



## Press Release

FOR IMMEDIATE RELEASE

# HINO Malaysia's Total Support Leads Purchasing Decision of Vertex Mission

➤ *More HINO vehicles to join Vertex Mission fleet and aim to build a long-term partnership with the logistic provider company.*

**Petaling Jaya, 21 April 2021** – Hino Motors Sales (Malaysia) Sdn Bhd (Hino Malaysia) recently hosted a vehicle handover ceremony for its existing customer, Vertex Mission Sdn Bhd, a haulage company based in Klang. The handover of the five (5) unit Automated-manual Transmission (AMT) prime movers, HINO 700 Series -SH1EERA, took place at Hino Malaysia headquarter in Petaling Jaya, with attendance from both companies' management teams.

Established in 2005 and has been in the industry for more than 15 years, Vertex Mission is an end-to-end provider of logistics and supply chain management solutions and delivers a full range of logistics services entirely in-house to support the way clients do business.

### **HINO JOINS THE GROWING FLEET FOR A LONG-TERM PARTNERSHIP**

Running a business-to-business (B2B) requires effective relationship built and long-term partnership that led to a good business run and network. To achieve those values, Hino Malaysia always practices its customer-centric approach in tandem with its tagline '*Transporting Every Happiness.*'

HINO 700 Series is getting more popular in West Malaysia after its AMT model launched in 2019. Hino Malaysia Managing Director, Atsushi Uchiyama, said, "HINO Prime Mover, 700 Series model, previously is more popular in East Malaysia especially for the highway projects, but now we have introduced our prime mover with AMT, the market in West Malaysia is catching up and we are confident that our product will satisfy our customer's needs."

Having strong confidence with Hino brand, Vertex Mission Managing Director, Soo Chee Yeong, said "We have known that Hino Motors is an established Japanese brand under the Toyota Group and has been in Malaysia for almost half a century. This portrays the trust and confidence from Malaysian customers and the brand's stability in the Malaysian market."

When talking about what makes Vertex Mission's decision-maker to choose HINO brand, Soo Chee Yeong continued, "Hino gives us a good beginning stage especially on the truck trial and provides technical support and be on the ground to understand our needs. They work closely with us and gives the best total support, and this led to our decision to add-on more Hino truck in our fleet. Also, Hino already has a network that is well established nationwide, this eases us for service maintenance and after-sales support."

Vertex Mission is looking forward to adding more HINO trucks to the fleet and is already in discussion for the purchase of the next batch which are likely to be delivered in Q3 this year.

### **AMT- IMPROVING FUEL EFFICIENCY AND DRIVER SAFETY**

An ultimate built-up of Japanese engineering, the prime mover, SH1EERA comes with 16-speed mechanical auto synchromesh ZF16 transmission with power assistance, making it easier to shift gears at higher speeds. Fitted with AMT, it allows sustaining a lower operational cost through lower fuel consumption and clutch replacement cost.

Designed with EURO-3 common-rail engine, this 4x2 model is a Complete Built-up Unit (CBU) made in Japan and promises Japan genuine parts with HINO DNA of QDR: Quality, Durability, and Reliability.

Safety is HINO's top priority and providing the best support on safety features, the truck is fitted with Anti-lock Braking System (ABS) to prevent uncontrolled skidding and also designed with Energy-absorbing Steering Column to absorb some of the impacts and providing better protection for the drivers. These active safety features will enhance the safety control of its haul operation.

### **PROVIDING PROFESSIONAL DRIVER TRAINING**

HMSM also takes an initiative to improve driving skills among commercial vehicle drivers through the establishment of its training center, Hino Total Support Customer Center (HTSCC) in Sendayan. Vertex Mission has registered their fleet supervisors to sit the training and agreed higher fuel efficiency can be achieved and with enhanced driving skill. Through this training, drivers will be given intensive courses that focus on driver safety, eco-cien driving, and driver familiarisation.

### **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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“Customer-centric is an approach to doing business that focuses on providing a positive customer experience both at the point of sale and after-sales. We will give our best support through the most efficient and reliable way by listening and understanding our customer’s business need,” said Atsushi Uchiyama, Hino Malaysia Managing Director.