

# Understanding Maintenance

## The importance of daily inspections.

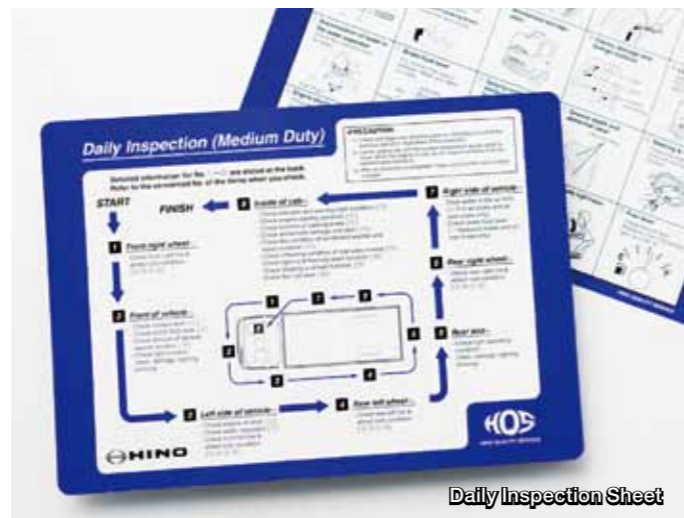


HINO recommends daily maintenance (photo: Kuwait)

Craftspeople, who are often referred to as “meisters” in Germany, take excellent care of the tools they use everyday. This is because they understand that tools that are well taken care of will support their work for many years to come as trusted partners in their business. The same applies to “productive assets” such as trucks. Performing daily inspections of the truck to understand its condition, and replacing consumables such as oils, are an important part of maintaining your truck at its best and ensuring safe operations for many years to come. This is similar to our regular health checkups. Keeping an eye on small changes in your physical condition and taking preventive steps as necessary is an essential part of maintaining your health, and practices such as these may help you reduce expensive medical expenses. For example, if the engine oil level is lower than spec or the oil is overly dirty, it cannot fulfill its intended functions of lubrication and cleaning, and this will promote premature wear of various components as well as premature engine breakdown. Proper daily maintenance allows you to extend the lives of your truck’s many parts and conduct safe operations. Moreover, it may enable you to protect your profits from the potential loss caused by breakdowns and accidents. This is why HINO recommends you carry out daily inspections. HINO provides a Driver’s/Owner’s Manual and Daily Inspection Sheet (see the following picture)—a checklist of daily inspection points—for the 300, 500, and 700 Series (If you do not have one, please contact your HINO dealership). The Driver’s/Owner’s Manual and Daily Inspection Sheet provide a set of procedures that may enable you to check engine oil, coolant, engine startup, tire air pressure and other required daily inspection

items in an efficient manner. As these daily inspections also include items that could affect driving safety, such as inspections for wheel nuts, lights, and horns, you should conduct these daily inspections using the Driver’s/Owner’s Manual and Daily Inspection Sheet as a routine practice for safe operations and greater business success.

This is the first of the “Understanding Maintenance” columns, where we will be introducing our readers to useful maintenance information including the importance of maintenance and one-point tips. In our next issue, we will be featuring tire inspections.



Daily Inspection Sheet

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# HINO

## Cares

Issue 012

HINO sticks to its Customer First philosophy.

## HINO is a “people” brand.

We believe that our technological capability and the high-quality service whose achievement we pursue are the aggregates of the abilities and the passion of HINO’s staff members. HINO is the sum of its “people.”



# HINO's Vision

## What we can do to ensure that our customers will continue to choose the HINO brand.

**Hideki Ueda,**  
**SENIOR MANAGING DIRECTOR,**  
**MEMBER OF THE BOARD**

As a global brand originating in Japan, how is HINO seen in its home country? We posed this question to Hideki Ueda, HINO Senior Managing Director of Domestic Sales Operations. "In certain heavy and medium-duty categories, HINO has maintained the top share in the Japanese market for 37 years in a row on a yearly basis." I believe the fact that HINO has commanded the top share for 37 years over a large number of competitors indicates how HINO's brand is valued in the Japanese market. "I believe, in addition to economic conditions, regulations on emissions and overloading have changed truck demand in the Japanese market. As truck manufacturers, it has been a constant challenge to keep up with these changes in a timely fashion. As well as the appeal of our products, how can we provide advanced solutions that meet the demands of our customers in a diverse range of areas including price, delivery time and after sale services? At HINO we must do our best to meet these demands." This "Customer First" philosophy as described by Ueda is likely to be one of the reasons why HINO has been able to maintain top share in certain heavy and medium-duty truck categories for 37 years in a row. But HINO refuses to rest on its laurels. Ueda continues, "The truck market in Japan is reaching maturity. In order to continue to be the preferred brand in a mature market, we believe it is increasingly important to study our customers' problems and needs closely and take on challenges that will allow us to contribute to the success of our customers' businesses." By working with our customers aiming



Our mechanics and sales representatives work as a close-knit team to approach all issues that customers may encounter

to develop solutions to their problems and deriving benefits for customers by doing so, more customers may come to view HINO as their reliable business partner. HINO's "Customer Support Activities" were born from this idea.

"How can we assist and provide solutions to our customers who are faced with issues such as increasing expenses, high fuel costs, environmental measures and intensifying competition spurred by market deregulation? To develop specific measures to address these issues, we established 'KAIZEN' CONSULTING Div. at HINO in Japan in February 2004." The "Customer Service Activities" initiated by "KAIZEN" CONSULTING Div. were launched nationwide in Japan in May of the same year led by "Customer Service Activities" promotion chiefs and contact persons who collaborate with HINO dealers in Japan. "Customer Service Activities" were classified into four categories; driving safety, profitability enhancement, environmental measures, and transport quality enhancement; consisting of a total of 26 specific programs. Examples of these programs include various seminars such as Daily Inspection Seminars and Transport Cost Calculation Seminars, proposals for enhancing the efficiency of delivery routes



HINO commands the top share of the Japanese market for medium- and heavy-duty trucks

based on time and travel distances, and assisting customers in streamlining their administrative tasks through information technology. With our overseas distributors, we have started introducing "Fuel-Efficient Driving Seminars, which originated as one of the programs in our 'Customer Service Activities' to our customers overseas, and I believe that these seminars are being acknowledged among people in the countries where such seminars have been introduced." These activities have produced good results as Ueda points out, "We are not only able to have an opportunity to contribute to resolving our customer's challenges, but also have an opportunity to enhance the management abilities of our dealers in Japan and our overseas distributors and the skills of our sales staff. And I believe this in turn results in deepening relationships with our customers."

HINO aims to expand these activities worldwide, and has recently launched similar programs in Thailand. "Moving forward, we will be customizing our lists of specific programs for each market aiming to assist customers in diverse countries. As our Customer First philosophy remains the same, HINO strives to assist our customers around the world in reaching a solution if they have problems or issues. Our greatest joy would be for customers around the world to feel comfortable with asking us at HINO about any problems that they might encounter."

HINO sees the path it should take.



Mr. Ueda, Senior Managing Director, describes his vision at HINO's Tokyo head office

# HINO's Technology

**We will continue to evolve HINO trucks as long as we embrace our “Customer First” spirit.**

Akira Yamamoto, CHIEF ENGINEER, PRODUCT PLANNING Div.  
 Shinichi Takemasa, CHIEF ENGINEER, PRODUCT PLANNING Div.  
 Toru Gomita, MANAGER, OVERSEAS PLANNING Div.

“Customer First”—This is the phrase that embodies the essence of HINO’s corporate philosophy. New technologies HINO has developed through its global competition and its efforts to provide high-quality services are founded on this “Customer First” spirit. What do our customers want? With which services will our customers be truly happy? HINO’s raison d’être and indeed its history are about pursuing answers to these questions and our efforts in developing our solutions to these questions each time. Over the years, we have featured certain aspects of technologies and services that were born from our “Customer First” spirit. For this and the next few issues, we will be featuring the HINO 700, 500, and 300 Series in separate issues to spotlight how this “Customer First” spirit is reflected in HINO products.

For our interview at HINO headquarters in Tokyo, we met with three individuals who have been engaged in overseas heavy-duty

trucks operations. “In 1992, our heavy-duty trucks—which had been known as the Dolphin series since 1981 in Japan—were succeeded by a newer model of heavy-duty trucks that we began exporting overseas. We have discovered, however, that from a global standpoint, these trucks may need to be enhanced to meet the more diverse range of needs of our international customers” says Toru Gomita, who remembers this period well. What are the needs of each country in the international market? Gomita says that HINO’s experience with these overseas heavy-duty truck businesses provided a major impetus for HINO to study in more detail the variety of needs that may be peculiar to certain markets. HINO then embarked on enhancing heavy-duty trucks under the “more localized truck” theme based on studies on different countries and operating conditions. In 2004, the year HINO announced its corporate strategy “HINO as global standard.” HINO launched a new heavy-duty truck series for



The SS model is the latest in the 700 series



This heavy-duty truck, the FR model, was exported during the 80s

the global market that was enhanced to have flexibility aiming to meet the more diverse range of needs of different markets. The HINO 700 Series was born. “The HINO 700 Series was a series of heavy-duty trucks that were developed from the ground up for the export market. It featured a range of technologies that were aimed at reflecting the needs of our overseas customers. For example, engine units with fuel efficiency technologies and body styling based on aerodynamics, which contributed to reducing fuel consumption by approximately 10% compared to HINO’s previous heavy-duty trucks model according to the results of the tests conducted by HINO (based on the in-house tests).” Akira Yamamoto, who was on the HINO 700 Series development team continues, “As for horsepower, the ZS model of the HINO 700 Series delivered 450hp, which was a major enhancement over the 300hp produced by the previous model. There are many other important details, but a major characteristic that sets this series apart from previous model trucks was that it was designed to have flexibility for us to customize aiming to meet the needs of different local markets.” Based on the “more localized truck” theme, we believe the HINO 700 Series became popular among our customers where the 700 Series have been introduced for its concept and quality. “In 2008, we further enhanced and launched the new HINO 700 Series, which adopts a modular design approach aiming to offer greater flexibility for us to customize depending on diverse market demands. As a heavy-duty truck, we expect to see over 200 body types of the new HINO 700 Series emerge in the next 2 to 3 years,” says Shinichi Takemasa, who was in charge of the development of the new HINO 700 Series, describing the potential for HINO heavy-duty trucks.

We will evolve to embody our corporate philosophy, reflected in the “Customer First” spirit. But HINO is far from satisfied with the status quo. We will continue to enhance our lineup of products and provide HINO products that will meet our customers’ needs around the world. HINO will put great effort into achieving this end. As long as our “Customer First” spirit is alive, HINO will strive to respond to the needs of its customers around the world.

**All technology is used to create the best HINO for you.**



This heavy-duty truck was the workhorse of the 90s



This heavy-duty truck was the workhorse of the 80s



The three discuss the history of HINO’s heavy-duty trucks for the export market

# HINO Owner's Voice

## HINO, because there are reasons to be selected.

Trucks aren't the only things HINO provides. One of HINO's most important objectives is to "create" as many "reasons to be selected" whatever the product or service HINO provides, or where they are marketed, and to "create" relationships based on trust with our customers. In this section, we introduce the companies that operate HINO trucks to our readers. We would like to give you a glimpse of how HINO trucks serve our customers around the world by asking them their reasons for choosing HINO.

\*The customers are introduced alphabetically by country name.

For more detailed stories about the HINO owners, please visit:

[http://www.hino-global.com/products/owners\\_voice/index.html](http://www.hino-global.com/products/owners_voice/index.html)

### **Let the world know how you feel.**

We are currently inviting HINO owners to appear in the "HINO Owner's Voice" section! Let other HINO fans around the world know how you feel about HINO products. Please contact your local HINO representatives for details.



**Chile/ TREXVAL S.A.**  
**Jose Antonio Flores, General manager**

TREXVAL S.A. specializes in the transport of hazardous material and raw materials for processing, and is a leading company in the transport of hazardous items in Chile. Jose Antonio Flores, general manager of the company, says, "Our job is to transport hazardous materials. Owing to the geography of Chile, our trucks must travel several thousands of kilometers every day throughout our long and narrow country which features highlands that exceed 5,000 meters above sea level, exposing our trucks to great differences in temperature. This is why we operate HINO trucks to provide efficient and safe services to our customers. This has contributed to building customer confidence in our services and helped us grow to have an important position in the Chilean market."



**South Africa/ TRANSVAAL HEAVY TRANSPORT (PTY) LTD.**  
**Sampie Swanepoel, Managing Director**

Operating out of Alberton and Alrode in South Africa, TRANSVAAL HEAVY TRANSPORT transports mining equipment, construction material, and engineering products. The company purchased 10 units of HINO trucks in 1986 when it consolidated its fleet, and now owns 33 units of HINO trucks. We asked Sampie Swanepoel, the managing director of the company, why the company continues to use HINO trucks. "HINO trucks satisfy all the conditions we demand in trucks—durability, driving comfort, power, and ease of use. In particular, lower maintenance costs—these trucks rarely break down—and lower fuel costs have helped us dramatically improve our economic efficiency."



**Lebanon/ DOLSI**  
**Akram Abou Laban, Owner**

Founded nearly 150 years ago, our company has the longest history amongst major ice cream manufacturers in Lebanon. Wassfi Abou Laban, who currently runs the company jointly with his father Akram Abou Laban, has this to say about HINO trucks: "We chose HINO trucks based on careful evaluation that we conducted after the decision had been made to replace our trucks. In January 2010, we purchased 15 HINO 300 Series trucks. Our decision was based on HINO's strong reputation and high specifications that surpassed that of the competition. HINO will continue to be a serious contender for our truck purchases owing to the quality of their trucks, and the personal attention and excellent support that our local dealer provides, which is the most important factor for our company."



**Vietnam/ NYK LOGISTICS CO., LTD.**  
**Phan Ngoc Canh, First Deputy General Director**

NYK LOGISTICS CO., LTD. offers logistics services in Vietnam. Pointing out the advantages of HINO trucks, Phan Ngoc Canh says, "HINO trucks are durable and powerful. Moreover, they also offer good fuel mileage and economic efficiency." Cao Nguyen Thuan adds, "Hino Motors Vietnam is quick to respond if there is any problem. We are very satisfied with their professional approach and the quality of their services." Nguyen Ngoc Thang, driver of a HINO 500 Series FC, says "I don't feel tired after a day's work. I think it's because the interior of HINO trucks is so comfortable and easy to use."





This service center has over 50 service bays

## HINO's Service at the front

### HINO's Oman 3S service center elevates customer satisfaction to new heights.

Cases of Saud Bahwan Group, Oman.

How far can we evolve services that win our customers' confidence? Never one to rest on its laurels, HINO continues to ask this question of itself, and works to enhance the quality of its services.

In this article, we introduce you to one of the largest service centers for HINO vehicles in the world—a service center that represents the frontline of our services, evolved from our philosophy. One of the largest 3S facility for HINO vehicles in the world, spanning an area of approximately 26,000 sq.m., can be found in Muscat, the capital of Oman.

With the three 'S': Sales, Service, and Spare parts operations centralized in one location, this is one of the most modern service centers for Hino vehicles established by Saud Bahwan Group, HINO distributor in Oman to serve HINO customers in Oman.

All of HINO's truck models introduced in Oman are on display in its spacious sales facility. The customer area is always bustling with sales staff of the Group attending to customers. The service center, which boasts over 50 work bays, features a high-tech painting booth to accommodate special orders and service tools, along with diagnostic instrumentation.

In addition to dust-proof and heat resistant diagnostic bays, the facility features roofed bays for trucks and buses. It also provides special bay areas for different maintenance work such as pre-delivery inspections, emergency repairs, large-scale repairs, and damaged vehicle repairs aiming to provide quick services to the customers. Another popular feature among customers is the spacious waiting area where drivers can wait comfortably while their trucks are being serviced.

The facility also features a training center for training customers' technicians and drivers through advanced audio and visual teaching materials and practical training facilities. The service center also provides "mobile training services" (see Customer Service Activity, pages 10-11) that allow customer employees to take part in training programs without leaving their workplaces. Many of HINO's customers have already used and taken advantage of these mobile training services.

Then there is the Spare parts facility.

With the aim of achieving 97% spare parts availability in the inventory at this spare parts facility at the time the order is placed by the customers, this facility carries a constant inventory of over 20,000 items aiming to respond quickly to customer requests and reduce waiting time.

Sheikh Mohammed Saud Bahwan, chairman of Saud Bahwan Group, had this to say about this one of the latest service centers for HINO vehicles, "Customer care is the core of our business strategy. All of our investments are made with the aim of providing the best in customer satisfaction, and this new integrated service center for HINO vehicles is a reflection of our approach."

The realization of this service center, that HINO is proud of, was possible only with cooperation between HINO and the Saud Bahwan Group. The Saud Bahwan Group, true to HINO's "Customer First" policy, provides extended services at the customers' sales offices through their Service Marketing team.

Service Marketing is a CS initiative started by SBA to provide customized follow up and support to its customers. The team visits various customers on a regular basis to understand their needs and ensure that their Hino fleet operates at its best. Sending service reminder messages, visiting customer sites and conducting periodic Free Inspections are some of the activities of the Service Marketing team. If any vehicle is found to be in need of maintenance during these visits, the Mobile Workshop (see Customer Service Activity, pages 10-11) is dispatched or the customer is asked to bring the vehicle to the service center. These teams are grouped to accommodate different types of businesses and this ensures that experienced mechanics are able to address issues that are shared among customers engaged in similar business operations. In addition, the group regularly dispatches teams of spare part professionals for HINO vehicles to customers' offices. With an in-depth understanding of customers' parts requirements, they strive to reduce obstacles in the supply chain, thereby reducing downtime. "We believe one of the greatest reasons for the Saud Bahwan Group's success is their focus on after sale services," says Koichi Ojima, Senior Managing Director of HINO.

In recognition of the Group's performance, Group chairman Sheikh Mohammed Saud Bahwan was awarded the Exceptional 3S Customer Care Award at the HINO Middle East Regional Marketing Meeting, which was held in Muscat.

In line with the "Customer First" spirit, HINO strives to enhance the quality of its services. As can be seen from this example in Oman, HINO endeavors to strengthen its ties with all members of the HINO family around the world to enhance the quality of services and products that customers demand, and continue to take on new challenges as we move forward.

HINO... it is where services continue to evolve!



Chairman of Bahwan and staff members at the HINO service center



This is one of the largest HINO service centers in the world, and integrates the 3Ss — Sales, Services, and Spare parts



The spare parts facility carries an ongoing inventory of over 20,000 items



These customers have come to purchase spare parts



The service center also carries out various events and campaigns

# Customer Service Activity

## The Mobile Workshop concept to further solidify the relationship of trust between HINO and its customers.

Cases of Crown Motors, Hong Kong.  
Cases of Ali Ahmad Al Shawaf & Bros, Kuwait.

“Customer Service Activity” as defined by HINO refers to all services and activities that aim to contribute to our customers’ businesses. These services range from helping customers’ choice of the truck depending on their needs, inspections free of charge during certain period after delivery, periodic inspections, maintenance supply of genuine parts working together with our customers to develop solutions to their issues; as well as various other activities that may contribute to business operations of our customers, such as our “Eco Drive” seminars. Of these services and activities, we would like to focus on the “Mobile Workshop” in this issue. This is one of the services aiming to reduce down time for our customers’ trucks. For example, in cases where the user does not have sufficient time to transport the truck to a maintenance shop or if a truck breaks down on the road, our distributors that provide this service will dispatch the vehicle for the repair service—which is equipped with facilities to perform repairs. We have introduced this service in certain overseas countries, and we believe it has been credited among our customers. The HINO Cares news team visited Hong Kong and Kuwait to gather comments on the ground about the “Mobile Workshop.”

“The Mobile Workshop is one of the services we launched in 1996. At the time, we performed a qualitative customer survey, and the results from this survey prompted us to launch this service,” says Andrew Yung, service manager at the Hong Kong service center for HINO vehicles. “Many of HINO’s clients in Hong Kong operate within restricted areas, e.g. container terminals, airport terminals. The opportunity cost for clients to send a vehicle to HINO’s vehicle repair centre is assumed high. Taking into account the traveling time between the client’s location and HINO’s vehicle repair center, we assumed the truck would be out of service for at least two to three hours as the case may be.” In other words, the Mobile Workshop was intended to reduce such down time. “This service was aiming to enable the client’s vehicle to be checked and repaired on the spot right away, so that the vehicles could quickly be turned around for the business of the customers.” The Mobile Workshop has other advantages as well. “Apart from the services for the vehicle, the Mobile Workshop also provides training to customers on the operation and maintenance of HINO vehicles. Our distributors

that provide this service also trains the client’s drivers and highlight the ‘Do’s and Don’ts’ with regard to HINO trucks. This not only contributes to reducing operating costs of our customers, but the training may increase sense of the comfort when the client’s drivers operate HINO vehicles.” In that sense, the Mobile Workshop functions as sort of a mobile classroom.

Meanwhile, Mr. Abdulhakim Al Shawaf , Assistant Service Manager of Ali Ahmad Al Shawaf & Bros, HINO distributor in Kuwait, says, “The Mobile Workshop service is a valuable service for customers and it contributes greatly to deepening the relationship of trust between HINO and our customers.” While the Mobile Workshop was just launched in 2009 in Kuwait, it has shown certain records of the performance and we believe it is received well by customers. Here is what some of their customers had to say. “We believe HINO’s Mobile Workshop service is a very successful idea. It is time-saving and provides us with on-spot service, which has assisted in maintaining our fleets operation without delays. In addition to it being a great service for customers, it has definitely strengthened our relationship with HINO (Mr. Mohammad Qutaish, Garage Manager of Arabian Beverage Company).” And “We use this service as a great way to make substantial time savings and as a way to conveniently receive the benefits of high-quality service (Mr. Osman Abdullatif, Service Manager of Abhar Catering Company).”

“Our biggest challenge is to devote ourselves to ensuring that our customers are able to receive the best services and maintain a good relationship with all of our customers,” says Mr. Abdulhakim Al Shawaf referring to his attitude towards the Mobile Workshop and other aspects of HINO’s Total Support. This attitude is one and the same as HINO’s “customer first” philosophy. Through these interviews, we were able to confirm that HINO’s Total Support system is the aggregate of individual services and activities that are based on HINO’s “customer first” philosophy.

**What we strive to deliver is the peace of mind that HINO is always by your side.**



Staff members perform repair jobs, making full use of the Mobile Workshop



Mobile Workshop in Hong Kong



Mr. Andrew Yung at the Crown Motors service center



We visited ABC (Kuwait) during these sessions



Mobile Workshop in Kuwait



Two of the three staff are busy at work by using Mobile Workshop in Kuwait