



## Press Release

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# CHEE HENG WORKSHOP & AUTOMOBILE SDN BHD UPGRADED AS HINO 3S CENTRE IN BATU PAHAT

*The New Hino 3S Centre operating in Batu Pahat will provide an establish one-stop solution center for the customers in Batu Pahat Area.*

**18 December 2022** – Hino Motors Sales (Malaysia) Sdn. Bhd. (Hino Malaysia) authorized dealer in Batu Pahat – Chee Heng Workshop & Automobile Sdn Bhd has upgraded its operation centre to offer customers sales, service, and spare parts and aims to reap a multitude of benefits for the esteemed customers.

Chee Heng has invested around RM1.0 million in their newly upgraded 3S Centre that covers a 1.0-acre workshop area. The upgraded new 3S (Sales, Services, and Spare Parts) centre is equipped with the latest facilities that comply with HINO standards, with a spacious sales showroom for truck display purposes.

Besides the showroom, Chee Heng also has a service bay which is facilitated with 12 service bays at the rear of the building to provide the best facilities for customers. the customer lounge is located at the front office, offering a free flow of refreshments and beverages along with complimentary free Wi-Fi for waiting customers.

### **CHEE HENG WORKSHOP & AUTOMOBILE SDN BHD 3S OPENING CEREMONY**

Chee Heng started their operation in 1981 under the name Chee Heng Workshop. Later, they collaborate with HINO in 1987 as a service dealer. The Chairman, Ch'ng Peng Soon was selected by Hino to be sent to Japan for training which he believed to have to instill a HINO Spirit in himself and passed on to all of Chee Heng's staff. Years on, Chee Heng has grown from strength to strength from the initial wooden house workshop to a new fully equipped 3S Centre. This expansion also increases sales and service opportunities to serve all including Kluang, Tangkak, and Pontian customers in Johor.

Chee Heng has built more than 40 years of experience in commercial vehicle service and maintenance hence they are well known to the customers in Batu Pahat. Their previous workshop is limited to 500 service intake per month and 12 service intake per day. With the upgraded facilities in the new 3S centre, the 13 well-trained technicians can service up to 1,000 units per month and 36 units per day to accommodate the 12 bays at their disposal, with 1 bay, especially for 2 Prime Mover Trucks per day. Chee Heng is also operating as a one-stop solution centre, offering vehicle inspection by PUSPAKOM, mobile on-site inspection, and 24-hour towing truck services.

The opening today is officiated by Atsushi Uchiyama, Managing Director of Hino Motors Sales (Malaysia) Sdn Bhd (HINO), Chan Ing Chyi, Operating Officer of Hino Motors Sales (Malaysia) Sdn Bhd, Ch'ng Peng Soon, Chairman of Chee Heng Workshop & Automobile Sdn Bhd and Ch'ng Choon Huan, Managing Director of Chee Heng Workshop & Automobile Sdn Bhd.

Commenting on the newly launched 3S Centre, HINO Managing Director, Atsushi Uchiyama said, "Chee Heng has been with Hino since 1987 and they are considered as one of the oldest Hino service dealers. As one of the experienced dealers, Hino acknowledged Chee Heng's commitment and dedication to Hino therefore Hino trusted Chee Heng to be a one-stop solution centre in Batu Pahat. This one-stop solution will help us in achieving closer to our goal which is not only to develop a product that is a perfect fit for each customer's business but also to 'Maximize vehicle Up-Time' and 'Minimize Vehicle Life-Time Cost'."

During the opening speech by the chairman, Ch'ng Peng Soon commented, "With investments spent on our new 3S centre, we promise to provide the best service to the customers coming to our 3S centre. Chee Heng along with our well-trained 13 technicians and 3 salesmen is committed to making sure that Chee Heng will always be present for all of the customers' inquiries."

The new 3S centre is situated in Batu Pahat, at No. 3, Lorong 3, Jalan Kluang Beroleh, 83000 Batu Pahat, Johor. and opens on Monday to Saturday from 9:00 a.m. to 6:00 p.m. For any inquiries, customers may contact the direct telephone number 012-2716825 for sales and 019-7346825 for after-sales.

### **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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