



Press Release

FOR IMMEDIATE RELEASE

HINO TOTAL SUPPORT CONTEST RETURNS FOR THE 8TH TIME

- *HINO Total Support (TS) Contest returns for the 8th time this year as a contest for the authorized dealers of Hino Malaysia to upskill their knowledge and to provide better service to customers.*

PETALING JAYA, 10 December 2022 – Hino Motors Sales (Malaysia) Sdn Bhd (Hino Malaysia), a subsidiary of Hino Motors Limited Japan, has organized the Hino 'Total Support (TS) Contest for its 8th year. Held at its head-quarter in Petaling Jaya, the contest witnessed the participation of 158 contestants from 26 companies of Hino authorized dealer.

Hino Malaysia took the initiative organizing this event after last year's uncertain situation of increasing CoVid-19 cases end of 2021. Nevertheless, this year's return will be exclusively in fostering greater skill and knowledge among the dealers, enhancing their customer servicing skill as well as improving technical expertise.

The one-day battleground giving out prizes for Champion, 1st Runner-up, and 2nd Runner-up for each category, Sales, Services, Parts and Customer Success Operation (CSO). The grand prize is entitled as the 3S Champion, and will bring back the Challenge Trophy and cash incentive RM 3,000. The champions team will join a learning trip to Hino Motors Limited Japan in next year, 2023.

Throughout the contest, all contestants will also develop a success steered the organization and boost-up their skills and knowledge in the main four categories, Sales, Services, Spare Parts, and Customer Success Operation (CSO), including the theoretical and practical practices.

All four categories will be showcasing Hino's mission which is "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'." This will always be Hino's benchmark in reaching high quality standards to Hino work rate and to Hino customers.

Sales

Pertaining to its Product Sales philosophy which to provide the Best-fit Product to customers, all contestants under Sales Category will be evaluated accordingly based on their skill to promote and recommend the best product that matches customer's nature of businesses.

It is generally known that Hino comes with its fundamentals of Total Support. Throughout the contest, contestants under Sales Category were required to explain the concept of Hino Total Support to customers which includes the maintenance contract, Free Service Programme (FSP), Hino Connect, Hino EZ Care, Hino Membership Program, Selling and Closing skills for New Hino Vehicles, and Rules and Regulations of Road Transport in Malaysia.

One of the main prerequisites under the Sales Category is the simulation part where all contestants were required to do role play on how to solve the potential problem that might be facing by the customer. They will also present a detail explanation about the selling technique of Feature Advantage and Benefit (FAB) plus the benefits of Hino Trucks and Buses.

Service

The Integrity of Hino is closely related to service which is directly portraying its after-sales reputation. Customer's satisfaction with the service provided is one of the imperative elements that bring up a good image of Hino. Contestants under the service category were required to complete the technical task to fulfil customer's requests and satisfaction.

All contestants under the Service Technician category will be evaluated based on their skill and knowledge of vehicle maintenance, mechanical parts solving, advance skill in Electrical Trouble Shooting by using Hino diagnosis tools explorer (DX II), advance skill in Programming of Fuel Injectors, System Protection Data, and Trouble Code Reading & Rectification.

For Service advisor, contestants were required to execute a role play on reception procedure and serving the customer. The evaluation was also tallied on the skill of how contestants identify the problem facing by customers, handling complaints, recommending the right services and parts, following-up call for next service, and advising the customer on vehicle care and maintenance.

Parts

In the commercial vehicle industry, parts compartment plays an important role for customer's trust and confidence.

Contestants under Parts Category will be evaluated on their knowledge to identify and comparing between Hino Genuine Parts and Non-Authorized Hino Parts in the market. They will also be tested on their expertise of using the Electronic Parts Catalogues (EPC) which to provide speed and accuracy in determining the correct parts to the right vehicle.

Operational excellence by streamlining the warehouse layout process is one of the most important highlights for a successful relationship with customers. Contestants will be examined based on their knowledge of Warehouse Safety SOP (Standard Operating Procedure) and Operation with the 7 Storage Techniques. This will also include the right procedure for packaging and delivering parts items on time.

Pushing toward the uphold excellence within the industry and the concept of Total Support, Hino TS Contest is also a platform in granting due recognition to all dealers as they are contributing constant support and performing excellently in engaging customer-related programs, which not only focusing on vehicle sales but also including of all products, parts and after-sales activities.

Customer Success Operation (CSO)

Customer Success Operation, otherwise known as CSO, is a new role in Hino to connect deeper within Hino and customer. CSO is naturally forward-thinking and aims to remove barriers between the customer and their product use. An effective Customer Success Operations department will be responsible for a range of tasks related to keeping customers' satisfaction, ensuring they succeed with products and services, and extending customers' lifetime value.

In this category, Contestants will be given a task in a shape of a role play on how to handle a customer with questions on Hino products. The scenario will be evaluated on how contestants providing the details of the information required by the customers such as Hino Membership Program, Hino EZ Care, Hino Connect, and the Free Service Program (FSP).

The Overall 3S winner for Hino 8th Total Support (TS) Contest 2022:

Champion	: Lu & Sons Engineering Sdn Bhd
1st Runner Up	: AWS Jaya Motors Sdn Bhd
2nd Runner up	: Daihatsu (Malaysia) Sdn Bhd, Johor Bahru Branch

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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LIST OF PRIZES

Categories	Award	Prize
Overall	Champion	- Challenge Trophy - Mock Cheque - Learning Trip to Japan - RM 3,000 Cash Incentive
	1 st Runner-up	- Trophy - Mock Cheque - RM 2,000 Cash Incentive
	2 nd Runner-up	- Trophy - Mock Cheque - RM 1,000 Cash Incentive
Sales - Sales Advisor - Senior Sales Advisor	Champion	- Medal - Mock Cheque - RM 1,000 Cash Incentive
	1 st Runner-up	- Medal - Mock Cheque - RM 500 Cash Incentive
	2 nd Runner-up	- Medal - Mock Cheque - RM 200 Cash Incentive
Service - Service Advisor - Senior Service Technician	Champion	- Medal - Mock Cheque - RM 1,000 Cash Incentive
	1 st Runner-up	- Medal - Mock Cheque - RM 500 Cash Incentive
	2 nd Runner-up	- Medal - Mock Cheque - RM 200 Cash Incentive
Spare Parts Parts Advisor	Champion	- Medal - Mock Cheque

· Senior Parts Advisor		· RM 1,000 Cash Incentive
	1 st Runner-up	· Medal · RM 500 Cash Incentive
	2 nd Runner-up	· Medal · RM 200 Cash Incentive
CSO	Champion	· Medal · Mock Cheque · RM 1,000 Cash Incentive
	1 st Runner-up	· Medal · Mock Cheque · RM 500 Cash Incentive
	2 nd Runner-up	· Medal · Mock Cheque · RM 200 Cash Incentive