The HINO Credo & Course of Action

1. Corporate Mission

Earn the world’s trust as a global manufacturer of commercial vehicles
Develop and maintain innovative technologies that enable us to provide customers with useful products and services
Integrate sustainability, social concern, and a keen awareness of change into our plans for growth
Respect the diversity of our employees, and build a vibrant corporate culture

2. Core Principles

Challenge2025
Hino Environmental Challenge 2050

"Trucks and buses that do more"

1. The HINO Credo

Corporate Mission
Core Principles
CSR Charter

2. Core Principles

Best-fit products incorporating safety and environmental technologies
Total Support customized for each vehicle
New activity areas

3. CSR Charter

To customers
We meet our customers’ expectations by providing useful products and services.

To employees
We respect each individual employee, and strive to create a workplace that fosters personal growth.

To business partners
We build relationships of trust by engaging in open communication, with mutual prosperity as our goal.

To shareholders
We work hard to anticipate changes in the business environment in order to improve the Hino Group’s corporate value.

To the international and local communities

"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."

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We strive to provide products that are safe and environmentally friendly, pursuing a responsible balance with the environment in all of our corporate activities.

We strive to contribute to local communities in all the regions where we do business.

We are devoted to good corporate citizenship, complying with laws and regulations and maintaining high ethical standards.