



Relief Efforts in the Aftermath of the Great East Japan Earthquake

Hino Motors Works Together with Customers to Support

Hino Motors recognized its social responsibility as a manufacturer of commercial trucks and buses to provide people with vehicles that can be put to work and contribute toward rebuilding disaster areas and the recovery of Japan's economy. The Company is continuing to offer support to relief efforts in the region.

The following report covers the Company's activities in 2011 that took place after those featured in the 2011 CSR report.



Hino Dutro Hybrid Trucks Lent to Disaster-affected Areas

From October 2011, Hino Motors lent a total of 58 Hino Dutro hybrid trucks free of charge to Iwate, Miyagi, Fukushima, and Ibaragi prefectures. The light-duty trucks are particularly useful due to their maneuverability in constricted areas.

Click here for information on Hino Dutro hybrid trucks: 



A Hino Dutro truck is driven through the streets of Ishinomaki City

Recipient	Number of trucks
Iwate Prefecture	13
Miyagi Prefecture	20
Fukushima Prefecture	15
Ibaragi Prefecture	10
Total	58

In the city of Ishinomaki, Miyagi Prefecture, relief supplies such as food, blankets, and power generators were stockpiled in the event of a major aftershock following the Great East Japan Earthquake. City workers used a Hino Dutro truck to deliver the supplies to the city hall, schools, and district assembly halls around the city, including outlying islands. The truck was also used to transport materials needed to restore local beaches, restart tourist events, and reconstruct schools, making it a key part of local efforts to rebuild the city.



A ferry transported the truck to nearby island communities



Once on the islands, the truck delivered relief supplies to storage locations

Pick-up Bus Donated to Aquarium



The passenger bus painted in aquamarine

On March 14, 2012, a Hino Motors Group subsidiary, Fukushima Hino Motor Ltd., donated a medium-sized bus to the Aquamarine Fukushima aquarium in the city of Iwaki, Fukushima Prefecture, as the bus used for transporting passengers to participate in aquarium tour programs and kids programs was damaged in the earthquake. The bus was decorated with the same aquamarine color as the damaged vehicle. The head of the aquarium expressed his appreciation. "With this bus, we can now carry out our full program of activities at the aquarium," he remarked. The donation was also reported in a local newspaper and TV.

Repairing Tsunami-damaged Vehicles

Six days after the Great East Japan Earthquake, Ibaraki Hino Motor Ltd. successfully completed vehicle repairs for a customer based in Ibaraki Prefecture. The customer, a shipping company, delivers goods to supermarkets in the city of Sendai, Miyagi Prefecture, which was affected by the disaster. In order to ensure that the supply of the foodstuffs could reach the area, swift work was essential to repair vehicles made inoperable by the tsunami.

Upon receiving the request, Ibaraki Hino Motor immediately dispatched representatives to the customer's site, some 300 kilometers away, to assess vehicle and site damage. Although the company and staff were also affected by the disaster, and concerns remained over additional damage from aftershocks, a four-member volunteer team was organized.

Working in the parking lot of the customer's site amidst frequent aftershocks, power outages and snowfall, the assembled team repaired six medium-duty trucks that had been submerged in seawater as a result of the tsunami. Firstly, debris that had collected throughout the vehicles was removed. This was followed by a complete change of oil and grease. The team worked late into the evenings to finish all of the checks and adjustments.

After the team returned to the company, the customer visited Ibaraki Hino Motor to express their gratitude. The team was later informed about a message of appreciation sent by the supermarket to the customer. "Among the numerous shipping companies we rely on, you were the first to resume deliveries with the most trucks," it read. "Above all, we were most delighted to be able to provide food to local residents on the day your shipment arrived." The team members felt a great sense of accomplishment and happiness to hear that the customer received deep appreciation from its customer, and camaraderie was strengthened.



A view of the extent of the damage



Vehicles that were damaged



A four-member volunteer team



Repair work at Hino plant

In another effort, from April 25, 2011 six Hino Motors' departments, along with the group companies Hino Engineering Annex, Ltd. and Hino Giken Co., Ltd., (now Hino Trading, Ltd.) applied their expertise and collaborated on repairing 12 vehicles, and two engines and cabins that could not be restored at a dealer's service shop. The task was challenging: as a result of the tsunami, the vehicles were covered with mud, rust, and various kinds of oils mixed in the seawater. Nevertheless, repair work proceeded in earnest for five months in order to return the vehicles to customers as quickly as possible.

[☒ a related article](#)

Delivering Relief Supplies Donated from Fukushima Prefecture Association

On July 14 and 15, 2011, an association of people at Hino Motors originally from Fukushima Prefecture who wanted to contribute to the recovery of their hometowns donated and delivered relief supplies comprising approximately 4,000 paper fans and 2,100 towels. In cooperation with the association, the Hino Motors Group company, Fukushima Hino Motor Ltd. delivered the supplies to a total of eight sites including municipal government offices and emergency shelters. This activity was featured in a local newspaper.



Fukushima Hino Motor Ltd. and a Fukushima association worked together to deliver relief supplies



The activity was featured in the July 16, 2011, edition of the *Fukushima Minyu Shimbun*

Food Fair Held at Factory Site

On August 10, 2011, the Hamura Plant held a food fair inside the factory grounds to promote foods and products from Aizu, Fukushima Prefecture. Although Hino Motors' head office had been occasionally holding food fairs to assist farmers in disaster-hit regions since June 2011, this was the first time for the Hamura Plant to hold such an event. Despite the summer heat, a large number of people attended as a result of efforts by members of Fukushima Prefecture associations and other groups, and the fair was a great success and helped dispel harmful rumors in the regions.



The Hamura Plant's food fair was crowded with visitors

Participants from Aizuwakamatsu district
and members of the committee which promoted the fair

Volunteer Activities to Rebuild Iwate Prefecture after the Great East Japan Earthquake

From October 20 to 23, 2011, eight employees from Hino Motors who grew up in the Tohoku region participated in volunteer activities organized by the Toyota Group to aid areas damaged by the earthquake. The activities were carried out in the cities of Rikuzentakada and Ofunato in the Kesennuma area of Iwate Prefecture.



Mountains of debris in the area



Work in process



A pot lid was found buried



Debris was collected in sacks

Comments of Volunteers

Mr. Takahiro Onishi, Technical Research Center

After seeing the devastation I volunteered in Tokyo, because I wanted to attend something to help at real site. Although over six months had passed since the earthquake, we cleaned up massive amounts of debris. We also found photographs, all kinds of daily goods and things people used for their livelihoods. The devastation of the tsunamis was made all the more real by seeing people's lives that were washed away. Also I was shocked by the long-abandoned damaged post office in front of us.



Ms. Maki Uchida, General Administration Division

An old woman residing in the area where we volunteered told me that the only thing she could do during the earthquake was just to watch the tsunami destroy all the houses in the neighborhood.

I came to appreciate once again that things cannot be taken for granted, like friends, families, things in the neighborhood, the warmth of a home, and the peaceful evenings and fun-filled days.

I also heard of a family who wanted to plant flowers in the yard that was washed away. I worked hard to clear the area so that children could run around barefoot without getting hurt.