



Press Release

FOR IMMEDIATE RELEASE

Hino Bringing Hino Dakar Rally Truck for the First Time to Malaysia.

Seri Kembangan, Selangor, 18 May 2017: Hino Motors Sales (Malaysia) Sdn Bhd - HMSM, a subsidiary of Hino Motors Limited Japan grouped under Toyota Group of Companies, is taking part in Malaysia Commercial Vehicle Exhibition (MCVE) 2017 for the 3rd time.

MCVE, the largest commercial vehicle expo in South East Asia built a confidence in Hino to participate in the event seeing the huge opportunity to engage with potential customers in the exhibition. This is a great prospect for Hino to deliver their message to the public through a correct medium, effectively.

Taking a big step ahead, Hino has expanded their event space to 324 square meters to ensure public's visit to MCVE 2017 worthy. This year, Hino presenting three spotlights: Dakar Rally, Mini Hino Total Support Customer Center (HTSCC) and newly-launched HINO products.

Dakar Rally, the world's harshest endurance off-road racing challenge, has known as the various challenges of nature over deserts highland and high speed dirt tracks. Held in the countries of Paraguay, Bolivia and Argentina, 316 vehicles took part in the challenge, including 50 in the trucks category.

HINO Team Sugawara once again marked a record in Dakar Rally 2017 by achieving the stunning feat of completing its 26th straight Dakar Rally since first taking part in 1991 and also the champion of the Under 10-litres Class, for the eight time running since 2010.

Seeing is believing. People may have heard about the incredible Dakar Rally truck but never got to witness the proof. Hence, for the first time in Malaysia history, Hino brings HINO Dakar Rally Truck all the way from Japan, as the main highlight during this expo. Powered by HINO 500 Series, the medium-duty range vehicle, public can get the chance to experience, touch and feel the presence of HINO Dakar Rally Truck, which also known as the 'Little Monster' of HINO.

Not forgetting the recent launched training center, Hino also showing to the public the 'Mini HTSCC', a gallery showcasing the 1st in the world's HINO customer center built outside its manufacturing country, Japan. Bringing HTSCC museum experience from Sendayan, public can walk through the history of HINO operations in Malaysia and the older generation HINO truck throughout the gallery.

Hino Total Support Customer Center (HTSCC) has recently been opened to public on 20th April 2017. The state-of-the-art of more than RM8 million projects has been upgraded to meet the increasing need of training capacity, hence, extended curriculums offers to exposed truck and bus drivers on safety driving knowledge and driving training.

Hino brings 2 of their newly-launched products, the HINO 300 Series and HINO 500 Series. Public can experience the new range of HINO Automatic Transmission truck and HINO Prime Mover Truck, which displayed HINO QDR (Quality, Durability and Reliability) inherited in all of HINO vehicles.

HINO welcoming all Malaysians to come and visit Hino booth during the 3 days exhibition in the Mines International Exhibition Convention Centre (MIECC) from 18th to 20th May 2017.

HINO continue to Aim for Customer Trust & Confidence.

About Hino Motors Sales (Malaysia) Sdn. Bhd.

Hino Motors Sales (Malaysia) Sdn. Bhd. – HMSM is a subsidiary of Hino Motors Limited Japan under Toyota Group of Company. HMSM offers series of products ranged from Light Commercial Vehicles (HINO 300 series), Medium-Heavy Duty Vehicles (HINO 500 series), Heavy Duty Vehicles (HINO 700 series) and buses. Since its establishment in Malaysia 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.

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