



Press Release

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HINO APPOINTS TWO NEW SERVICE OUTLETS IN NORTHERN REGION

➤ *Focusing on suburban and rural area, the new HASO aims to enhance customers' satisfaction and provide the best service solutions for customers.*

14 & 15 September 2022 – Hino Motors Sales (Malaysia) Sdn. Bhd. (HINO) appointed another two new HASOs (Hino Approved Service Outlet) to strengthen its service network and provide easy access for after-sales support to customers, especially in northern region.

HINO appointed UP Service Centre Sdn Bhd (UP Service) located in Georgetown, Pulau Pinang, and Hong Yee Car Computer Service Sdn Bhd (Hong Yee Car) located in Sungai Petani, Kedah, to operate as HASO and serve customers in their surrounding area.

These two new HASOs practice HINO's standard guidelines manned by highly-trained and skilled HINO technicians. Meant to complement existing after-sales service by using Hino Genuine Parts, all customers will be able to enjoy the same quality of service provided by HINO 3S authorised service centres.

The opening ceremony was officiated after HASO Agreement signing by both parties. Presented from HINO, the Managing Director, Atsushi Uchiyama, and Director, Ahmad Yasmin Bin Yahya. Management members from UP Service Centre are Kathirveloo, and Purna Chandran, Director, and management from Hong Yee Car are Ng Swee Huat, Managing Director, and Ng Choo Hooi, Director.

HASO ASPIRATION

In early 2021, HINO developed HASO under its Dealer Development and Total Support plan that aims to provide 100% after-sales support, especially for customers' operations in suburban and rural areas. HINO understand the concern of these customers that travel a long journey to service their vehicles at the city centre. Through this HASO development, HINO has widened and strengthened its authorized service network to provide the best services for customers in the remote area, and conforms to its two fundamental values of Total Support which are "Maximize Vehicle Uptime" and "Minimize Vehicle Lifetime Cost".

Commenting on the newly launched HASO, Atsushi Uchiyama said, "In the commercial vehicle industry, we are not solely focused on product sales. After-sales service is also our main focus

where we strive to serve our best services and ensure customer's vehicles perform at their best and contribute to smooth logistics and business operation,”

“We aim **‘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 Products and Total Support’**, and with this mission, we came with the idea to develop HASO,” he continued.

HINO as well holds to its corporate tagline “Transporting Every Happiness” which aims for customer seamless operation. “Business-to-business (B2B) is a chain of businesses where customers’ customers are ours too, thus we always aim to give satisfaction and happiness to the end-users, and that is the idea of our tagline,” commented Atsushi Uchiyama.

HASO FACILITIES IN PULAU PINANG

UP Service Centre started its truck repair business in 1997 that aims at offering quality truck repair and maintenance services at competitive pricing for customers within the city of Pulau Pinang. Strategically situated in island town which is convenient for customers to do express inspection, especially long-haul transports that travel from the southern region.

Covering area up to 7,000 sqft, the new HASO is equipped with five (5) service bays including two (2) express bays, and an extensive list of the latest equipment and tools available that enables the outlet to service up to 10 vehicles per day.

HASO FACILITIES IN SUNGAI PETANI

Hong Yee Car was established since 1982 that specialized in automotive service and repair maintenance. Located around 10 minutes driving from Sungai Petani Plus Highway exit, HINO believes this new HASO will provide 100% after-sales support and will quickly respond to any emergency case on highway.

There are 10 service bays including two (2) express bays, these complete facilities allow the new HASO to serve up to 15 vehicles per day.

Both new HASOs in Pulau Pinang and Sungai Petani are headed by a Service Advisor and eight (8) professional technicians in each outlet who are well trained to provide a comprehensive range of HINO services.

With HASO, HINO believes its service network will be further strengthened and enhanced across the current network. At HASO, customers can enjoy the same service programmes that are offered in other Hino Service Centres.

About Hino Motors Sales (M) Sdn. Bhd.

Hino Motors Sales (Malaysia) Sdn. Bhd. (Hino) 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, Hino 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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