining your powers of concentration?

No. Rather, I do the opposite and tend to just relax. It is important to have downtime, to switch myself on and off because I can't be fully engaged all the time. The rally is a marathon competition, and it's important to have a good balance to get me through it.

Q. Have you already formulated your course strategy for the 2018 Dakar Rally?

I'm already mentally visualizing it. This year's course looks like it will be the toughest so far, so I think formulating a strategy beforehand is the best for me way to cope or succeed. There are many things that I need to decide during the race on the fly, but without preparation that is difficult. I'm going to completely prepare myself through repeated simulations of the race.

Q. How is HINO TEAM SUGAWARA shaping up at this point in time?

For the team, the race is the biggest moment and we can feel that everyone is all fired up and putting their game faces on. The vehicles are in top shape and it really feels like the team overall has stepped up a notch from the 2017 rally.

We've had repeated discussions with people working in product development at Hino and both the team and the vehicles have improved.

Q. It appears as if the performance of the trucks has improved dramatically.

That's right. We've reached the point where we can perform on a



Mr. Teruhito Sugawara

Born in 1972, he joined his father's team as a mechanic and first experienced the Dakar Rally in 1998. Since 2005, the father-son team has taken two Hino trucks to compete in the race. In 2010 and 2011 he won back-to-back titles in the Series Production Trucks and Under 10-litre class competition.

level that is on par with the four-wheelers. The Hino trucks have 9-litre engines while the other competitors have around 13-litre engines, but performance has reached a point such that any engine displacement differences are negligible. So, there is no room for excuses... We have reached a stage where we should be able to compete at the same level. I would be happy if the technology that has been developed and honed for Dakar finds its way into Hino's commercial vehicles as well.

Q. Do you have any requests for Hino?

The company has the potential to take on the top in the world. Hino has laid the groundwork to be the world's top truck maker. The challenge that remains is to take the Hino way of thinking and transform it into something more global, and how the company can do that. I'm sure that if the company continues to compete globally that it will succeed.

Q. What are your goals for the upcoming Dakar Rally?

First, we'd like to win our category for the ninth consecutive year. This is something that we'd really like to achieve. Then in terms of overall rank we feel like we need to come in higher than eighth place we took last year. We will be racing with the courage of our convictions and fully intent on generating good results.

—We are expecting great things in 2018. Thank you very much for your time today.

Hino

Owners' Voice

Saudi Arabia



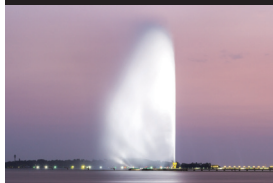
Kingdom of Saudi Arabia

The Kingdom of Saudi Arabia is a monarchy established in 1932. It is home to Mecca and Medina, two of the Islam's most sacred sites, and a core presence in the world of Islam. The country is the largest nation in the Middle East, covering an area of around 2.15 million square kilometers, about one-third of which is desert. It is one of the world's largest oil-producing countries, boasting the world's largest production of crude oil and the world's second largest reserves. The national flag features an inscription in Arabic that says: "There is no god but Allah; Muhammad is the Messenger of Allah." The flag's green background is said to symbolize the blissful afterlife that awaits those of resolute faith, while the sword expresses both strength and protection.

Hino's distributor in Saudi Arabia, Jamjoom Vehicles & Equipment, offers the following recommendations to people visiting the country.

Must-visit location: Jeddah Historical Downtown (Al Balad)

One of the markets in the historical downtown area of Jeddah. Old residences and shops line the street.



Must-visit location: Jeddah Fountain

The world's tallest fountain and a symbol of the city of Jeddah. Sightseeing at dusk is recommended.

Must-try food: Kabsah

A dish made using lamb cooked with rice and spices



Hino's Incomparable Comprehensive Care is Why We Buy Hino



Mohammed Abdallah Sharbatly Co. Ltd.

Mr. Danie C. Zaayman

Workshop Manager

Established in the 1930s, our company primarily deals in the wholesale buying and selling of fruits, vegetables and frozen foods. Headquartered in Jeddah and with an 11-branch network, we operate throughout Saudi Arabia and in nearby countries. The scale of our business operations is among the top in our industry in Saudi Arabia. We have superior refrigeration and freezing facilities and a logistics network to enable us to reliably provide fresh products more rapidly despite the unforgiving climate of the Middle East.

Hino's Support is Essential to Our Business Growth



National Aquaculture Group

Mr. Saleh Abu Bakur Alamuodi

Manager-Central Workshop

At National Aquaculture Group, we cultivate seafood including shrimp and fish, producing and selling daily up to 600 tons of frozen seafood that is shipped to countries around the world. We have more than 500 aquaculture ponds in 27 locations with 2,500 employees of 32 nationalities working at our aquaculture locations and marine products processing facilities. We are one of the largest companies in our industry worldwide.

Of our 335 strong fleet, 146 units are Hino trucks, which is comprised of 93 light-duty units and 53 medium-duty units. Since 2010, we have regularly purchased Hino trucks. In the past, we used vehicles from other Japanese makers, but after I joined the company in 2009, I convinced top management that we should be purchasing Hino trucks. The reason is that in my native South Africa, the Toyota distributor handled Hino and I was won over by the high quality of the Hino brand.

Using Hino products has made me realize and appreciate the frequent visits and detailed communication provided by Hino's local distributor, Jamjoom Vehicles & Equipment (JVE). For example, Hino responds more rapidly and sincerely than other companies when it comes to maintenance and repair service issues, questions about components or anything else. This helps us to realize the uptime possible. Other Japanese truck makers almost never make the time to come to our workshop. With JVE, not only the relationship managers in charge of looking after us come to see us, but so does the company president. We're extremely satisfied with Hino's service. We also have high praise when it comes to quality—Hino vehicles are tough and excel on hills.

We have equipped our company's trucks with GPS to monitor their locations and we are currently using a Japanese information system to try to collect information on vehicle operation such as running speed, acceleration and braking frequency. We would like to use data to understand the driving habits of each vehicle operator and use this to offer instruction

to encourage driving practices that are safer and more environmental. Toward this end, I would like to look to Hino to help enhance our vehicle operators' driving skills and to also increase our company's profitability. I have high expectations for Hino moving ahead.



We use our fleet of 197 trucks to ship products and transport feed, among other things. We have 120 light-duty trucks, 56 medium-duty trucks, and 21 heavy-duty trucks. Of these, 74 of the light-duty trucks and all of the medium-duty trucks are Hino trucks.

In the past, we purchased most of our light-duty trucks from a different Japanese manufacturer, but we were dissatisfied with the company's after service. We were seeking more detailed and responsive service that included driver training and more comprehensive customer care to ensure that our vehicles are always running in optimal condition.

Jamjoom Vehicles & Equipment (JVE) was able to respond to these expectations and we've been extremely satisfied with the support they have provided.

In addition, aquaculture ponds are close to the ocean and tend to be hard environments for vehicles because of the high humidity and salinity, but our Hino trucks haven't given us any trouble. They are extremely tough and this has been a big help for us. Furthermore, we also give Hino trucks high marks for their driving performance.

Right now the biggest challenge we face is securing and training high-quality mechanics and vehicle operators. JVE has been a great help when it comes to training mechanics in our workshops and in conducting driver-training sessions to advise

our people about safe and eco-driving practices. Our company fully intends to further harness Hino's diverse and robust support to solve an array of challenges.



Hino Owners' Voice

Sri Lanka



Democratic Socialist Republic of Sri Lanka

In 1948, current-day Sri Lanka obtained independence from Britain, transitioning from being a crown colony to become Ceylon (the Dominion of Ceylon). In 1972, the country's name was changed to Sri Lanka, ultimately becoming the Democratic Socialist Republic of Sri Lanka that it is today. The nation's capital, Sri Jayawardenepura Kotte, boasts the world's second longest official name for a capital following that of Bangkok, Thailand. The lion that adorns Sri Lanka's flag is a symbol of courage, with the four leaves in the corners that surround it representing kindness, friendliness, happiness and equanimity, and the gold border of the flag representing the unity of Sri Lanka's multiple ethnicities.



Mr. Chandima Dahanayake of
Hino distributor Toyota Lanka (Pvt) Ltd.
offers the following recommendations
to people visiting Sri Lanka.

Must-try food: Hopper

This staple of Sri Lanka is made by mixing rice flour with coconut milk and then cooking it in a thin layer in a bowl-shaped mold. Some hoppers contain eggs. Sri Lankans tear off pieces of a hopper little by little with their right hand to eat with foods including curry.



Must-visit location: Sigiriya

This natural rock mountain in central Sri Lanka was once home to a royal palace and today is listed as a UNESCO World Heritage Site.

Must-buy item: Gemstones

Sri Lanka is so famous for the variety of natural stones that can be mined that it is sometimes called "the country of gems."



Hino Service and Quality Help Bring Our Vision to Life



Deen Brothers Imports (Pvt) Ltd.

Mr. M.N.M. Najeeb Deen
CEO/Managing Director

Our company imports and sells power tools and electric tools through a sales network that spans Sri Lanka. We are proud to be number one in our industry out of the more than 40 companies with which we compete domestically. A total of 34 of the vehicles in our 40-truck fleet that we use to make deliveries to dealers are Hino brand vehicles. In fact, we have purchased Hino trucks every year since 2011. In the past we purchased trucks from different Japanese vehicle manufacturers. In all honesty, the companies' after service was extremely poor and they did not live up to our expectations. We were looking for attention to detail in the form of top-notch service such as the providing of overall care to keep our vehicles operating in optimal condition or high-quality driver training.

Our company's top priority continues to be providing our customers with the best possible service. In our business, service is of paramount importance. On this point I feel that Hino is incredibly aligned with us, epitomizing what it means to offer "good service and good products." I believe that the customer service provided by Toyota Lanka's Hino Division is the best in the country. In fact, currently, at the request of Toyota Lanka we are acting as a Hino brand ambassador. We are extremely satisfied with both Hino products and service. As such, we of course purchase Hino for our company's business, but we also actively recommend Hino to truck users and acquaintances in our region.

Our ongoing efforts have resulted in accolades. In 2017, our company received two Silver Awards* from the Sri Lankan government in recognition of our excellent product and service offerings. In short, this acknowledged our fervent wish to be of service to customers—and it is Hino quality and service that enable us to do so.

In addition, our corporate philosophy is "to do things in a different way that is not the normal way." Indeed, our ongoing donations to schools are an extension of this philosophy. We are proud to carry on such activities with the aim of developing and sustaining the community in which we operate.

*We received two Silver Awards, one recognizing us for excellent service at the national level and the other for excellent service in the nation's southern province. The awards are given by the Federation of Chambers of Commerce and Industries in Sri Lanka.



Mr. M.N.M. Najeeb Deen (left) and Mr. M.N.M. Faamin (right)

Hino Reduces Maintenance Costs, So We Recommend Hino Vehicles to Customers



Kingfisher LOGISTIC (PVT) LTD.

(Thamalu Group)

Mr. Ajantha N. Nallaperuma

Managing Director

As a member of the Thamalu Group, which operates a diverse range of businesses in Sri Lanka ranging from transport and hotels to finance and leisure, our primary business is truck rentals. In addition, we also undertake activities including making donations as part of our efforts to achieve sustainable growth working with the local community.

Our company has made customer satisfaction the cornerstone of our business and we offer long-term rental services of up to five years. We have a fleet of 89 trucks, 11 of which are Hino vehicles, and have been purchasing Hino trucks every year since 2015.

The impetus behind our Hino purchases was our relationship with Toyota Lanka's Mr. Nalin Ranatunga. He paid frequent visits to our company and showed extreme attention to detail in his

service, responses and suggestions. Through this relationship we have come to develop a deep and strong trust in Hino.

Our rental vehicles log an average of between 6,000 to 8,000 kilometers each month. In addition, Sri Lanka still has many unpaved and poorly maintained roads, but our Hino vehicles so far have not incurred any significant maintenance costs. At the same time, many of our vehicle operators hold Hino vehicles in particularly high regard for their toughness and comfortable ride compared to other trucks in our fleet—including other trucks from Japan. For this reason, we recommend Hino to our customers as much as possible.

At our company, as part of diversifying our business, we have launched a tire distributor business. In the near future, we also plan to establish a logistics company. I would like to see us work together with Hino to become Sri Lanka's top logistics solutions company.



Vehicle Operators Full of Pride behind the Wheels of Hino Trucks



PASYALE AYURVEDA OSU (PVT) LTD.

Dr. Buddika Prasanna Raddalgoda

Managing Director

Established in 1960, our company makes traditional Sri Lankan herbal medicines. In addition to medicines, we also manufacture herbal teas and other products. I am a seventh-generation doctor of Eastern medicine. The recipes for our herbal medicines have been handed down within my family from generation to generation, with our oldest recipe being about 200 years old. We deliver our products nationwide using our own trucks and also export our products. Currently, we own 21 trucks, of which five are Hino vehicles. Our company has been using Hino trucks since 2011.

We own other makes of trucks including Japanese trucks, but we prefer to use Hino vehicles because of their great comfort

and fuel economy. Just two weeks ago we placed an order for another Hino truck. We have 20 vehicle operators in our company. All of them are very proud to be driving Hino vehicles because of their superior ride and comfort. Moreover, our company's products come in glass bottles and are otherwise fragile. We have high praise for Hino trucks because their spacious cargo areas mean efficiency in transport and with the optional stabilizer (sometimes called an anti-roll bar) we can ensure that our products arrive where they need to be undamaged. With the mutual growth of both our company and Hino in mind, I'm fully intent on continuing to use Hino vehicles into the future.



Hino's Meister

“Even in an increasingly digital world, manual craftsmanship will continue to be important.”

Mr. Akio Tanaka is one of the master craftsmen behind the vehicles produced by Hino Motors. With 42 years dedicated to his craft, he produces parts for vehicle prototypes by hand, matching blueprints with perfect precision. His superb skills prompted the Minister of Health, Labor and Welfare to present him with the Award for Outstandingly Skilled Workers* recognizing him as a contemporary master craftsman. Mr. Tanaka is a true Hino Meister, and a modest one at that.

“This award is truly an honor, but there are many people working at Hino Motors with the skills to receive this same award,” he says with a hint of pride.

An interest in vehicle prototype creation and further honing his skills first piqued Mr. Tanaka's interest in working at Hino Motors. From about the time he was in high school, he knew he wanted to work on the production floor crafting things. He was particularly drawn to the field of vehicle prototypes, which relies heavily on skilled craftsmanship. For more than four decades, he has worked leading Hino's team in vehicle prototype production.

Asked the most important skill in making things, Mr. Tanaka says it is the ability to read drawings and to visualize to be able to make two-dimensional plans into a finished product. Sometimes the design team asks him for input and suggestions on their design drawings to realize even better end products—something that is only possible with years of experience and success. He says that he feels an unmatched sense of accomplishment knowing that his work was spot on when a part he crafts receives high praise from the testing department, the next stage in the production process.

Asked to describe Hino Motors as a company, Mr. Tanaka says it is a strong company that boasts extremely high technological and organizational competencies. He adds, “On an individual level employees are exceptionally skilled and demonstrate outstanding teamwork in manufacturing across the board, making reliable and quality products on time.”

Mr. Tanaka is passionate about training the generation that will follow. They say it takes 10 years to become a full-fledged craftsman, but his current hope is to train upcoming metal workers to be able to fill his shoes as quickly as possible. “I want the younger employees here to enjoy their work,” he says, adding, “Young people today tend to take their work seriously, and I think that makes them a great fit for the field of manufacturing.”



Mr. Akio Tanaka

**Factory Sheet Metal Work, Special Grade
Vehicle Planning and Production Engineering Div.
Hino Motors, Ltd.**

Even with technology advancing at a rapid clip, Mr. Tanaka believes the need for skilled manual craftsmanship will persist when it comes to prototypes.

“Times may be changing, but no matter how much things change, even in an increasingly digital world, I believe that manual craftsmanship will continue to be important and needed for things like creating prototypes,” he says.

Asked about his happiest experiences, Mr. Tanaka recounts, “When I went on vacation to Guam, we happened by this shopping mall. There on display was one of the vehicles I had worked on. That's when it really hit me that my skills were being used out in the world. This was something that really left an impression on me.”

Mr. Tanaka concluded the interview with a message for Hino dealers and customers around the world: “At Hino, we relentlessly repeat testing to refine and raise product quality. We're sure that our trucks and buses will exceed your expectations. More than anything, I hope that people around the world will have the chance to experience the quality that Hino delivers.”

*The Award for Outstandingly Skilled Workers was established in 1967 for workers with exceptional skills and who are leading experts in their fields. The objective of the award is twofold: to serve as a goal for craftsmen as well as young people aspiring to work as craftsman and to raise the profile of skilled work and skill standards.

Hino Topics

Heavy-duty HINO PROFIA Wins 2017 GOOD DESIGN GOLD AWARD

The HINO PROFIA, released in Japan in April 2017, was recognized with a 2017 GOOD DESIGN GOLD AWARD. The award is given to particularly outstanding products by the Japan Institute for Design Promotion, a foundation that originated from an organization established by the precursor of the current Ministry of Economy, Trade and Industry.

The GOOD DESIGN GOLD AWARD is reserved for GOOD DESIGN AWARD-winning products that are recognized as particularly excellent each year. Hino believes that the HINO PROFIA received the award for its driver-based design and performance, and because its safe and environmental performance as a product that supports transport was given high marks. The award is Hino's first GOOD DESIGN GOLD AWARD.



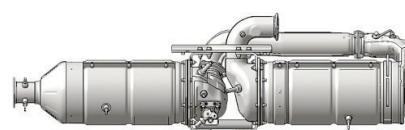
HINO PROFIA

Hino Awarded Combustion Society of Japan Prize for Development of Exhaust After-treatment System

Hino Motors was awarded the 2017 Combustion Society of Japan's Technology Prize for developing an exhaust after-treatment system for light- and medium-duty diesel trucks.

The award is given to individuals or groups who make distinguished achievements in the research and development of combustion applied technologies. Hino Motors was presented with the award in recognition of its development of NOx after-treatment technology that uses diesel fuel as a reducing agent.

The DPR-II exhaust after-treatment system uses diesel fuel as a reducing agent to cut NOx emissions from diesel trucks while collecting particulate matter (PM) in its filter to simultaneously reduce both NOx and PM. It is available in new Hino light-and medium-duty trucks sold in Japan from 2017.



DPR-II exhaust after-treatment system

Hino Wins the Cho Monodzukuri* Innovative Parts and Components 2017 Nippon Brand Award for the A09C Downsizing Two-stage Turbocharged Engine for Heavy-duty Trucks

Hino Motors was awarded the Nippon Brand Award from the Cho Monodzukuri* Innovative Parts and Components 2017, an initiative sponsored by the Monodzukuri Nippon Conference and the *Nikkan Kogyo Shimbun*, a major industrial daily newspaper. Hino received the award for its A09C downsizing two-stage high-performance engine for heavy-duty trucks.

The A09C was equipped on new heavy-duty trucks sold in Japan starting in 2017. This 9-litre engine is a downsized replacement for the former 13-litre engine, and has earned acclaim as the new standard engine for Hino heavy-duty trucks. Despite the smaller displacement, it offers the same power and performance as a 13-litre engine with its two-stage turbocharging while also improving fuel efficiency, and is about 300 kilograms lighter. It offers better economy and transport efficiency, both crucial for truck users.

*Cho Monodzukuri in Japanese literally means "super" and "manufactured," referring to something that is very well made or engineered.

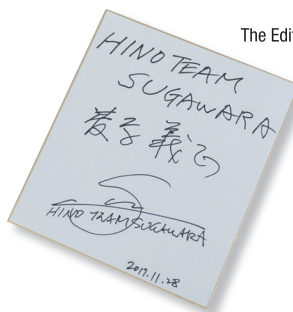


A09C high-performance two-stage turbocharged engine for heavy-duty trucks

Please share your opinion with us.

We would greatly appreciate your feedback to further improve this magazine.

Send in your feedback. One lucky respondent will be selected to receive an autographed board from Mr. Yoshimasa Sugawara and Mr. Teruhito Sugawara, and nine others will receive Dakar Rally items.



The Editorial Department will select the items.



Examples of gift items
Items are subject to change without notice.

Please respond to the below survey items.

■ 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
Dakar Rally 2018					
Interview with HINO TEAM SUGAWARA					
Owners' Voice (Saudi Arabia)					
Owners' Voice (Sri Lanka)					
Hino's Meister					
Hino Topics					

■ Please scan or snap a picture of your feedback and send it via email to marketing@hino.co.jp
Before sending, please check to make sure the file is legible.

■ Please remember to include the below information in the text of your email:
1. name, 2. gender, 3. company name, 4. title/position, 5. country, 6. company postal code, 7. company address, 8. company telephone number, and 9. connection with Hino (please choose from the following options:
a) customer, b) dealer, c) distributor, or d) other.

Furthermore, we would highly appreciate it if you could inform us about your most favorite article in this issue and the reason why.

Thank you in advance for your cooperation.

Responses are to be submitted by July 5, 2018.

Editor's note

In putting together this issue, both in Japan and abroad we asked many people their opinions about Hino. The responses in these interviews indicated both a shared sense of trust in and high expectations for Hino. We hope that this magazine helps to contribute to a deeper understanding of the Hino brand. Toward this end, we have modified the layout and design of *HINO Cares* starting with this issue. We welcome any opinions about this magazine and encourage you to share any ideas or proposals you might have by sending them in an email to us at marketing@hino.co.jp.



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