



Press Release

FOR IMMEDIATE RELEASE

Hino Total Support boosts HINO's competitiveness in commercial vehicle industry.

HINO TOTAL SUPPORT CONTEST CHALLENGE IN ITS 3rd YEAR

- ▶ Serves as a platform for HINO dealers to develop their know-how.
- ▶ HINO aims to maximize touch points with customers.

3rd December 2016, Selangor: Hino Motors Sales (Malaysia) Sdn. Bhd. (HMSM) today announced the launch of the 3rd Hino Total Support (TS) Contest 2016 in its head office in Petaling Jaya, Selangor. Geared towards fostering greater knowledge and skills, Hino TS Contest this year aims to maximizing touch points with their customers.

Following the success of previous contest, HMSM decided to continue organizing the contest in order to continuously gauge participant's competency, knowledge and skills in areas of HINO Sales, Service and Spare Parts. Hino TS Contest is also a platform for HINO to give due recognition to their dealer's hard work in conducting customer-related programs to boost their customer's needs. Hence, this will bring us to the solution on how to improve Hino's customer service as to help expanding customer's business growth. Throughout these activities, Hino can provide more professional customer service personnel, nationwide.

"Looking at Hino Total Support activities previously, I'm glad that we have established nationwide dealer's networking to run with us in the business. At the same time, Hino have been focusing and dedicating dealers to provide Total Support activities that cover not only in the aspect of Sales and After Sales, but also in other related aspect which is common in the automotive trade," says Mr. Ken Iwamoto, Managing Director of HMSM.

Contest separated according to Hino Sales, Service and Spare Parts area of knowledge and will be divided into theoretical and practical test.

Sales

Participants are required to have a comprehensive understanding of various product line-ups, not only limited to the vehicle sales but also inclusive of all products, parts and after sales activities that align with the concept of Total Support. Skills assessment and role play of a proper sales process flow and techniques including detail explanation of Hino Life-Time Cost Value, Free Service Program (FSP), Pre-delivery Inspection, correct model specification and usage and Total Life-Time Cost.

Service

Service plays an important role in portraying the image and service quality of HINO After-Sales. Being in the front line, Hino Service will determine customer's satisfaction on the service and repair jobs. Most importantly, they are able to assist customers in attending their vehicles' services and fulfil customers' needs. Under Service Technician, contestant will be test in area of Product Knowledge, Electrical Troubleshooting, and Vehicle Inspection. As for Service Advisor, they will be tested on Hino Customer Service Advisor (CSA), Component Function and its Warranty, Electronic Parts Catalogue and Parts' Price and Trouble Shooting Explanation.

Spare Parts

HINO Parts personnel's credibility is evaluated through their ability to provide solution and giving advice to the customers especially on parts' related matters. They are divided into two categories. HINO Parts Seniors and Parts Advisor are examined with Electronic Parts Catalogue (EPC), Warehouse Safety SOP (Standard Operating Procedure), 7 Storage Techniques. This year sees improvement for this category with new

subjects, Recognizing HINO Parts' Number, and Optimization Dealer Inventory. Knowledge on parts management is essential in order to make them understand the total flow of parts delivery system.

Speaking at the event, Mr. Yasuda said, "Today, we believe that all of you will be sharing us the best TS practices which is developed by your daily efforts in sales, service and spare parts. In that sense, today's contest will definitely be important session to raise the level of Hino Total Support in Malaysia."

This year, Hino TS Contest sees more than hundreds of Hino dealers' participation, nationwide. In order to be qualified to enter the contest, participant has been required to attend Hino Total Support's prior briefing and training. The purpose of the training is to prepare participants to be more competent before the actual contest. Henceforth, Hino will be able to develop more professional dealer personnel to serve better service for the benefit of the customers.

The contest opening officiates by Mr. Toshiaki Yasuda, Managing Officer of Hino Motors Ltd., Japan together with Mr. Ken Iwamoto, Managing Director of HMSM. Also present at the event is special guest from Hino Motors, Ltd., Japan; Mr. Toshiya Shiozawa, General Manager of Overseas Service Division; Mr. Yasunori Yoshimura from Domestic Training Group and Mr. Jun Sekiya from Overseas Parts Division.

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.

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.

For more information, contact:

Bibi Ayshah Abd Karim
+603 7957 5199 **Ext. 352**
bibi@hino.com.my

Andrew Lee
+603 7957 5199 **Ext. 154**
andrewlee@hino.com.my