The HINO Credo & Course of Action

The HINO Credo

In July 2007, Hino Motors reassessed the previous corporate philosophy and drew up the HINO Credo based on a CSR perspective. More recently, the Company is addressing unprecedented rapid change of the automotive industry by striving to create multifaceted value. All of these efforts are guided by not only one slogan and three goals, but also medium- and long-term business development and initiatives for 2025, helping to forge a united mindset among all the employees who make up global “Team Hino.”

The Course of Action: One Slogan and Three Goals

Customers and the broader society have higher and higher expectations of trucks and buses. Today’s vehicles must fulfill safety needs, help address social issues surrounding distribution such as the recent shortage of drivers, and contribute to the fight against climate change.

Stepping up to these challenges, Hino Motors is working hard to support customers’ businesses, contribute to society, and achieve continuous growth under the slogan of “Trucks and buses that do more.”

The HINO Credo: Corporate Mission

“To make the world a better place live by helping people and goods get where they need to go—safety, economically and with environmental responsibility—while focusing on sustainable development.”

The Hino Motors Slogan

“Trucks and buses that do more”
Improve aerodynamic
HINO SUSTAINABILITY
traffic accident casualties.
to help build a safe society with zero truck and bus
is working to enhance safety from multiple perspectives
heavy damage and buses must protect many lives. Hino
In the event of an accident, trucks are susceptible to
collisions, and reducing damage.
concentration, stabilizing vehicle behavior, avoiding
operation control for safe driving, to preventive safety
helps avoid accidents, to collision safety if an
Pre-Crash Safety System (PCS)*
Collision Damage Reduction Brake
Pre-Crash Safety System (PCS) (Collision Damage Reduction Brake)
Collision Safety
Collision damage reduction
Emergency Guard Impact Safety (EGIS) Cabin / Underrun Protectors
Emergency Guard Impact Safety (EGIS) Cabin / Underrun Protectors
Driver monitor / Drift alarm /
Lane departure warning
Variable light distribution
Vehicle stability Control (VSC)* system
Variable light distribution from signal
Vehicle-to-vehicle distance
Driver monitor / Drift alarm /
Lane departure warning
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A Frontrunner in Environmental Technologies
Hino Motors was a frontrunner in promoting
technological innovations such as clean emissions
technologies and fuel efficiency improvements even
before environmental issues caught the public eye. In
addition to the development and supply of products
that comply with the exhaust emissions regulations of
each county, Hino Motors continues to research and
develop technologies across a wide range of fields for
a variety of specific applications, such as plug-in hybrid
vehicles, electric vehicles, and fuel cell vehicles based
on proven hybrid technologies. This is positioning the
Company for success with whatever future energy
becomes mainstream. For example, in 1991, Hino
Motors launched a heavy-duty, fixed-route hybrid bus as
the world’s first commercial hybrid vehicle. In 2012, the
HINO Poncho EV, a light-duty electric vehicle (EV) based
on the HINO Poncho light-duty bus, was adopted by
Hamura City in the Tokyo metropolitan area as Japan’s
first route bus using a light-duty EV bus.
In October 2017, Hino Motors announced the Hino

Toward Zero Traffic Accident Casualties
In the event of an accident, trucks are susceptible to
heavy damage and buses must protect many lives. Hino
is working to enhance safety from multiple perspectives
to help build a safe society with zero truck and bus
traffic accident casualties.
Based on its concept of “Total Safety,” Hino is
working hard to improve safety at each stage—from
operation control for safe driving, to preventive safety
that helps avoid accidents, to collision safety if an
accident does occur. On the product side, Hino has
developed and commercialized safety equipment with
the objective of reducing driver fatigue, maintaining
concentration, stabilizing vehicle behavior, avoiding
collisions, and reducing damage.
Hino Motors also addresses various needs throughout
the vehicle’s life cycle by, for example, focusing on the
enhancement of retrofitted safety equipment.

Hino Motors Strengths
Creating a New Future: Electric Trucks
and Buses as the Backbone of Society
Michiko Kakinuma
Electric Vehicle Development Dept, Advanced E-Vehicle Development Div
From a very early age, I have felt at home around buses,
carrying people and the trucks that ship products. It was
this feeling that drove me to join Hino Motors. Today, I am
proud to be part of the Advanced E-Vehicle Development Div,
where I am involved in the development of the electric Trucks
and Buses of the future that will transport goods and people.
There are many challenges involved in the development and
adoption of electric Trucks and Buses. This is why we are
determined to do everything we can to make switching to
electric vehicles easy for customers who are accustomed to
the engines of existing vehicles. My part of this is studying
up on the latest technology trends and working to involve
suppliers and others with our technology development. My
dream is for the electric Trucks and Buses that we develop to
be the backbone of society before the children of today have
grown up—and I am doing my best every day to make that
dream come true.

HINO SUSTAINABILITY REPORT 2018
The 3 Goals
“Total Support” That Underpins Our Customers’ Business

Hino Motors not only supplies completed trucks and buses, but also meets each vehicle’s diverse ongoing needs, supporting customers’ businesses worldwide with “Total Support” care for vehicles after delivery. The trucks and buses that Hino supplies to the world will make an even greater contribution to solving social issues as Total Support gives Hino a stronger presence as the company that “does more.”

Hino Motors provides comprehensive support to ensure that its trucks and buses continuously operate reliably under the customer’s care and can completely deliver on expectations. In addition, Hino Motors is working to realize Total Support customized for each vehicle by seriously tackling the challenges confronting customers and providing distinctive solutions that only Hino Motors can provide. The Company maintains each and every customer vehicle in optimal condition and supports transportation and transit—a key element of a social infrastructure—via customer assistance programs that not only provide optimal products, but also provide preventive maintenance against malfunctions through appropriately timed parts replacements, immediate responses and quick repairs in case of an emergency, properly timed parts replacements, immediate responses and quick repairs in case of an emergency, and providing distinctive solutions that only Hino Motors can provide. The Company maintains each and every customer vehicle in optimal condition and supports transportation and transit—a key element of a social infrastructure—via customer assistance programs that not only provide optimal products, but also provide preventive maintenance against malfunctions through appropriately timed parts replacements, immediate responses and quick repairs in case of an emergency, thereby greatly supporting customers’ businesses, from everyday operation to emergency response.

Maximize vehicle uptime and minimize life-cycle costs.

Total Support

HINO CONNECT Utilizing ICT

HINO CONNECT, which links customers with Hino Motors via communications terminals installed in vehicles, is a communication tool equipped with notification capability serving a wide range of customers and a web browsing capability that assists with the normal operation of trucks and buses. For example, when the safety device (in PCS*1, Driver Monitor, or EDSS*2) is activated, Hino Motors will directly contact the customer by email, enabling them to confirm the status such as the operating status of the vehicle’s safety device, the time, and other functions on a special website, thereby supporting safe operation. Additionally, information such as vehicle driving data is compiled into a monthly report and provided as a guide to fuel-saving and safe operation. Further, the collected vehicle information is used to propose preventive maintenance, thereby greatly supporting customers’ businesses, from everyday operation to emergency response.

Focusing on various needs and social issues, Hino Motors will expand the capabilities of HINO CONNECT and continue to contribute to the safe and secure operation of trucks and buses.

*1 PCS is a registered trademark of Toyota Motor Corporation. *2 EDSS: Emergency Driving Stop System

Hino Motors Strengths

Immersed in the Maintenance Work I Love, Working for the Dakar Rally Dream

Yoshitaka Umemoto
12th Term Free Mechanic
Tokyo Hino Motor, Ltd.

When I was young, I loved large vehicles like buses and trucks. Even after I got into university, I didn’t want to give up on what I loved, and so I went to school during the day and studied maintenance at night, coming out with my qualification as a mechanic.

In the seven years since I joined Hino Motors, I have felt more and more passionate about the part I play in our Total Support and the support I provide customers through careful and thorough maintenance of their vehicles. I continue to do the work I love, checking to see how the vehicles are used and suggesting ways from time to time to optimize vehicle use. As vehicles evolve, the maintenance they require changes, as well, and there is always something new to learn. I will continue to hone my skills on the job every day as I work to make my dream of taking part in the Dakar Rally as a Team Hino mechanic come true.
Promoting a Wide Range of Initiatives Focusing on Distribution and Transportation

Autonomous driving of trucks and buses can be cited as an effective countermeasure to social problems such as a shortage of drivers, an increasing number of people with limited access to transportation, and deteriorating transportation efficiency.

Currently, Hino Motors is actively developing this advanced driving support technology and conducting repeated verification tests, looking to establish truck platooning and Bus Rapid Transit (BRT) systems on expressways at the earliest possible date.

The most challenging among these is a “transportation solution” to achieve a safe and secure distribution environment that leverages driver, vehicle, and load information in a sophisticated way, achieving a high loading rate. Specifically, this is a system for transporting more goods with one vehicle and transporting more goods with a smaller number of drivers. Shippers will no longer schedule individual trucks and transport goods at low loading rates as they did in the past. Instead, Hino is considering various approaches in response to the diversification of transportation value including a logistics matching service that brings the loading rate to nearly 100%. In addition, Hino is re-examining the transportation system itself and is considering “on-demand buses” that can be called by mobile phone when a bus is needed, as well as initiatives that assist people to access greater mobility.

By taking on a number of challenges, Hino Motors aims to achieve a new form of distribution and transportation with value for all stakeholders. These efforts will enable the Company for the first time to take the area of total support that it has carefully perfected and extend its reach from our customers to the society as a whole.