



# Press Release

**FOR IMMEDIATE RELEASE**

## **ALL NEW HINO 300 SERIES PRO: BUILT FOR ULTIMATE CUSTOMER SUCCESS**

- *Highlighting its main features of Strong, Spacious, Safety and Smart, the new line-up comes with widest rear tread and highest gross vehicle weight (GVW) in its segment, also embedded with smart technology for better safety and security*

**Petaling Jaya, 8 October 2020** – Hino Motors Sales (Malaysia) Sdn Bhd (HMSM), today announces the new launch of HINO 300 Series Pro, a new line-up for its Light Commercial Vehicle (LCV) that delivers advanced performance and greater body structure.

The unveiling of HINO 300 Series Pro comes with its tagline *'Built for Ultimate Customer Success'* and continues to deliver on the company's promise of QDR, which stands for Quality, Durability, and Reliability. The Company aims to provide trucks that are best suited to the needs of the local market to support their customers' businesses, align to its mission - *To be Malaysia's most customer-centric and reliable commercial vehicle company, and make our country a better place to live by providing 'Best-fit Product' and 'Total Support'.*

The new product line-up is introduced with the name Pro, to picture its identity of Professional, Protect, and Profit, together with its main features of Strong, Spacious, Safety, and Smart.

'Professional' brings the meaning of Professional Customer where this new product is designed for Professional Customer that requires 'Strongness' and 'Spacious' for truck, while 'Protect' means the outstanding safety and security features that protect the vehicle and drivers. Next, 'Profit' is deemed to carry the initiative taken by HMSM to provide the best support to customer in valuing their business profit. HMSM introduces its new feature to support logistic companies in improving operational efficiency in terms of increase of profit.

Speaking at the virtual launch of the new HINO 300 Series Pro here today, Managing Director of HMSM, Atsushi Uchiyama, said that "HINO 300 series Pro is designed for our Customer's business success and it is equipped with features towards the growth of technology and the need for changes in commercial vehicles industry. Our new light-commercial vehicle, HINO 300 series is one of our products that we have worked on to achieve customer's satisfaction."

Also present was the President of Hino Motors Limited Japan, Yoshio Shimo. Speaking via online platform, he said, "We have sold over one million units of HINO 300 Series globally and we have been receiving good reviews and feedback from many customers all over the world. In Malaysia, we launched HINO 300 Series in 2004 and it was highly evaluated and praised for its Quality, Durability, and After-sales Support. I am confident that this new HINO 300 Series Pro will further contribute to our customer's business in Malaysia".

## **Better Performance with Spacious Body Sculpture**

This latest generation of HINO 300 Series Pro comes into two segments – 4-wheelers and 6-wheelers.

Under the 4-wheelers segment, there are three models and our highlight model in this segment is the XZU600 AT that comes with an automatic transmission, which will be best suited to operate especially in inner-city and intra-city trips. It also helps to reduce driver fatigue and allows the driver to focus on the road without shifting gear for fuel-efficient driving.

All the 4-wheeler model power comes from Euro-3 turbo-charged inter-cooled engine that produces 141 PS and 402 Nm of torque.

The main advantage of our new HINO 300 Series Pro 4-wheeler is its gross vehicle weight (GVW) that is upgraded from 4,800 kg to 5,000 kg and makes it the highest GVW in its segment. With this upgraded feature, it allows our professional customer to carry more payload per trip.

The latter segment, 6-wheeler, comes with greater rear tread dimension, up to 1,660 mm, making it the widest rear tread in its segment, and allows to construct wider and higher body. This upgraded feature provides convenient space to place two pellets side by side with sufficient space for forklift manoeuvring as well as able to cater for bulkier items.

Out of the six models of 6-wheeler; two of them come with automatic transmission, all are fitted with 6-speed transmission with power assistance making it easier to shift gear at higher speed and Euro-3 turbo-diesel engine that produces 156 PS and 429 Nm of torque.

Both segments of HINO 300 Series Pro, 4-wheeler and 6-wheeler, have the highest horsepower in its category and the engines are compatible with B20 Biodiesel. The new improved transmission with higher first gear ratio gives better gradeability while lower top gear ratio offers better fuel consumption at high speed.

## **Safer Journey to Everyone**

In terms of added safety, the newly launched models feature front disc brakes that have better ventilation and enhance braking performance as it minimizes brake fade while the rear drum brake offers good performance in low-speed drive.

The main and basic safety feature for every vehicle is the Anti-lock Braking System (ABS). Same to HINO's other models, this new line-up is fitted with ABS that prevents the wheels from locking up during heavy braking and allowing for maintained contact with the road surface and extra grip. ABS helps the driver remain in control of the vehicle to avoid obstacle in its path during braking.

As a subsystem of the vehicle's ABS, Electronic Brake-force Distribution (EBD) feature distribute the amount of braking force on each wheel of the vehicle. Put simply, EBD provides stronger and safer

braking performance in emergency scenarios. ABS and EBD are part of active safety equipment as they help prevent a crash from occurring or lessen the impact of an accident.

Another new safety feature of this HINO 300 Series Pro is its Brake Override System (BOS). In this system, sensors recognize when the acceleration pedal and brake pedal are being pressed at the same time. Priority function will be given to braking instead of acceleration. The brake pedal is enhanced with smart technology that detects when something abnormal occurs

In addition, the newly launched models also feature side door impact beams, improved mirrors to provide the driver with a bigger field of vision, Front & Rear Under-run Protection, 3-point seat belt, and Emergency Guard Impact Safety (EGIS) Cabin. These passive safety features are aimed at helping to reduce the risk of fatal injuries to both drivers and other road pedestrians.

### **Connect to Technology**

HMSM reckons that the success of a logistic business depends on a constant, consistent, and reliable fleet management solution. With this in mind, HMSM proudly introduces the new smart telematics device called 'Hino Connect' to support operation and fleet managers to take care of their trucks.

Comes in 7-inch touch screen monitor, Hino Connect is designed to support logistic companies in improving operational efficiency in terms of increase of profit and revenue, improve safety and security with 24-hour call centre assist, encourage good driving behaviour, reduce unplanned downtime, and monitor truck maintenance by understanding the key elements and characteristics of the asset (vehicle).

Besides featuring basic functions such as radio, bluetooth, and USB port, the main element in Hino Connect is the SOS button, in case of emergency and driver is not able to make a call out.

Working towards smart technology savvy, HMSM has also developed its mobile application called myHINO. Hino Connect, the telematics device, is linked to myHINO, where users can access their truck information at any time through the mobile phone. myHINO application as well offers customers with benefits, rewards, and assistance at a touch of a button.

### **Skillful Driver Trained at HTSCC**

Since the establishment of HMSM in 1977, the Company has manufactured and provided the best-fit products for the local industry. It also places priority on customer feedback and explores diverse business fields. The new HINO 300 Series Pro promises longer lifespan and better fuel consumption especially when the drivers are properly trained at Hino Total Support Customer Center (HTSCC), located in Sendayan, Negeri Sembilan. This is part of its fundamental of total support that aims to provide the best support in after-sales service for customers and brings the value of 'Maximise vehicle uptime and Minimise vehicle lifetime cost'.

Valuing its main design that is built for ultimate customer success, the new line-up HINO 300 Series Pro offers the longest warranty period of five (5) years or 300, 000 km, aligns with its term and conditions.

As one of the leading Japanese commercial vehicle maker, HINO always moves towards the growth of industry demand and continues to provide the best product to society. In his closing speech, Atsushi Uchiyama mentioned, "We have set a new standard in this class by the concept of 3 Pro, which is Professional, Protect, and Profit, while 4S, which is Strong, Spacious, Safety and Smart. I am confident this new model will bring our commercial vehicle industry to the next level while Transporting Every Happiness to the nation".

#### **About HINO in Malaysia**

Hino Motors Sales (Malaysia) Sdn. Bhd. (HMSM) a subsidiary of Hino Motors Limited Japan, associates under the Toyota Group of Companies, 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, kindly contact:*

*Ms. Syazwani Huri*  
*Tel: +603 7957 5199 (Ext. 182)*  
*Email: [syazwani@hino.com.my](mailto:syazwani@hino.com.my)*

*Ms. Yvonne Tee*  
*Tel: +603 7957 5199 (Ext. 345)*  
*Email: [mmtee@hino.com.m](mailto:mmtee@hino.com.m)*

*Visit our website for more corporate and product details: <http://www.hino.com.my>*