



HINO FAMILY NEWS

HINO MOTORS SALES (MALAYSIA) SDN BHD (187863-U)



TOTAL SUPPORT CONTEST WINNER 2024

Daihatsu (Malaysia) Sdn Bhd,
Johor Bahru Branch

SPOTLIGHT ON DEALER OF THE YEAR

Eng Kee Commercial Vehicles
Sdn Bhd

KAIZEN IN ACTION

Fostering Innovation and
Continuous Improvement for a
Safer Workplace with Lu & Sons
Engineering Sdn Bhd



TS Contest Winner 2024

Spotlight on Daihatsu (Malaysia) Sdn Bhd, Johor Bahru Branch's Commitment to Quality

Daihatsu (Malaysia) Sdn Bhd, Johor Bahru Branch, achieved a historic milestone as the overall champion in the 10th HINO Total Support (TS) Contest 2024, marking their first-ever overall win. They secured 1st place in four prestigious categories: Service Advisor, Service Technician, Spare Parts Advisor, and Customer Success Operation (CSO).

As a proud Hino 3S authorized dealer since 2010, Daihatsu Malaysia has consistently delivered excellence in sales, service, and spare parts. This remarkable achievement reflects their teamwork, dedication, and commitment to raising standards in customer service and operational quality.

From professional training and efficient service processes to top-tier facilities, Daihatsu Malaysia ensures customer satisfaction at every stage. Their dedication to the "Customer First" philosophy continues to drive their success in delivering total support for Hino customers.

Daihatsu (Malaysia) Sdn Bhd, Cawangan Johor Bahru, mencipta sejarah sebagai juara keseluruhan dalam HINO Total Support (TS) Contest 2024 edisi ke-10, menandakan kemenangan keseluruhan pertama mereka. Mereka merangkul tempat pertama dalam empat kategori berprestij: Penasihat Servis, Juruteknik Servis, Penasihat Alat Ganti, dan Operasi Kejayaan Pelanggan (CSO).

Sebagai pengedar sah Hino 3S sejak 2010, Daihatsu Malaysia telah konsisten memberikan kecemerlangan dalam jualan, servis, dan alat ganti. Pencapaian luar biasa ini mencerminkan kerjasama mantap, dedikasi, dan komitmen mereka untuk menaikkan standard perkhidmatan pelanggan dan kualiti operasi.

Dengan latihan profesional, proses servis yang cekap, dan kemudahan bertaraf tinggi, Daihatsu Malaysia memastikan kepuasan pelanggan di setiap peringkat. Dedikasi mereka terhadap falsafah "Pelanggan Diutamakan" terus mendorong kejayaan mereka dalam memberikan sokongan menyeluruh kepada pelanggan Hino.



Daihatsu (Malaysia) Sdn Bhd. (Johor Bahru) staff in action during 10th HINO TS Contest 2024.

"This year, we stepped up our game and achieved our dream of becoming overall champions. It's a proud moment that reflects our teamwork, commitment, and determination to excel." - Nik Akbar , Head of Aftersales of Daihatsu (Malaysia) Sdn Bhd



Lu & Sons Engineering Sdn Bhd from Bintulu, Sarawak excelled in the “Kaizen in Action” Challenge at the 10th HINO Total Support Contest 2024. Their winning presentation highlighted how they improved workplace safety practices through participation in the Occupational Safety and Health Coordinator (OSHC) Training Course.

By implementing structured safety measures, the team demonstrated how operational efficiency and employee well-being can be elevated. Their commitment to Kaizen, the philosophy of continuous improvement, sets an inspiring example.

Other participating dealers also showcased their Kaizen in Action efforts, including manpower and facilities improvements, upgrading customer waiting lounges, and renovating workshop bays to enhance customer experience and operational efficiency. Together, these initiatives reflect the dedication of Hino dealers to constant innovation and progress.

*KAIZEN IN ACTION

**Kaizen is a Japanese word, meaning Continuous Improvement.*

Lu & Sons Engineering Sdn Bhd dari Bintulu, Sarawak berjaya dalam cabaran “Kaizen in Action” di HINO Total Support Contest 2024 edisi ke-10. Persembahan mereka yang memenangi pertandingan ini menonjolkan bagaimana mereka memperbaiki amalan keselamatan tempat kerja melalui penyertaan dalam Kursus Latihan Penyeliaan Keselamatan dan Kesihatan Pekerjaan (OSHC).

Dengan melaksanakan langkah keselamatan yang tersusun, pasukan ini membuktikan bagaimana kecekapan operasi dan kesejahteraan pekerja dapat ditingkatkan. Komitmen mereka terhadap falsafah Kaizen, iaitu penambahbaikan berterusan, menjadi contoh inspirasi.

Pengedar lain yang turut serta dalam cabaran ini juga memaparkan usaha Kaizen in Action mereka, termasuk penambahbaikan tenaga kerja dan kemudahan, menaik taraf ruang menunggu pelanggan, serta pengubahsuaian ruang bengkel untuk meningkatkan pengalaman pelanggan dan kecekapan operasi. Bersama-sama, inisiatif ini mencerminkan dedikasi pengedar Hino terhadap inovasi dan kemajuan berterusan.



Lu & Sons receiving the award as the champion of “Kaizen in Action” Challenge.

“The values behind this achievement is the mutual appreciation between the company and the staff by ensuring a safe and comfortable workplace for all.” - Aalan Lu , Executive Director of Lu & Sons Engineering Sdn Bhd



OSHC Training Course is being done at Lu & Sons' Dealership.



Lu & Sons Staffs going through the safety checklist at their workshop bay.



HINO DEALER OF THE YEAR 2023

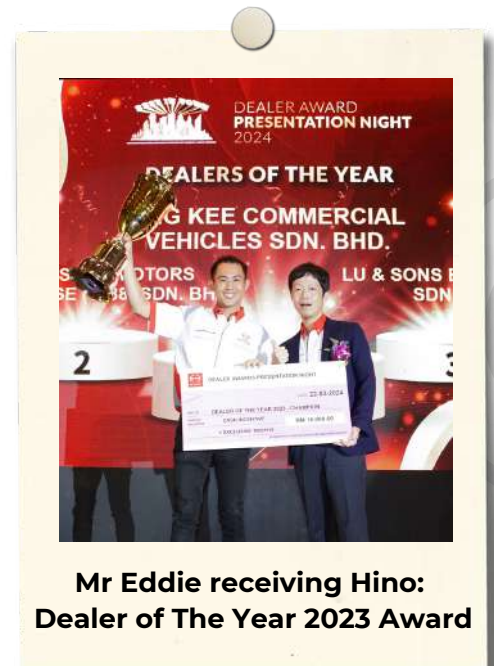
Delivering Excellence in Service and Customer Satisfaction

Hino Spotlight **ENG KEE COMMERCIAL VEHICLES**



Eng Kee Commercial Vehicles, a family business and Hino's Dealer of the Year 2023 located in Klang, Selangor continues to set the standard in customer service. Growing from a 1S dealer to a 3S Authorized Hino Dealer in 2019, they are now offering full services, including PUSPAKOM inspections, customized truck body construction, and vehicle trade-ins. Their focus on customer happiness, industry expertise, and tailored solutions drives their success. Eng Kee's family legacy thrives under three owners and their family's success. This award motivates them to invest more in staff training and customer-focused strategies, ensuring continued excellence in service and satisfaction.

Eng Kee Commercial Vehicles, sebuah perniagaan keluarga yang menerima anugerah Pengedar Terbaik Hino 2023 di Klang, Selangor terus cemerlang dalam perkhidmatan pelanggan dan kepuasan. Bermula sebagai pengedar 1S dan berkembang pesat menjadi pengedar sah 3S Hino pada 2019, kini menyediakan perkhidmatan komprehensif seperti pemeriksaan PUSPAKOM, pembinaan badan trak yang sesuai, dan penukaran kenderaan. Rahsia kejayaan mereka, adalah menekankan kepuasan pelanggan, kepakaran industri, dan penyelesaian tersuai. Legasi keluarga Eng Kee diteruskan oleh tiga pemilik bersama ahli keluarga yang menggerakkan perniagaan ini. Anugerah ini menjadi motivasi untuk terus melabur dalam latihan kakitangan dan strategi yang berfokuskan pelanggan.



**Mr Eddie receiving Hino:
Dealer of The Year 2023 Award**





HI NO MALAYSIA'S GROUNDBREAKING ROAD SAFETY SEMINAR

Hino Malaysia advanced road safety by holding its first-ever road safety seminar at the Hino Total Support Customer Centre (HTSCC) in Sendayan. Themed "Safety Begins with Smart Driving," the event drew 102 participants, including drivers and customers. Experts from MIROS, JPJ, PUSPAKOM, PLUS Malaysia, and the Ministry of Health shared crucial insights on improving road behavior and tackling the alarming rise in commercial vehicle accidents, which exceeded 6,000 in 2023. Hino's Managing Director, Hiroshi Takahashi, praised the event's success, promising continued efforts toward safer roads. Participants left with actionable advice for safer driving practices.

Hino Malaysia melangkah maju dalam keselamatan jalan raya dengan menganjurkan seminar keselamatan jalan raya pertama di Hino Total Support Customer Centre (HTSCC) di Sendayan. Bertemakan "Keselamatan Bermula dengan Pemanduan Pintar," acara ini disertai 102 peserta, termasuk pemandu dan pelanggan Hino, untuk meningkatkan pengetahuan mereka tentang keselamatan jalan raya. Pakar dari MIROS, JPJ, PUSPAKOM, PLUS Malaysia, dan Kementerian Kesihatan berkongsi informasi penting tentang memperbaiki tingkah laku di jalan raya serta menangani masalah peningkatan kemalangan kenderaan komersial yang melebihi 6,000 kes pada tahun 2023. Pengarah Urusan Hino Malaysia, Hiroshi Takahashi, memuji kejayaan seminar dan berjanji akan terus berusaha mempromosikan keselamatan jalan raya. Peserta membawa pulang informasi dan tips yang bernilai, mengukuhkan komitmen Hino untuk mewujudkan jalan raya yang lebih selamat untuk semua.

HI NO TOTAL SUPPORT CUSTOMER CENTRE (HTSCC) IN SENDAYAN

Advancing Skills for Safer and Efficient Driving

Meeting the Highest Training Demand

The Hino Total Support Customer Centre (HTSCC) in Sendayan has become a vital hub for advanced training, driven by the commercial vehicle industry's need for specialized skills. The most in-demand program is the Human Reaction Driver Training, known for its focus on driver safety.



KYT (Kiken Yochi Training) or Human Reaction Driver Training Course at HTSCC



Night Driving Training



Brake Testing with various conditions

Memenuhi Permintaan Latihan Tertinggi

Hino Total Support Customer Centre (HTSCC) di Sendayan telah menjadi pusat penting untuk latihan lanjutan, didorong oleh keperluan industri kenderaan komersial terhadap kemahiran khusus. Program yang paling popular ialah Latihan Pemandu Reaksi Manusia, yang menekankan keselamatan pemandu.

HI NO MALAYSIA AND JONG SENG IGNITE SIBU WITH 3S CENTRE LAUNCH

Hino Motors Sales (Malaysia) Sdn Bhd (HMSM) and Jong Seng Sdn Bhd have launched a new 3S (Sales, Service, Spare Parts) centre in Sibu. The August 7, 2023, opening transformed their 1S center into a complete hub, offering six service bays and top-tier service for Hino vehicles. This expansion marks the fourth 3S centre by Jong Seng, complementing locations in Bintulu, Kuching, and Miri. The upgrade meets growing customer demand and reinforces Hino's presence in Sarawak. Jong Seng's family business continues to innovate while maintaining its deep-rooted traditions and customer service excellence.

Hino Motors Sales (Malaysia) Sdn Bhd (HMSM) dan Jong Seng Sdn Bhd telah melancarkan pusat 3S (Jualan, Servis, Alat Ganti) baharu di Sibu. Pelancaran pada 7 Ogos 2023 mengubah pusat 1S mereka menjadi hab sehati, menawarkan enam ruang servis dan perkhidmatan terbaik untuk kenderaan Hino. Pengembangan ini menandakan pusat 3S keempat oleh Jong Seng, bersamaan cawangan di Bintulu, Kuching, dan Miri. Peningkatan ini memenuhi permintaan pelanggan yang semakin meningkat dan mengukuhkan jenama Hino di Sarawak. Perniagaan keluarga Jong Seng terus berinovasi sambil mengekalkan tradisi dan kecemerlangan perkhidmatan pelanggan.



HI NO MALAYSIA APPOINTS THIAN WAH TRUCK AS THE NEW HASO IN LUKUT, PORT DICKSON



On September 20, 2024, Hino Motors Sales (Malaysia) Sdn Bhd (HINO) appointed Thian Wah Truck Sdn Bhd as the newest Hino Approved Service Outlet (HASO) in Lukut, Port Dickson. This 30,000-square-foot facility enhances service accessibility, supporting the petroleum and upcoming medical industries in Spring Hill. With eight service bays and highly skilled technicians, Thian Wah can service up to 90 trucks monthly. Their expansion plans include becoming a 3S dealer in Seremban within two years. The opening event featured Hino's Managing Director Hiroshi Takahashi, alongside industry leaders, celebrating this significant milestone for Hino's after-sales support.



Pada 20 September 2024, Hino Motors Sales (Malaysia) Sdn Bhd (HINO) melantik Thian Wah Truck Sdn Bhd sebagai Outlet Servis Diluluskan Hino (HASO) baharu di Lukut, Port Dickson. Fasiliti seluas 30,000 kaki persegi ini memperbesarkan rangkaian servis, menyokong industri petroleum dan peralatan perubatan di Spring Hill. Dengan lapan ruang servis dan juruteknik mahir, Thian Wah mampu menyelenggara sehingga 90 trak setiap bulan. Rancangan pengembangan mereka termasuk menjadi pengedar 3S di Seremban dalam tempoh dua tahun. Majlis pelancaran turut disertai oleh Pengarah Urusan Hino, Hiroshi Takahashi, bersama pemimpin industri, meraikan pencapaian penting ini dalam sokongan selepas jualan Hino.





RISE IN FUEL COSTS: HOW HINO CAN HELP LOWER YOUR OPERATING COSTS

On June 1, 2024, Malaysia's diesel subsidy cut caused prices to surge by 56% in Peninsular Malaysia, impacting costs. Hino is here to help you not only navigate but thrive in this new landscape. Here's how:

1 Jun 2024 menandakan perubahan besar di Malaysia apabila kerajaan menghentikan subsidi diesel di Semenanjung Malaysia, menyebabkan harga diesel melonjak sebanyak 56%! Daripada RM2.15 kepada RM3.35 seliter, kenaikan ini menggagalkan industri pengangkutan dan meningkatkan kos operasi. Tetapi walaupun cabaran ini nyata, Hino sedia membantu anda mengubah cabaran ini menjadi peluang. Mari kita bincangkan bagaimana anda bukan sahaja boleh bertahan tetapi berjaya dalam realiti baharu ini!

A) Right Vehicle Selection:

Choose the right truck for your business. HINO offers models like the 300 Series and 500 Series with high horsepower and torque at low RPM to optimize fuel use. Visit our dealers to learn more.

Pemilihan Kenderaan yang Betul:

Pilih lori yang sesuai untuk perniagaan anda. HINO menawarkan model seperti Siri 300 dan Siri 500 dengan kuasa kuda tinggi dan tork tinggi pada RPM rendah untuk mengoptimumkan penggunaan bahan api. Lawati pengedar kami untuk maklumat lanjut.

B) Optimize Operations:

Reduce fuel costs with HINO-Connect. Gain instant feedback on fuel efficiency and trip data to adjust driving and further optimize usage.

Optimumkan Operasi:

Kurangkan kos bahan api dengan HINO-Connect. Dapatkan maklum balas segera mengenai kecekapan bahan api dan data perjalanan untuk menyesuaikan pemanduan dan mengoptimumkan penggunaan.

C) Regular Maintenance:

Timely vehicle maintenance ensures peak efficiency. HINO's nationwide service network makes it easy to keep your trucks in top shape.

Penyelenggaraan Berkala:

Penyelenggaraan kenderaan yang tepat pada masanya memastikan prestasi terbaik. Rangkaian servis HINO yang meluas di seluruh Malaysia memudahkan anda menjaga lori dalam keadaan terbaik.

D) Driver Training:

Efficient driving reduces costs. HINO's HRDC-claimable courses teach fuel-saving and safe-driving techniques, ensuring your trucks run better and longer.

Latihan Pemandu:

Pemanduan cekap dapat mengurangkan kos. Kursus HINO yang boleh dituntut HRDC mengajar teknik pemanduan penjimatan bahan api dan pemanduan selamat, memastikan lori anda beroperasi dengan lebih baik dan lebih lama.

