

Social Performance



“We meet our customer's expectations by providing useful products and services” is an integral component of the Hino Motors' CSR Charter. In collaboration with overseas distributors and domestic dealers, we offer eco-driving seminars around the world as one of the customer assistance support programs that go well beyond the scope of just selling Hino vehicles. At the Customer Technical Center, which is located in the city of Hamura in Tokyo, Japan, the cumulative number of visitors reached 50,000 in January 2014.

As part of its efforts to enhance total support for customers, Hino Motors opened its Customer Technical Center in June 2005.

As a permanent facility directly managed by a vehicle manufacturer for the purpose of training customers, the Customer Technical Center was the first of its kind in Japan. It was established to impart satisfying knowledge and experience through direct practice, studying, and testing. The center strives to support customers' businesses through training programs so as to contribute to reducing traffic accidents and realizing a low-carbon society.

The number of visitors to the Customer Technical Center has been increasing year by year with the growing social awareness of the environment and safety. To better respond to its customers' requests, Hino Motors expanded the testing course to two lanes and added more classrooms in 2013. It also bolstered and upgraded the center, increasing instructors and training vehicles by 20% and total trainee capacity by 40%.

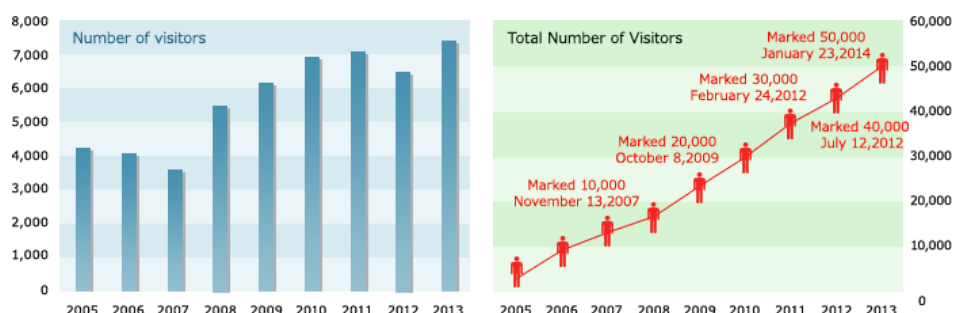
The number of people visiting the center surpassed the 50,000 mark on January 23, 2014, when it reached 50,021 visitors.

Hino Motors' overseas distributors offered eco-driving seminars for customers in fiscal 2013. About 15,000 drivers from 19 countries and regions participated in the program.

The Company and its distributors and dealers will continue to develop activities that benefit customers.

[Click here for information on the eco-driving training program in the “To Our Business Partners” section](#)

The Number of People Visiting the Center



The Customer  
Technical Center is

**VERY  
POPULAR!**

More and more customers who joined a training program at the Customer Technical Center for the first time are repeatedly coming back for more training after evaluating the positive results.

The most common reason why customers keep coming back is the Center's fully equipped facilities, which include a circular roadway designed to simulate driving conditions on normal roads, as well as custom-built safe driving courses and a lineup of 38 training vehicles ranging from light-duty trucks to large-sized buses. Another reason is the Center's training content, which is tailored according to customers' driving environments. Boasting extensive experience, including work as Hino Motors test drivers, the instructors provide comprehensive coaching from classroom lessons through to practical driving skills in the same types of vehicles normally used by customers.

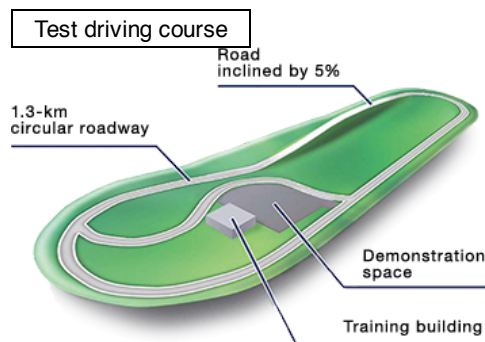
Participants in the center's fuel-efficient driving training program have improved fuel consumption by about 20% on average—with some improving by as much as 50%—after taking classes on fuel-efficient driving. Furthermore, studies conducted jointly with customers have confirmed that their fuel consumption improved by an average of 5%, indicating that the training has made a significant contribution to reducing customers' fuel expenses.

In addition, the center's fuel-efficient driving course has been designated as a certificated training course by the Foundation for Promoting Personal Mobility and Ecological Transportation (hereafter, "the Eco-Mo Foundation"). Customers taking the course are issued a diploma from the Eco-Mo Foundation upon completion.

---

#### Customer Technical Center — Overview

---



- 1.3-kilometer circular roadway
- Specially designed courses to suit customers' driving environments
- Exhibition space housed in the training building
- Classrooms with a maximum capacity of 130 trainees

#### Profile of The Customer Technical Center

Address: 3-1-1 Midorigaoka, Hamura-shi, Tokyo (located on the site of Hino Motors' Hamura Plant)

Establishment: June 2005

Site area: Approx. 66,800 square meters

Facilities: circular roadway (about 1.3 kilometers in length)

---

Through our hands-on-type driver training, professional drivers acknowledge as a useful experience.

The Customer Technical Center conducts training programs on fuel-efficient driving and safe driving. It also offers test drives of hybrid vehicles and new vehicle models, including a heavy-duty truck and a large-sized touring coach equipped with the Pre-Crash Safety (PCS\*) Braking System, which is designed to reduce collision damage.

\* PCS is a registered trademark of Toyota Motor Corporation



Driving on a specially designed course



Giving advice in an interview room



Regular inspections



Hands-on experience with the Pre-Crash Safety System

#### Fuel Efficient Driving Training

- 1 The trainee operates the vehicle as usual (normal business operations), measuring the fuel efficiency
- 2 Important points about fuel-efficient driving are explained in classrooms
- 3 Trainees practice fuel-efficient driving together with instructors
- 4 Instructors give explanations and advice by comparing the before-and-after training fuel-efficiency data



Fuel-efficient driving training

#### Comments



Trainees at the Customer Technical Center

**"It worked better than I expected."**

**JR East Logistics Co., Ltd. (Tokyo)**

JR East Logistics is responsible for delivering products mainly to stores inside train stations operated by JR East Japan Railway Company. The company is promoting eco-driving activities and has actively participated in Hino Motors' fuel-efficient driving training program, dispatching 160 of its drivers to date since fiscal 2006.

**Susumu Inoue** President

We have been making strong efforts to improve eco-driving techniques in our company, and we went on to win a prize in an ecological driving competition held by the Eco-Mo Foundation in fiscal 2013. We have adopted Hino Duto Hybrid trucks after considering fuel-savings and environmental performance. Our drivers can maximize this performance because they have taken Hino's fuel-efficient driving training program. Our fuel efficiency has improved, and even more importantly, our drivers have gained greater awareness of ecological driving and improved their skills. The results have exceeded expectations.



---

“Our drivers became  
much more aware of safety issues.”

---



Commemoration event  
with Hutechnorin Co., Ltd.  
marking the cumulative  
record of 50,000 visitors  
to the Center

#### Hutechnorin Co., Ltd. (Tokyo)

Hutechnorin operates a refrigerated food delivery business. Having participated in Hino Motors' safe driving training program for the past three years, the company's employees have been increasing their appreciation of safe driving.

#### Kazuhiro Mine Executive Managing Director

As a delivery company obligated to the people whose livelihoods depend on us, we are expected to ensure safe and dependable deliveries. For the past three years, our drivers have been attending safe driving training sessions at the Customer Technical Center four times per year. The center prepares a driving course to match our company's work environment, and it tailors the training content to fit our needs. We have seen the results: in the previous fiscal year, the number of accidents our drivers had decreased by half compared to the year before, indicating that they are much more aware of safety.

---



A classroom lesson

#### Hitoshi Suzuki

Assistant Manager, Customer Technical Center

We try to ensure that each driver who receives training at the Customer Technical Center fully understands that fuel-efficient driving skills are useful for helping to pass on the best possible global environment to future generations, and that safe driving skills are a way to protect oneself. In other words, the training is not only for the benefit the company the driver works for, but also for the driver, too.

The trainees have expressed their surprise about how doing little things can lead to better mileage, as well as their desire to tell colleagues at work about what was learned, and about a new hope they have for their children and grandchildren to inherit an ecologically friendly global environment. The trainees seem very positive after the training has finished, and there is nothing better for me than the gratitude we receive when they leave.

Looking ahead, we intend to make further improvements to the substance of our training, out of a desire to have our customers more deeply appreciate the environment and safety, and to raise Hino Motors' standing in society.



---

“There is nothing that makes me happier  
than the gratitude we receive  
when the trainees leave.”

---