

HINO

A Global Brand for All Customers

Cares

Issue
035

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Because there are people eagerly waiting for us.



Special Feature:

Hino Total Support: Supporting Customers Worldwide





Hino Total Support: Supporting Customers Worldwide

The ultimate aim of the Hino Total Support initiative and related activities is to be a true business partner to customers and to support their businesses. In this edition, we will be taking a look at a few of these activities.

Business Philosophy, Objective and Value

Hino Total Support is premised on one to one support that is tailored to meeting individual customer expectations and needs with the aim of contributing to the businesses of our customers from the moment they purchase a Hino truck or bus to the time they let it go.

Added Value for Customers in Two Areas: Maximizing Uptime and Minimizing Lifetime Cost

By keeping customer trucks and buses operating in optimal condition, Hino Total Support strives to offer customers value on two fronts: maximizing vehicle uptime and minimizing lifetime cost. Maximizing uptime means reducing downtime due to breakdowns or repairs to ensure that vehicles are maintained in good condition so they are ready for customers to use when needed. Minimizing lifetime cost means offering Hino's signature high-quality service at a reasonable price to reduce running costs, increase resale value and help customers get the absolute most out of their Hino vehicles.

New ICT* Service: The Launch of HINO CONNECT



Hino launched the HINO CONNECT service in April 2017. The service uses information and communication technology (ICT) to monitor the condition of vehicles using communication terminals equipped on vehicles to maximize uptime of Hino vehicles. The vehicle's location information and notification functions can be used to respond promptly to any problem in the event of an emergency.

In addition, the service provides reports tailored to match the habits of drivers that can be used to realize fuel savings and safer vehicle operation.

*ICT stands for information and communication

Talented Technicians Working Around the World



HINO skills contests and technical competitions are held in 20 countries and regions worldwide



The Hino technician qualification system is Hino's unique, standardized technician certification program

The Hino Group has about 14,000 technicians working to help customers maximize the uptime of their Hino vehicles.

Hino has established a number of programs including its global Hino technician qualification system as well as holds HINO skills contests and technical competitions to enable technicians to continue to improve so that Hino can offer customers the high level of service they have come to expect.

Safety and Eco Driving Training Programs for Drivers



Safety and eco driving training program in Malaysia



Hino holds training and conducts test-driving for customers to contribute to reducing both accidents and fuel costs.

In the driver training, experienced instructors ride in the cab as customers drive a truck or bus, offering advice to improve driving skills and vehicle performance.

Participants are able to confirm the characteristics of the truck or bus, using an actual vehicle. They have expressed surprise at the fuel economy improvements and reduction in accidents after participating in the training program.



Hino Genuine Parts Offer High Quality and Peace of Mind

Fuel filter performance comparison



Using a genuine Hino fuel filter



Using non-genuine fuel filter

This example including non-genuine parts in no way guarantees results and does not apply to all conditions.

Hino supplies parts that meet exacting quality standards at reasonable prices to support vehicle safety and their safe operation.

Using Hino genuine parts serves to help minimize breakdowns and overall lifetime vehicle cost as well as extend vehicle life.

Hino Owners' Voice

[China]

Message from the Vice President of GHMC

Aspiring to be a Trusted Business Partner

Since 2013, GHMC has adopted the total support philosophy, offering services throughout lifecycle of trucks. Prior to sales, we strive to understand customer needs and bring together resources inside and outside our company to provide total support from the pre- to post-sales process to earn the trust of customers. From before the time of a sale, we provide feedback to our development team to make it possible to design products that meet customer needs. At the time of sales, we work to provide the best-fit products. After selling a vehicle, we are committed to satisfying our customers by minimizing running costs and maximizing vehicle uptime through services such as HQS (Hino Quality Service), safety and fuel efficiency training support, and services based on actual vehicle usage. In China, legal regulatory and other revisions are part of a rapidly changing environment, and competition in the logistics industry is becoming increasingly intense. Against this backdrop, we are working in financing and in our preowned vehicle business as well as other areas to hold in check initial outlays so that customers can shop with a sense of security. Rooted in the idea that the success of GHMC can only be achieved through the success of the customer's business, we would like to work in tandem with the distributor to build a relationship as true partners with the customer.

GAC HINO MOTORS CO., LTD. (GHMC)
Zhang Zhiyong
Vice President & Minister of Sales & Marketing



SOUTH TRADE

Peace of Mind with Hino Always 'Just in Time'



Mr. Zhong Zhaoguang
President



Since South Trade was established in 1998, we have expanded across a wide range of business sectors including logistics, real estate, factory construction, warehouse management, and investing. Among these, our core business is our logistics business, which primarily services our partner Japanese steel manufacturer JFE by transporting sheet metal and coils. We annually transport about 1 million tons per year.

The initial reason that we decided to go with the highly reliable Hino brand was because we count many Japanese companies among our customers. Currently, we operate a fleet of 50 Hino vehicles when you include those of our subcontractors. Indeed, all of the vehicles we operate our Hino except for vehicles for special uses.

Customers want just-in-time operations. Adhering faithfully to the delivery schedule is of immense value. The low incidence of problems during operation has helped Hino vehicles earn a high level of trust.

Underpinning this is the strength of products that do not break down, but a second reason is that the dealers also maintain and support them properly just in time. We are grateful because any problem that may arise is quickly resolved.

I actually dream of one day outfitting a Hino truck with a mobile home for people to be able to travel all around China, although such a vehicle has yet to be made. In any case, I want to continue to convey the goodness of Hino vehicles to customers in China.

GUANGDONG NANCHU TRANSPORT MANAGEMENT CO., LTD.

Relying on Hino Products and Support to Ensure Reliable Transport



Mr. Zhang Huanxin
Vice President



Mr. Huang Hongzhong
Manager of Equipment
Department

NANCHU is the leading transporter of rare metals such as aluminum ingots and copper plates, annually transporting more than 1 million tons in cargo. Our business requires reliable transport of high-value freight exceeding millions of yuan per load with short lead times. These demands are precisely the reason that leads us to opt for the high quality and peace of mind that comes with the Hino brand. In China, many companies operate cheaper, domestic-made trucks, but when you take a step back and look at the investment from a mid to long-term point of view, the benefits are readily apparent of operating Hino trucks, which rarely have problems or break down. In particular, in the business of transporting goods over great distances, Hino boasts more experience than others.

Some 86 the 105 vehicles we have in the South China region are Hino trucks. The local dealer is especially responsive and ensures speedy delivery as well as prompt and reliable after-sales service. Our company operates around the clock and whenever we have an emergency, they are there to respond to our needs.

In addition, our company places great importance on the safety of drivers. As a result, we are very grateful to Hino for dispatching trainers to provide driver safety training to the people behind the wheels of our vehicles.

Moving forward, it is clear that our business environment will experience great change, and we hope that GHMC and local partners will continue to make efforts to keep improving maintenance and customer support.



HELI CONCRETE CO., LTD.

Hino Fleet Grows from 30 to 80 Vehicles to Support Our Growth



Mr. Qiu Jinwen
President



Huizhou Jili
Mr. Zheng Qiang

Our company started operating in 2013 and over the past six years we have been rapidly expanding our operations. Initially, they came highly recommended and we purchased 30 Hino trucks at once, surprising everyone. They have continued to operate in spectacular condition, day and night without breaking down at all. Currently, we've increased our fleet of Hino vehicles to 80, and are the largest owner of Hino vehicles in our area. Drivers heap praise on the Hino vehicles and we frequently hear comments about the strength of the frame and engine. In addition, regional data show that the county where we are located—Huidong County of Guangdong Province—has the lowest rate of vehicle accidents. Indeed, this data might in part demonstrate the advantages of Hino when it comes to safety on the road.

In China, a surge in safety awareness has authorities becoming stricter when it comes to trucks carrying excessive loads. In practice, this means that transport could be completed in with one load and one trip now takes two or three. Initially, we knew it would take time to receive Hino vehicles we had on order so we bought 10 four-axle trucks with high load-carrying capacity from another company. Now that we've finally received our Hino trucks, we're looking to sell the other brand of trucks we bought which break down frequently. The bodybuilder Huizhou Jili uses genuine parts and does a great job of maintaining our trucks. As a result, we are able to operate with very few problems or breakdowns.

In the future, the Greater Bay Area plan will bring Guangdong, Hong Kong and Macau into the same economic sphere, and we are intent on harnessing the incredible performance and appeal of Hino to increase our operations in these areas.

Hino's Meister

[Toni Andi Tikna Workshop Manager at PT. Daya Guna Motor Indonesia]

Troubleshooting Expert Places Premium on Calm, Rational Approach



A well-organized workshop

Toni Andi Tikna is a troubleshooting expert. The head of the PT. Daya Guna Motor Indonesia (DGMI) workshop in Indonesia's capital of Jakarta, Mr. Toni was born in the same city in 1979. After graduating from a vocational high school specializing in automotive technology he worked as a technician maintaining and repairing cars until 2001. Then from 2001 to 2009 he worked at PT. Sinar Jaya, where he learned from the head of the workshop the necessary technical know-how and expertise as well as the importance of perseverance, maintaining a humble mindset and always continuing to learn. He moved to DGMI in 2009.

The Three Joys of Troubleshooting

Mr. Toni explains that from a young age he aspired from to be a technician because of his love of cars and the fun he finds tinkering with machinery. Since he was a child, he has enjoyed taking apart things and putting them back together. These qualities all made being a technician the perfect fit for him.

He says there are three things about troubleshooting that he finds fun. The first is the joy of solving one difficult puzzle after another. He believes that thoroughly observing, analyzing and understanding things will always lead to the right answer. The second point is having to constantly learn and master new technology as part and parcel of handling vehicles that are changing and improving. The third point he enjoys is being able to directly satisfy the customer through his work.



As head of the workshop, Mr. Toni puts effort into training younger technicians

Mr. Toni believes post-repair follow-up is crucial to satisfy customers. Likewise, he feels providing detailed explanations is key when a breakdown happens or something is off with a vehicle because customers feel uneasy if they don't know the cause of a problem. In addition, he is of course concerned about the post-repair ride, but places a premium on the satisfaction and peace of mind he can deliver to customers.

Another area that he emphasizes is keeping the workshop clean and well organized. If the workshop is dirty, the facility or tools inadequately maintained, then a technician can't immediately get to work servicing a vehicle. In addition, dirt or grime on components can also cause accidents or problems with vehicles. But perhaps above all, he believes that if a dirty or disorganized workshop will harm worker motivation and customer trust. "I make sure that the tools we use daily are always in good shape, but I also see that facilities and equipment we don't use as regularly are also always ready to go," says Mr. Toni, stressing the importance of a clean and organized workshop.

The Role of the Workshop Head: Training Younger Technicians

A major part of Mr. Toni's job and his role as head of the workshop is training younger technicians. Currently, he is training 15 younger technicians across a broad-range of topics including the principle mechanics of vehicles, the basics of maintenance and maintenance frequency. The trainees also sing his praises. They say his lessons are logical, objective and easy to understand and that he is also willing to lend an ear, and that his instruction and advice are always spot on.

However, each year troubleshooting is becoming more complex and the skills required more advanced. It is not only that vehicles are being equipped with advanced technology such as electronic control systems and incorporating new materials. There are also always new diagnostic tools being deployed that technicians need to be up to speed on. In Indonesia, there aren't yet many vehicles on the roads equipped with common-rail fuel injection systems, but their numbers are sure to surge moving forward. As such, staying up to speed with the latest technology and enhancing vehicle-servicing skills are both significant challenges. These are just a few of the many things—from safety management and customer services to increasing operational efficiency—and revenue—that keep Mr. Toni busy.

But amid the challenges of his work, Mr. Toni always remains cool, calm and collected rooted in his firm belief that thoroughly observing, analyzing and understanding a problem will always lead to a solution.



Conducting efficient maintenance and working with younger technicians

**The customer
will be happy
for sure.**



Toni Andi Tikna
Workshop Manager at PT. Daya Guna Motor Indonesia



My work comes with great responsibility because if I fall short it could lead to a serious accident. But I know that if I solve the problem then the customer will be happy for sure.



**Observing,
analyzing and
understanding**

Please refer to the Hino's Meister content available on Hino's website for more information. https://www.hino-global.com/corp/hino_cares/index.html



The Iron Man of Dakar

Yoshimasa Sugawara Retires



Yoshimasa Sugawara



Sugawara and Hino Motors have partnered to compete in the Dakar Rally since 1992. Here is Sugawara racing at the 1997 rally.



Sugawara responds to the cheering crowd with his trademark carp streamer after besting bigger trucks to finish second in the truck division at the Dakar Rally 2001.

After decades of setting records at the Dakar Rally, Yoshimasa Sugawara has retired from racing and stepped down from his post as director of HINO TEAM SUGAWARA. He has been succeeded by Teruhito Sugawara. Little could anyone have known in 1983 when Sugawara began racing in the Dakar Rally¹ that he was on his way to a storied career that would see him dubbed the “Iron Man of Dakar.” With the team’s trademark carp streamer in hand, Sugawara rewrote the record book with two incredible Guinness World Records²: 36 consecutive starts and 20 consecutive finishes at the Dakar Rally.

¹ At the time, the race was called the Paris-Dakar Rally, and Sugawara participated in the motorcycle division.

² As of April 23, 2019. Guinness World Records is a registered trademark of Guinness World Records Limited.

New Dakar Rally Truck Crafted Based on the HINO 600 Series Made for North America



The new Dakar Rally truck has been crafted for improved performance as the team seeks a top overall finish at the Dakar Rally. The vehicle employs a torque converter AT to boost acceleration performance.

Hino's Dakar Rally Truck on Display at GAIKINDO Indonesia International AUTO SHOW (GIAS), in Jakarta, Indonesia



A number of events were held to cater to the many visitors including a talk show featuring HINO TEAM SUGAWARA director and driver Teruhito Sugawara as well as a drawing contest for children.



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