



Press Release

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Hino Malaysia Showcases the Low-Floor Minibus at MCVE

- **Hino Malaysia joins MCVE for the fourth time and aims to introduce best-fit products in Malaysia**

Seri Kembangan, 20 June 2019 – Hino Motors Sales Malaysia Sdn. Bhd. (HMSM), a subsidiary of Hino Motors Ltd. Japan, associates under the Toyota Group of Japan Companies, has been participating in Malaysian Commercial Vehicle Exhibition (MCVE) since the commencement in 2013. The biennial event will be held once again at the Malaysia International Exhibition & Convention Centre (MIECC).

MCVE is the largest commercial vehicle expo in Southeast Asia and its fourth display this year bringing the theme of 'The Future of Transportation in Malaysia'. Align with the theme, HMSM comes to display its 300 Series light-duty fully automatic trucks and Prime Mover 700 Series automated-manual transmission truck, an innovative computer-based driving test; Driver Aptitude Test, and a minibus that has not yet been introduced in Southeast Asia; HINO Poncho.

As the pioneer commercial vehicle company to display the new minibus, HINO Poncho is designed to match the most innovative community transport solution to come onto the Malaysian market. HINO Poncho is deemed as one of the needs to cater the first and last mile travel for passengers and Malaysia is targeted as the first country in Southeast Asia to have the HINO Poncho as it has numbers of public transport facilities.

As well as in Japan, where public transport becomes the main transportation that connects the main cities, HINO Poncho operates as the best-fit product that facilitates the public and there are 2,500 units of HINO Poncho has been sold and operating within the busy cities.



Its small size yet ample capacity makes it easier to manoeuvre through the busy city and tight roads compared to the current buses now in operation which approximately is 10-12 meter length while HINO Poncho is only 7 meter length. HINO Poncho has excellent accessibility that features an ultra-low floor with the kneeling function that can further down, where this feature aids senior passengers and handicaps that necessitate a wheelchair.

In collaboration with one of Japan's leading logistics company, Yamato Transport Malaysia (YTM), HMSM take this opportunity to introduce to the public on Driver Aptitude Test (DAT). DAT is part of the new training course conducted in Hino Total Support Customer Center (HTSCC); Driver Aptitude Test and Safety Driver Training. The test is officially developed in Japan but localized by YTM and entitled as the first to introduce in Malaysia, to recognise Malaysian drivers' driving behaviour as well as to contribute to safer roads in Malaysia.

Based on a computer test analysis, DAT is available at Hino booth and the best part about this DAT, examinees will get the result immediately right after the test where they can identify their weaknesses and strengths in the right driving techniques. In Japan since 1972, it became mandatory for commercial vehicle drivers to take the DAT as one of the main measures to reducing the number of traffic accidents.

Catering to the market demand, HMSM also exhibits its latest automated-manual transmission products, the 6x2 Prime Mover; HINO 700 Series SR1E, which will be launched soon. Public are welcome to see the sights and test the interior equipment of Hino vehicle that brings in its QDR (Quality, Durability, and Reliability).

HMSM welcomes all visitors to come and visit our Hino booth during the three days exhibition starting from 20 to 22 June 2019.

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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