



Press Release

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HINO OFFICIALLY OPENS NEW 3S CENTRE IN KOTA BHARU

The New Hino 3S Centre is operating in Kelantan to serve the growing demand and provides top-notch vehicle services in Kota Bharu area.

1 December 2022 – Hino Motors Sales (Malaysia) Sdn Bhd (HINO) has officially launched a new 3S centre, operated by Soon Seng Motors Enterprise (1988) Sdn Bhd (SSKB), situated in Tunjong, Kota Bharu a strategic area to provide good accessibility and more convenience to the customer in Kota Bharu and its surrounding area.

SSKB has invested around RM2.0 million for their newly upgraded 3S Centre that spans to 1.5 acre covered workshop area and is equipped with the latest facilities that is comply to HINO standard. The facility is equipped with six (6) service bays which and fifteen (15) repair bays. They serviced 8 to 10 units per day and 210 units per month.

Customers can also enjoy a variety of amenities in the new HINO 3S centre such as comfortable lounges, complimentary Wi-Fi services, free flow of refreshment and beverages. Soon Seng Motors Enterprise (1988) Sdn Bhd also offers convenient services for customers including service maintenance and repairing, PUSPAKOM arrangement on a weekly basis, 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) and Joe Lee, Managing Director of SSKB.

SOON SENG MOTORS ENTERPRISE (1988) SDN BHD HISTORY

Originally started solely in vehicle sales from 1975 until 2010, SSKB officially become a HINO 3S Centre in 2012. Years on, SSKB has grown from strength to strength in establishing themselves as a HINO 3S Centre that is based in Kelantan. Since then, they progressed and have become the 2nd runner up overall in HINO Total Support Contest 2020, and their latest achievement includes 1st Runner up in Top Growth Sales 2021, 1st Runner up in Excellent Dealer Award 2021 and 1st Runner up for Dealer of the Year Award 2021. These achievements and recognitions have proven their rapid progress and

commitment to strengthen their dealership abilities in customer satisfaction enabling them to retain customers in their established work.

Commenting on the newly launched 3S Centre, HINO Managing Director, Atsushi Uchiyama said, “We appointed SSKB outlet as HINO Authorized 3S centre to offer a one-stop solution under one roof to our customers especially in Kota Bharu, Kelantan. This one-stop solution will help us in achieving closer to our goal which is not only to develop product which is a perfect fit for each customer’s business but also to ‘Maximize vehicle Up-Time’ and ‘Minimize Vehicle Life-Time Cost’”.

“We have always practice putting Customer-Centric first in our mind where we aim to serve the best and most convenient access and services to customers. We believe this new 3S centre is convenient and strategic for the customers making inquiries about the latest HINO models, vehicle body work, and attaining after-sales services and genuine parts supply,” he added.

Collaboration With The Red Warriors (TRW)

There will be a collaboration between HINO and Kelantan Football Club, commonly known as ‘The Red Warriors’ (TRW). For the upcoming 2023/24 Malaysia Super League season, HINO will be TRW’s strategic partnership and will be one of the sponsors for TRW. The collaboration has also been announced on Facebook by TRW’s owner, Nurizam Tukiman in July 2022.

By endorsing TRW, HINO will help TRW in their goals to uplift the local football industry and lead to a positive impact throughout the upcoming season. It will not only be a mere sponsorship, but it will focus on the development of future talents and investment into the improvement of TRW.

3S Centre in Kota Bharu, Kelantan

SSKB believes that the new 3S Centre location will give a new advantage to increase HINO’s sales volume and brand awareness with delivery of high-quality products and excellent services and to keep improving customer satisfaction and increase sales as well. The new 3S Centre is strategically located near highway therefore it is easy access for customers to find their new 3S Centre. This will help to reduce breakdowns happened in along the highway paths.

The new 3S centre is situated in Kota Bharu, at PT 1346, Jalan Pasir Mas, Salor, Kg Gaung Kota, 15100 Kota Bharu, Kelantan and opens on Saturday to Thursday from 8:30 a.m. to 5:30 p.m. For any inquiries, customers may contact the direct telephone number 09-7418 836.

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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