



Press Release

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HINO AND MARA LINER COLLABORATE TO LAUNCH A NEW SERVICE OUTLET IN BANDAR MUADZAM SHAH

- *The collaboration further expands **mutually beneficial relationships** between the two parties, besides providing more convenient accessibility services to Hino customers.*

Bandar Muadzam Shah, Pahang, 16 February 2023 – Hino Motors Sales (Malaysia) Sdn. Bhd. (Hino) has officially launched its new service outlet, HASO (Hino Approved Service Outlet) – a new authorized service center under the company's dealer development program in collaboration with one of the major industry players, Mara Liner Sdn Bhd (MLSB).

MLSB is a company wholly owned by Majlis Amanah Rakyat (MARA) which specializes in public transport, logistics services, and bus services to all states in Peninsular Malaysia.

The high point of effort between Hino and MLSB was made possible when the two parties agreed to take leverage of existing commercial vehicle facilities. This collaboration will also further expand their business capabilities where Hino can expand its dealer service network and MLSB will be able to start commercialize and generating revenue through the development of its very own service center.

Present to launch the HASO was Hino Managing Director, Atsushi Uchiyama, Hino Director, Ahmad Yasmin Yahya, MARA Chief Director, Yang Berbahagia Dato' Sri Azhar Bin Abd Manaf, as well as Chief Executive Officer of MLSB, Zachary Ismail.

HASO ASPIRATION

In Early 2021, Hino developed a new service network program called HASO (Hino Approved Service Outlet). This program aims to give customers 100% after-sales support and cover all Hino operation areas.

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 up with the idea to develop HASO with the main objective to provide total support and give our best after-sales services to customers,” he continued.

“Currently, we have three operating HASO as of today. There is one in Sungai Petani, one in Pulau Pinang, and one located in Semenyih. Started in early 2021, and we are now in the development to open more HASO in other states as well,” he continued.

After studying the demographic of Bandar Muadzam Shah, Hino sees the location is convenient for customers around suburban and rural areas of the Rompin area. Also, in supporting the government’s direction and approaches toward the development of rural areas, Hino and MLSB believe that the establishment of HASO will create good employment and career opportunities for the rural sector.

Hino is confident that MLSB, with its good track record, capabilities, and credibility, will effectively expand the reach of its objectives to benefit existing and potential customers. Both parties have mutual interests and individual strengths to synergistically develop, deploy, and provide comprehensive solutions and support to the customers.

HASO FACILITIES IN BANDAR MUADZAM SHAH

Located at Lot 27 Kawasan Perindustrian Muadzam Shah, the outlet spans 43, 560 sqft. The vast space is ideal for customers as there is ample parking space for both vehicles that come in for servicing.

Equipped with five service bays including two pit bays, and an extensive list of the latest equipment and tools available, enabling the outlet to service up to 12 vehicles at the same time. Some of the available equipment includes the latest HINO Diagnostic system, DX II.

While waiting for their truck or bus to be completed, drivers can relax at the customer lounge area within the facility, which offers complimentary refreshments and free WiFi.

The service outlet is headed by Maintenance Repair Overhaul (MRO) Manager, Mohd Adam bin Mohd Idris, and his team of 10 staff who are well-trained to provide a comprehensive range of HINO services, including 24-hour breakdown support.

With HASO, Hino believes their service network will be further strengthened and enhance standards across the current network. At HASO, customers can enjoy the same service programs that are offered in other Hino Service Centres such as Free Service Programme (FSP).

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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