



Press Release

FOR IMMEDIATE RELEASE

Hino aims to make Malaysia the catalyst for next level of business growth in the region

- *Officially opens RM8 million Hino Total Support Customer Centre (HTSCC), the 1st operated outside of Japan*

SENDAYAN, NEGERI SEMBILAN 20th April 2017 – Hino Motors Sales (Malaysia) Sdn Bhd, the number one diesel truck maker and one of the world's leading manufacturers of medium and heavy-duty vehicles in Japan, has today officially opened its RM8 million upgraded Hino Total Support Customer Centre (HTSCC) which is set to be the catalyst for the company's next level of business growth in the region.

HTSCC, the first in the world outside of Japan is built with international standard specifications from Japan to assist its customers who need to comply with the Malaysia's government Safety, Health and Environment Code of Practice (SHE COP).

HTSCC is built on a 39,600 square metre of land size. Hino aims for HTSCC to reach a capacity of 2000 trainings annually. These trainings are open for truck or heavy duty vehicle drivers who will be trained with highly ethical driving skills to reduce the number of accidents, complaints and summonses and ultimately to save precious lives and business costs.

Mr. Ken Iwamoto, Managing Director, Hino Motor Sales (Malaysia) Sdn Bhd said, "The upgraded facility reaffirms our commitment to continue our investment in Malaysia as we intend to make this facility as the catalyst for our local customers and those in the region. It will be a showcase of a tried and tested way to save lives, reduce accidents and business costs.

“When road accidents happen, apart from the tragic loss of lives, not many people are aware of the cost to businesses. These costs can be in the form of repairing the said vehicle, the insurance paid out to the affected families, the domino effect and disruption to business flow when traffic came to a halt and most importantly the reputation cost to the said company or brand and the country in general.”

Quoting Ministry of Transport statistics, he highlighted that road accidents cost Malaysia an estimated RM9.21 billion in the year 2016 with a total of 521,466 accidents recorded, an increase from 489,606 in 2015. Out of these road accidents, a total of 80.6 per cent were caused by human error. In 2016 itself, a total of 7,152 people died in road accidents in Malaysia, an alarming jump from 6,706 deaths in the year before.

The upgraded facility is now built with more difficult obstacles for endurance and technical skill tests such as sloped road for hill driving, banked road for medium speed cornering, professional driving track, wet handling and panic brake facility as well as a 830 meter driving track.

The centre also comes with a maintenance service bay, an open space canteen and a gallery to increase customers’ and public awareness on the history of Hino as a company, its technological revolutions and product advancement. Hino has been established in Malaysia for the past 40 years.

“Apart from providing free training to drivers of HINO’s vehicle owners, we would also want to encourage the public at large who wants to be a professionally certified truck driver to participate in our training programmes.

“When there are more professional truck drivers in the marketplace, we hope that such supply will spur companies, organisations and government agencies to put in place a mechanism and a requirement to hire only professional truck drivers certified

by HTSCC. This will not only level up the skills set required but also gearing up the entire transportation ecosystem into a new level of professionalism, with better service level and customer care,” emphasized Ken.

For a start, HTSCC will offer extensive training courses to equip truck owners with product knowledge, safety and driving techniques. Hino’s training curriculum is inclusive of theoretical and practical courses. Its current curriculum encompasses:

i) Safety & Eco-cien Driver Training

- This programme highlights Hino’s philosophy of creating a healthy environment by reducing carbon dioxide’s (CO2) emission. Skills and techniques essential for safe and economical driving that will lead to increased business profitability will be taught.

ii) Driver Familiarisation Training

- This programme stresses skills and knowledge that ensure customers are familiar with vehicle periodic maintenance schedule, warranty and daily inspection.

iii) Safety Driver Training

- This one-day programme emphasizes on safety measures to be taken whilst on the road.

Hino intends to gradually increase the modules of its programme with additional four new courses which are:

- a) Driver Trainer Training
- b) Driving & Human Reaction Training
- c) Night Driving Training
- d) Drivers Aptitude Test / Training

Drivers will be tested on fuel-efficient driving, safety driving, and driving training in different road conditions and situations as well as safe driving technique when driving at night.

Plans have been set aside to also provide sufficient training to equip the drivers with knowledge on how and when to react in a conflict situation driving on the road and during emergencies in the near future, leading to a mindset change in prioritizing safety and ultimately helping vehicle owners save overall business costs and lives of their drivers.

Hino is currently the number one brand amongst the truck makers in Malaysia with a market share of 35.7%. At the end of 2016, Hino Motors Sales (Malaysia) sold a total of 5,870 units of medium and heavy-duty vehicles. This year the company expects to sell more than 6,000 units of vehicles.

- Ends -

NOTE TO EDITOR/PRODUCER

About Hino Motors Sales (Malaysia) Sdn. Bhd

Hino Motors Sales (Malaysia) Sdn. Bhd. - HMSM, a subsidiary of Toyota Japan - manufactures 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.

For more information about Hino Malaysia, please log on to www.hino.com.my.

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