



PRESS RELEASE

For Immediate Release

Another revolutionary for reputable brand in Light Commercial Vehicle (LCV) market

HINO Get Better with New Image

HINO safety features enhanced with new LCV 'facelift'

- HINO is the first to launch the Light Commercial Vehicle with tubeless tyre
- Aiming for the safest truck among the LCV line-up

PETALING JAYA: HINO, a brand that aim for customer's trust and confidence, has launched their HINO 300 Series with new image. Aiming for customer trust and confidence, HINO 'retouch' on their bestseller is produce on mission to be the safer light truck on the road and fuel-saving.

Government plan will adopt the target set by the Global Decade of Action for Road Safety 2011-2020 by reducing the predicted road deaths in 2020 by 50%. A report by Malaysian Institute of Road Safety Research (MIROS) shows that, in the absence of a comprehensive road safety program, there will be approximately 8,760 road fatalities in 2015. What is more worrying is they see the number hit 10,716 by 2020.

The concern on this issue also brought Hino to the improvement of their products to upgrade more on safety features, started with their best-selling LCV. So, what's with product? It came with several upgraded features that could enhance HINO safety assurance yet, comfortable interior feeling to comply with happy and safe driving.

Tubeless Tyres

The new image of HINO 300 Series now gives customer more choice with another safety part as their preference which is the tubeless tyres which will guarantees a better safety and lesser chances of getting involved in an accident. The best part is it contributes to fuel efficiency that can give longer mileage and driving journey through lighter tyre and lower rolling resistance. On top of that, it promises longer lifespan because of the innovation that lower the heat generation. Soon, it will be the important standard item for all the LCV models.

Reverse Sensor

The facelift of Hino 300 Series is enhanced with the technology of reverse sensor which basically assist driver to park and manoeuvre the vehicle effortlessly in any situation and prevent accident during parking. On top of that, it also help driver to avoid objects while moving in reverse so they can be aware of every objects that is out of their vision, hence, prevent any unnecessary crash and unwanted costs.

Interior Facelift

Giving the new LCV look fresh, it comes with new front grille with new paint. Other than safety upgrade, Hino also enhance their 4.5 ton and 5 ton LCV model with door visor that can help to prevent the condensation of water vapour inside the truck windscreens.

These add-ons should give the HINO LCV an edge and as for now HINO are continuously improvise their product line-up with safety features. Just smile at the new image of HINO LCV because it is a safer truck on the road.

Visit your nearest HINO's dealer showroom to have a glimpse on the new LCV retouch.

HINO continue to Aim for Customer Trust & Confidence.

HINO, world's leading brand of commercial vehicle - manufactures Light Commercial Vehicle (HINO 300 series), Medium and Heavy Duty Vehicle (HINO 500 series), Prime Mover (HINO 700 series) and busses. Ever since its establishment in 1977, HMSM has been working closely with their dealers to improve their services through upgrading to 3S (Sales, Services and Spare Parts) status which provides a total package of service and offers conveniences to customers across the country. Currently there are total of 114 HINO network which 62 HINO Dealers' Sales Outlets nationwide, 39 of which are 3S outlet. Since its establishment, HMSM has been working closely with its dealers to improve their services through upgrading to 3S status which provides a total package of service and offers conveniences to customers across the country. HINO products are some of the most technologically advanced in the Malaysian commercial vehicle market

"Aim for Customer Trust and Confidence" is HINO's catchphrase. HMSM's 'Total Support' philosophy is the way forward as it strives together with Hino Motors Manufacturing (Malaysia) Sdn Bhd to in providing customers with the most suitable HINO range of vehicles and after sales service second to none. Today, it is proven that the market for HINO is expanding and it is foreseen the importance of providing the training in equipping HINO owners with the vehicle knowledge, safety and eco-driving skill technique.

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 our HINO Total Support Customer Center in Sendayan, we are striving to deliver the best support to our customer with necessary trainings and also safety driving techniques.

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*