

Being “beneficial to both individual customers and society” is the starting point for all our thoughts and actions



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Introduction

First, I would like to offer my sincere sympathies to all those who have been affected by COVID-19, and to express my hope for a speedy recovery from this pandemic for the world. I would also like to express my heartfelt gratitude and respect to all persons engaged in the medical sector and those who are working in various capacities to ensure that social infrastructure remains up and running.

Current environment for Hino Motors and the vision we aspire to achieve

As is evident from CASE technologies, the automotive industry is in the midst of a once-in-a-century period of profound transformation, and the truck and bus sector is not immune to such changes. Year-by-year the challenges relating to logistics and transportation that society faces are becoming ever more serious and complex, including issues such as CO₂ and other greenhouse gas emissions, and labor shortages due to the aging society and declining birthrate. At the same time, however, the restrictions on social activities and individual movement necessitated by the COVID-19 pandemic, which has been persistent since the end of fiscal 2019, have impressed upon everyone the importance of logistics and transportation.

Based on our mission “To make the world a better place to live by helping people and goods get to where they need to go,” since our establishment we have provided our customers and society with value unique to Hino Motors. Then, in 2018, we announced our medium- to long-term management strategy, Challenge 2025, aiming to implement business structure reforms to transform Hino Motors into a company capable of solving issues faced by customers and the world. Under Challenge 2025, we are working on the three goals of “best-fit products incorporating safety and environmental technologies,” “total support customized for each vehicle,” and “new activity areas,” as we aim to provide value by achieving the four targets of “zero fatal traffic accidents,” “significant CO₂ emissions reductions,” “support for the development of our customers’ businesses,” and “further streamlining the flow of people and goods.”

Last year, even under the harsh environment caused by the COVID-19 crisis, Hino Motors stepped up and reinforced Challenge 2025-related initiatives, embarking on structural reforms designed to ensure quality growth. Our aim is to achieve the targets and goals of Challenge 2025 on schedule, and even more importantly, to continue to remain relevant and needed by our customers and society now and into the future, by providing next-generation “commercial mobility” utilizing CASE technologies that contribute to sustainable logistics and transportation.

Challenge 2025 (“Envisioning 2025” announced in October 2018)

Corporate Information	Top Message	The HINO Credo & Course of Action	Realizing a Sustainable World	Environmental Management	Hino's Strategies and Initiatives and the Sustainable Development Goals (SDGs)	CSR Management	Topic	ESG Initiatives
								Environment Social Governance ESG data and others

Hino Motors’ environmental management: Pursuing carbon neutrality

Today, in the quest to curb the climate change-inducing effects of global warming, initiatives to achieve carbon neutrality are rapidly progressing around the world.

In 2017, as part of the Hino Environmental Challenge 2050, we announced that we would endeavor to reduce environmental burdens to zero, and we have continued to face global environmental issues head-on ever since. Our targets are extremely ambitious, but in all areas, from development to production and logistics, “Team Hino” is working together to implement the technological innovations that will get us there.

More recently, in April 2021, we announced Hino Environmental Milestone 2030, a set of medium-term targets for the lead-up to 2050, and we are accelerating efforts to achieve them.

In order to achieve carbon neutrality in automobiles, it is vital to consider the reduction of CO₂ emissions throughout their entire life cycle, from the production of parts and materials through to disposal and recycling. To that end, it is also imperative to take into account the energy situation of each country or region, and to make transportation more efficient.

Furthermore, although reduction of CO₂ emissions produced as a result of driving will certainly make a major contribution to achieving carbon neutrality, it will not be enough simply to make all vehicles electric-powered. For example, CO₂ is also emitted in the generation of electricity used to charge the batteries of electric vehicles, and also in the production of hydrogen for use in fuel cell vehicles, and those emissions also have to be cut. To be able to contribute to our customers’ businesses, it is equally important to provide products and services that are both easy to use and cost competitive, and can be used efficiently and with peace of mind.

Based on our recognition that environmental technologies can only contribute to society if they become widely adopted, we remain dedicated to making every effort to achieve the targets set out in the Hino Environmental Challenge 2050. What is more, we will work closely with national and local governments, related industries and the Japanese Automobile Manufacturers Association (JAMA) in pursuit of various measures for achieving carbon neutrality.

Collaborating with like-minded partners

There is a limit to what Hino Motors can accomplish on our own when seeking to solve challenges that face the logistics and transportation industry, such as reduced transportation efficiency and driver shortages. While our collaboration with the Toyota Group remains the main pillar for our business, we have engaged in

various cross-border ventures with like-minded partners, such as the TRATON Group and BYD. By joining forces with partners like these and capitalizing on our respective strengths, our potential to solve challenges grows even higher.

We have verified this concept through initiatives being implemented by NEXT Logistics Japan, Ltd., which was established in June 2018 with the aim of enhancing efficiency and streamlining personnel for trunk-route transportation. With the support of various leading companies in the industry, it has been possible to successfully reduce the number of transportation personnel by half, and CO₂ emissions by 32%.

In March 2021, aiming to accelerate societal implementation and dissemination of CASE technologies and services and to help address various difficulties facing the transportation industry as well as help achieve a carbon-neutral society, Hino Motors also launched a new collaboration with Isuzu and Toyota. To promote the further dissemination of CASE technologies, commercial vehicles with predetermined driving distances and routes will be the easiest to introduce in conjunction with the relevant infrastructure development. By combining our commercial vehicle strengths with Toyota’s CASE technologies, together we aim to offer even more useful solutions for our customers and the broader society.

Building a sustainable world

A global environment in which we can all continue to live and sustainable societies where all people can continue to enjoy a prosperous lifestyle are equally sought by everyone and are a shared goal for humanity. Hino Motors engages in business in over 90 countries and regions around the world, and we hope to earnestly face the logistics and transportation problems that our customers and communities are dealing with in each of these countries and regions, and to help build the sustainable society envisioned by the Sustainable Development Goals (SDGs).

By achieving the goals of Challenge 2025, Hino Motors seeks to become a company capable of working together with customers and communities to solve challenges, based on the solid platform of our businesses of manufacturing, selling and maintaining trucks and buses. We are pressing forward on those goals by carrying out structural reforms in purpose of quality growth, while concentrating more than ever before on developing the human resources capable of generating this quality growth.

It is precisely in times of change like these that we must ensure that being “beneficial to both individual customers and society” is the starting point for all our thoughts and actions. Moving forward alongside our customers, “Team Hino” will work as one as the world undergoes the transformation to a sustainable society, and face each challenge together with like-minded partners.