



Press Release

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HINO Embarks on Its 7th Total Support Contest to Deliver Dealer's Skill in Digital Technology

'Transforming Virtual & Digital Technology to Enhance Hino Business & Dealer's Skill', HINO takes technology challenges in skill work to seek innovative solutions to complex business challenges during post-pandemic.

PETALING JAYA, 17 December 2020 – Hino Motors Sales (Malaysia) Sdn Bhd (HMSM), a subsidiary of Hino Motors Limited Japan, organized another round of its annual event, Hino 'Total Support Contest' (TS Contest) for its 7th year. Practicing the new normal, the event was held virtually and witnessed the participation of 60 finale contestants from 10 companies of Hino Authorised Dealer, nationwide.

HMSM took the initiative through the contest to adopting information and communication technologies to enhance the services.

Commenting on the post COVID-19 situation, HMSM Managing Director, Atsushi Uchiyama said:

"We are now moving towards the new normal practices and I can say, technology in online or virtual platform is approaching and we take this advantage to keep in touch with our customers virtually, that does not take place in an in-person physical environment."

"We can never be left behind and thus, today's theme is '*Transforming Virtual & Digital Technology to Enhance HINO Business & Dealer's Skill*', where we aim to level-up our Dealer's skill to face global challenges with the passion of our customer-centric value," he added.

The one-day battleground giving out prizes for Champion, 1st Runner-up, and 2nd Runner-up for each category, Sales, Services, and Parts. The contest challenged the skills of all the contestants in working their way toward bringing back the Challenge Trophy and cash incentive of RM 3,000, grand prize.

Sales

Under the Sales Category, the contestants will be evaluated based on their skill of handing-over purchased vehicle to the customer. It is important to remember that the vehicle handover represents the peak of the brand experience and as the last touch-point before a customer leaves the premise and it can make a lasting impression, so excellence in every respect is vital.

Receiving a new product is quite literally an excitement and HMSM must recognize that all processes are in place to ensure that the handover experience leaves a lasting, positive impression that reinforces the pleasure and feel-good factor of having a new vehicle.

The contestants were given three weeks period to prepare a role-playing video of vehicle handover procedures and range between 13-15 minutes.

The video was evaluated based on how the contestants presented the procedure that involved the explanation of Hino Total Support to customers which include Hino Authorised Dealer network, nationwide, Hino Breakdown Assistance, Hino Connect Installation, Hino Total Support Customer Center (HTSCC) Training Programmes, Hino Warranty Terms, Hino Services Programmes, also explaining on the rules and regulations of road transport in Malaysia.

Service

The integrity of Hino is closely related to its service which is directly portraying its after-sales reputation. Customer's satisfaction with the service provided is one of the imperative elements that bring up a good image of Hino. The Contestants under the service category are required to complete the technical task to fulfil customer's requests and satisfaction.

HMSM always practise 'Genchi-Genbutsu' which means 'Go and see the site, then think there', which drives HMSM forward and achieves its customer-centric value.

Despite the limitation barrier on face-to-face consultation with customers, HMSM takes the challenge and find alternative way to deliver the spirit of "Genchi-Genbutsu". One of the best ways to adapting the situation is through virtual communication medium such as Microsoft Team, Webinar, Zoom Application etc. that enables customers to communicate with Hino Professional Team for follow-up or consultations about their vehicle condition.

Contestants under Service Advisor category were required to execute a role play to serve the customer via video communication platforms such as Microsoft Team. The evaluation was also tallied on communication and interpersonal skill of how contestants identify the problem faced by the customer, handling complaints, recommending the right services and parts, following-up call for next service, and advising the customer on vehicle care and maintenance. Besides, they are also evaluated based on their skill of utilizing Hino Dealer Management System (HDMS).

Under Senior Service Technician category, the contest ran via Zoom Application and the contestants will be evaluated based on their skill and knowledge of vehicle maintenance, mechanical parts solving, and utilizing the Electrical Trouble Shooting by using Hino Diagnosis Tools Explorer (DX II). The contestants are also required to present Engine System Test which includes Fuel Leak Test and

Air Intake Test, while for Fault Code Diagnosis, the contestants are required to diagnose and rectify the problem by using web-manual Global Service Portal Site (GSPS) diagnosis work flow.

Parts

In the commercial vehicle industry, parts compartment plays an important role in customer's trust and confidence. HMSM designed a test for the contestants under Parts Category based on their knowledge to identify and comparing between Hino Genuine Parts and forged parts in the market.

All the contestants are required to complete the test via online assessment that evaluates their skill of using Electronic Parts Catalogues (EPC), to improve the management of technical documentation, spare parts services and after-sales, and accuracy in determining correct parts to the right vehicle based on their model and chassis number.

Pushing toward the uphold excellence within the industry and the concept of Total Support, Hino TS Contest is also a platform in granting due recognition to all dealers as they are contributing constant support and performing excellently in engaging customer-related programs, which not only focusing on vehicle sales but also including of all products, parts and after-sales activities.

About Hino Motors Sales (M) Sdn. Bhd.

Hino Motors Sales (Malaysia) Sdn. Bhd. (HMSM) a subsidiary of Hino Motors Limited Japan, associates under the Toyota Group of Companies, is a provider of 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 delivers a 'One Stop Solution' for customers and 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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APPENDIX I

LIST OF PRIZES

Categories	Award	Prize
Overall	Champion	Challenge Trophy Trophy RM 3,000 Cash Incentive
	1 st Runner-up	Trophy RM 2,000 Cash Incentive
	2 nd Runner-up	Trophy RM 1,000 Cash Incentive
Sales Sales Advisor Senior Sales Advsiior	Champion	Medal RM 700 Cash Incentive
	1 st Runner-up	Medal RM 500 Cash Incentive
	2 nd Runner-up	Medal RM 300 Cash Incentive
Service Service Advisor Senior Service Technician	Champion	Medal RM 700 Cash Incentive
	1 st Runner-up	Medal RM 500 Cash Incentive
	2 nd Runner-up	Medal RM 300 Cash Incentive
Spare Parts Parts Advisor Senior Parts Advisor	Champion	Medal RM 700 Cash Incentive
	1 st Runner-up	Medal RM 500 Cash Incentive
	2 nd Runner-up	Medal RM 300 Cash Incentive

LIST OF OVERALL 3S WINNER

Champion – Lu & Sons Engineering Sdn Bhd, Sarawak

- Challenge Trophy
- Trophy
- RM 3,000 Cash Incentive

1st Runner-up – Edaran Riz Sdn Bhd, Pahang

- Trophy
- RM 2,000 Cash Incentive

2nd Runner-up – Soon Seng Enterprise (1988) Sdn Bhd, Kelantan

- Trophy
- RM 1,000 Cash Incentive