

Social Performance



“To make the world a better place to live by helping people and goods get where they need to go—safely, economically and with environmental responsibility—while focusing on sustainable development.” This is the corporate mission of Hino Motors. Minimizing downtime due to breakdown or other mechanical issues on the customers’ trucks and buses helps to ensure that the customers do not have to halt their business operations. This is something of great value that Hino Motors can provide to society. In order to fulfil the mission of Hino Motors, it is of course important to develop, manufacture and sell high-quality vehicles. What is equally important, too, are measures to ensure safety through swift and accurate after-sales service and maintenance.

Hino Motors promotes a variety of initiatives in all aspects of its operations, from development through to manufacturing, sales and after-sales services, which are collectively known as Hino Total Support, based on the desire to contribute to minimizing downtime and maximizing up-times, as well as minimizing lifecycle costs. While designed to respond to the expectations of customers, Hino Total Support is also a system that seeks to support distribution and transportation infrastructure, which are lifelines for society.

Aiming for Safe and Environmentally Considerate Distribution and Transportation

promptly when repairing breakdowns or faults. At the same time, in order to minimize lifecycle costs from the point of purchase through to usage and ultimately disposal, it is important to develop vehicles with high fuel efficiency and also to promote fuel-efficient driving techniques among drivers. By constantly seeking ways in which the Company can be useful to its customers and by expanding its Total Support initiatives, Hino Motors’ aim is to contribute to the realization of safe and environmentally considerate distribution and transportation systems.

Working together with dealerships responsible for after-sales services, Hino Motors works as “Team Hino” to provide wide-ranging Total Support. The Company’s aim is to maximize up-times and minimize lifecycle costs.

In order to ensure safe vehicle operation and maximize operating time (up-times), it is essential to provide high-quality vehicles that are resistant to breakdown, implement preventive maintenance through the timely replacement of parts, and respond

1.Examples of Initiatives to Maximize Up-times

Supply of spare parts

To minimize downtime, Hino Motors works to ensure the swift supply of highly reliable Hino Genuine Parts at appropriate prices to ensure that repairs can be implemented without keeping customers waiting.

Deployment of “Dr. Dutro” emergency service vehicles

Hino Motors deploys “Dr. Dutro” emergency service vehicles to dealers to provide on-site repairs. Dr. Dutro vehicles are light-duty trucks fitted with equipment necessary to provide emergency repairs for breakdowns.



2.Examples of Initiatives to Minimize Lifecycle Costs

Training for customers on fuel-efficient driving techniques

Hino Motors implements training for customers on fuel-efficient driving techniques. This training makes use of the test-drive course at the Customer Technical Center, which is the first permanent training facility in Japan to be directly operated by a vehicle manufacturer. (See past articles)

☒ Eco-Driving Classes



Various driving data collected in the vehicle control computer installed in the customers' vehicles are used to create a driving analysis report. These reports can be used to provide hints about fuel-efficient driving, reconfirm aspects about driving safety, and help determine preventive maintenance requirements.



Spreading the Total Support Ethos Around the World

Hino Motors has also worked to spread the concepts of Total Support overseas and ensures that it will provide high-quality support anywhere in the world.

The initiatives to spread Total Support overseas began with the Hino Motors Global Conference in 2012. (See "To Our Stakeholders") This conference was attended by the top management of overseas dealerships, and it was there that Hino Motors announced that Total Support would be focused on as a key business strategy. In 2015 the Hino Total Support World Business Meeting was held, and Hino

Motors and its international subsidiaries pledged to promote Total Support for customers worldwide.

Total Support is now a phrase that is shared among the Hino network of distributors and dealers worldwide, and independent efforts to promote Total Support are being advanced without the need for guidance from Japan.

In order to ensure that the same high-quality level of Total Support is provided in every country, it is important that highly skilled mechanics and advanced maintenance equipment are in place to ensure consistent quality. By providing e-learning to mechanics in local languages, the Company is also working to boost skills and enable the mechanics to deal with the ever-increasing complexity and high-tech evolution of trucks in recent years. Hino Motors will continue to introduce the latest technologies in line with the needs and circumstances of each country.

Results can be seen in the reasons why customers choose Hino



Takeshi Yasuda

Senior General Manager,
BR Overseas Total Support Management Division

Our overseas customer support activities have been consistently and continuously implemented over the years, including always dispatching field service engineers for after-sale services. In recent years these activities have been advanced further, and the Hino Total Support concept that was announced at the Hino Motors Global Conference in 2011 was set out in a pamphlet in 2013. It was distributed worldwide to ensure that the concept is shared and implemented in all countries.

In addition, for the top management of overseas dealerships, we work to further promote the spread of Total Support through regional conferences. For managers we share best practice examples of Total Support activities at manager conferences and Kaizen Rallies. Also, for our technicians who work on the frontlines providing services to customers, we have worked to promote awareness of Total Support through skill competitions.

The results of these efforts can be seen in the reasons why customers choose Hino. From time to time we have heard opinions from customers who use Hino vehicles to transport high-value-added cargo. For example, one customer told us that if their concrete mixer trucks were to break down, it would result in the concrete solidifying and becoming unusable, which is why they selected Hino vehicles for their high quality and precision maintenance. It is in cases like these that you get a sense of the trust in Hino. I think that this demonstrates that the greatest value we can contribute to society is to support valuable lifelines by ensuring the continuous operation of commercial vehicles.

We are always thinking about what we can do for our customers



Masahide Kagawa

General Manager, Total Support Strategy Division

There has always been a well-established system among our domestic dealers for providing attentive customer support. It is this stance of seeking to provide proposals that are useful to our customers that forms the basis for our Total Support activities. We therefore seek to further improve the level of our maintenance equipment and personnel training, and we are always thinking about what we can do together as "Team Hino," with the dealership and manufacturing side working together as one.

We are also promoting Total Support initiatives overseas in ways that complement the situation in various countries. In North America, for example, we use telematics to efficiently pinpoint the causes of faults and provide swift solutions. In Central and South America our customers require quick maintenance turnaround times, so we are engaged in efforts to do the appropriate inspections and maintenance smoothly and quickly. These are just a couple of examples, but they show that by creating a cycle in which Team Hino learns from best practices in different countries and provides feedback to the team, we can aim to further develop our technologies so that customers do not have to halt their own operations. Our efforts help us to gain the deep trust of our customers, and we also hope to create social value by helping to keep community lifelines open and by being considerate of the environment.