



# Press Release

**FOR IMMEDIATE RELEASE**

Putting safety first with the latest HINO Bus Series.

## **NEW HINO BUS SERIES IMPROVED WITH MORE SAFETY FEATURES.**

- ▶ HINO is moving a step ahead with continuous improvement for better safety.
- ▶ Enhanced bus performance features to provide premium comfortability and pleasant journey.

**22<sup>nd</sup> December 2016, Kuala Lumpur:** Hino Motors Sales (Malaysia) Sdn. Bhd. (HMSM), today introduce its latest HINO bus series model RN8JSNA, RK8JSKA and RM1ESKU.

The exclusive preview of the new and improved line-up of HINO bus today demonstrates an additional significant advancement in the operations of HINO in Malaysia. As a proof of continuous improvement (KAIZEN) that always been a practice in HMSM operation, these upgraded series of HINO bus underscores their commitment and deep interest to play an even more active participation in the transportation industry.

HINO introduce the newly improved HINO bus series that exclusively focuses on safety, power and comfortability improvement features. The new HINO bus series are also in compliant to United Nation Regulation (UNR) imposed by the JPJ (Jabatan Pengangkutan Jalan) Malaysia.

Safety is HINO's number one concern. Year 2016 has shown us few severe unwanted road incidents involving bus that has caused death. Taking prompt action to prevent such cases, the Road Transport Department has announced on the compulsion of all busses to be equipped with speed limiters. In support to the government's concern, HINO new bus line-up comes with the purpose of safety enhanced features.

"Safety is the most important issue while on the road. Putting safety first is necessary in order to avoid any unwanted road traffic accidents that could harm other road users," says Mr. Ken Iwamoto, the Managing Director of HMSM.

Hence, all the upgraded models are equipped with Antilock Braking System (ABS) which increases braking effectiveness. Driver could experience better control of the bus especially during bad weather condition when the road surface is slippery. In addition, complying with government's regulation, HINO new bus series comes with speed limiter at 100 kilometres that will prevent over speeding. Moreover, the installation of integrated transmission retarder acts as an auxiliary braking to improve braking performance and can help to avoid overheating of existing service brake.

On top of that, the new RN8JSNA model is now equipped with higher horse power of 285PS compared to previous model. This gives the drivers smooth driving experience. Together with RM1ESKU model, these busses are equipped with 6 bellows air suspension to provide better riding comfort, especially during travelling at long distance and winding road. To top it off,

with the introduction of new busses, HINO announced the upgrades of the existing warranty to 12-months and 100,000 kilometres, which prior to whichever come first on chassis manufacturer defects only.

Launched in the presence of the Manager for Product Planning of Hino Motors Ltd., Japan – Mr. Kenjiro Inoue, Hino dealers, coach builders and member of the media, the HINO new bus range will definitely provides safer journey at its best for next-generation public transport and travel in Malaysia.

Speaking at the event, Mr. Iwamoto also is highlighting the importance of customer's knowledge on safety driving. The effort in providing Total Support to customers has been HINO's aim from beginning. HINO supports to their customers are never ending. The existing of Hino Total Support Customer Centre (HTSCC) in Sendayan is like a backbone to their customer. The centre provides safety and eco driving training for customers to produce qualified and well-trained commercial vehicle drivers in line with local authority efforts to reduce road accidents involving trucks and busses.

"One of the biggest effort that HINO have put ahead recently, in line with government's concern on road safety is the investment of upgrading Hino Total Support Customer Center (HTSCC) which providing human training. These trainings not only limited to familiarization of truck driving or fuel saving technique but also highlighting on defensive driving training which currently benefited to all HINO drivers," says Mr. Iwamoto.

HINO has built a solid reputation through the outstanding QDR, which means, Quality, Durability and Reliability. HINO's mission is not only to develop a product which is perfect fit for each customer's business but also to 'Maximise vehicle Up-Time' and 'Minimise vehicle Life-Time Cost'. With HINO Total Support Customer Center in Sendayan, HINO are striving to deliver the best support to our customer with necessary trainings and also safety driving techniques.

***HINO continue to Aim for Customer Trust & Confidence.***

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**About HINO in Malaysia**

*Hino Motors Sales (Malaysia) Sdn. Bhd. - HMSM, a group of Toyota Japan - manufactures Light Commercial Vehicle (HINO 300 series), Medium and Heavy Duty Vehicle (HINO 500 series), Prime Mover (HINO 700 series) and busses. In Malaysia, ever since its establishment in 1977, HMSM has been working closely with its dealers to improve their services through upgrading to 3S (Sales, Services and Spare Parts) status which provides a total package of services and offers conveniences to customers across the country. HINO products are some of the most technologically advanced in the Malaysian commercial vehicle market.*

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