

HINO

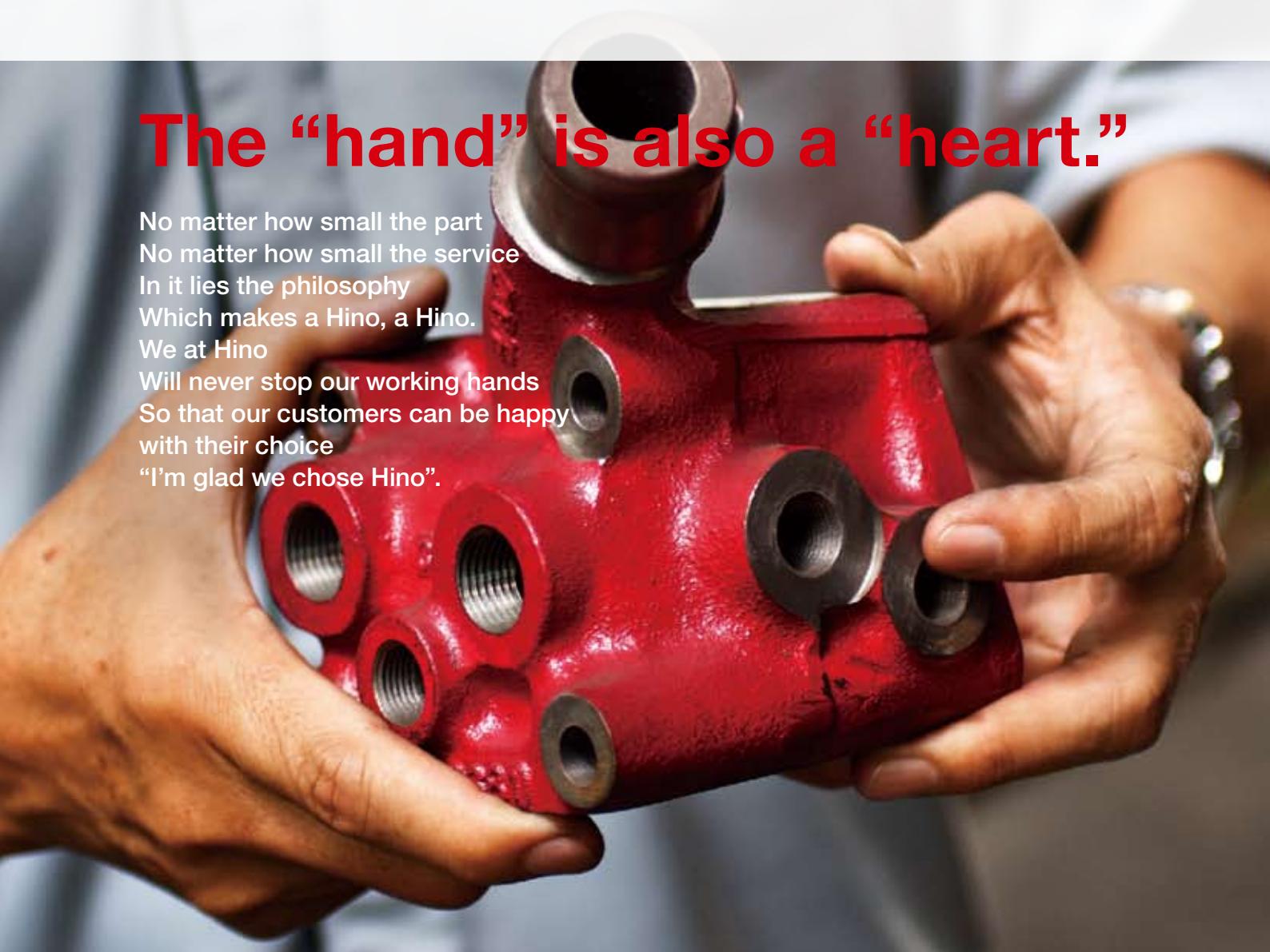
Cares

Issue 006

2008 Fall / Indonesia

The “hand” is also a “heart.”

No matter how small the part
No matter how small the service
In it lies the philosophy
Which makes a Hino, a Hino.
We at Hino
Will never stop our working hands
So that our customers can be happy
with their choice
“I’m glad we chose Hino”.



HINO Cares Hand

To deliver spare-parts in a speedy and punctual manner is my commitment to satisfy customers.

Herman Suwiryo, HINO Warehouse Manager, Indonesia
PT HINO Motor Sales Indonesia



“I feel proud if a lot of HINO trucks will mark the streets. Since I started in HINO’s early days and improve the market share of HINO in Indonesia, I dream of filling Indonesia’s streets with HINO.”

Herman Suwiryo is counting down his days at HINO in Indonesia as his retirement is approaching him. The 54-year old Suwiryo has nothing but a life to express gratitude after dedicating his life for HINO. Suwiryo first joined PT HINO in Indonesia as the head of warehouse section in 1981. Those were hard times for him with annual sales of only 100-200 units of HINO trucks. He was hoping to improve the number of sales of HINO trucks in the market at that time. He worked in a very small warehouse with a few colleagues to assist him. He believed that delivering the spare-parts in a speedy and punctual manner will ultimately satisfy the needs of the customers. Additionally, customers will be more loyal to HINO. But a sole commitment from the warehouse is not enough. A concerted effort from other divisions such as dealer, distributor and after-sales service was required to meet the needs of the valuable customers.

“We have to maintain the availability of the spare-parts. Excellent services and reasonable prices will retain customers. The success of HINO in leading the Indonesian market is a success story of many people. It has become our commitment to satisfy the customers,” said the man who also claims to be a culinary expert.

Suwiryo believes that the key success of HINO in Indonesia is teamwork and hand-in-hand cooperation among its employees. Creating a healthy and a family-friendly work environment helps improve the sales of HINO in Indonesia. A father of one son, Suwiryo is striving to deliver his utmost from a beautifully-designed office in a 3800 meter square space. His 15 staff members contribute to this. In the early 1981, he occupied a 120-meter square warehouse with two staffs. As times goes by and Indonesia’s economy gaining foothold, he expanded the office and employed more people.

“Being responsible with our job is the most important for our success. The rest is our utmost commitment to the customers. A good management of stock of goods is also important. The level of fault stock system is kept at a very low level, ranging between 0.02 percent and 0.08 percent per year. This is something we can be proud of and a team hard work, of course.”

Quality of products combined with excellent after-sales and customer services, and maintaining good relationship with dealers and distributors have been his credo in his 27 years tenure.

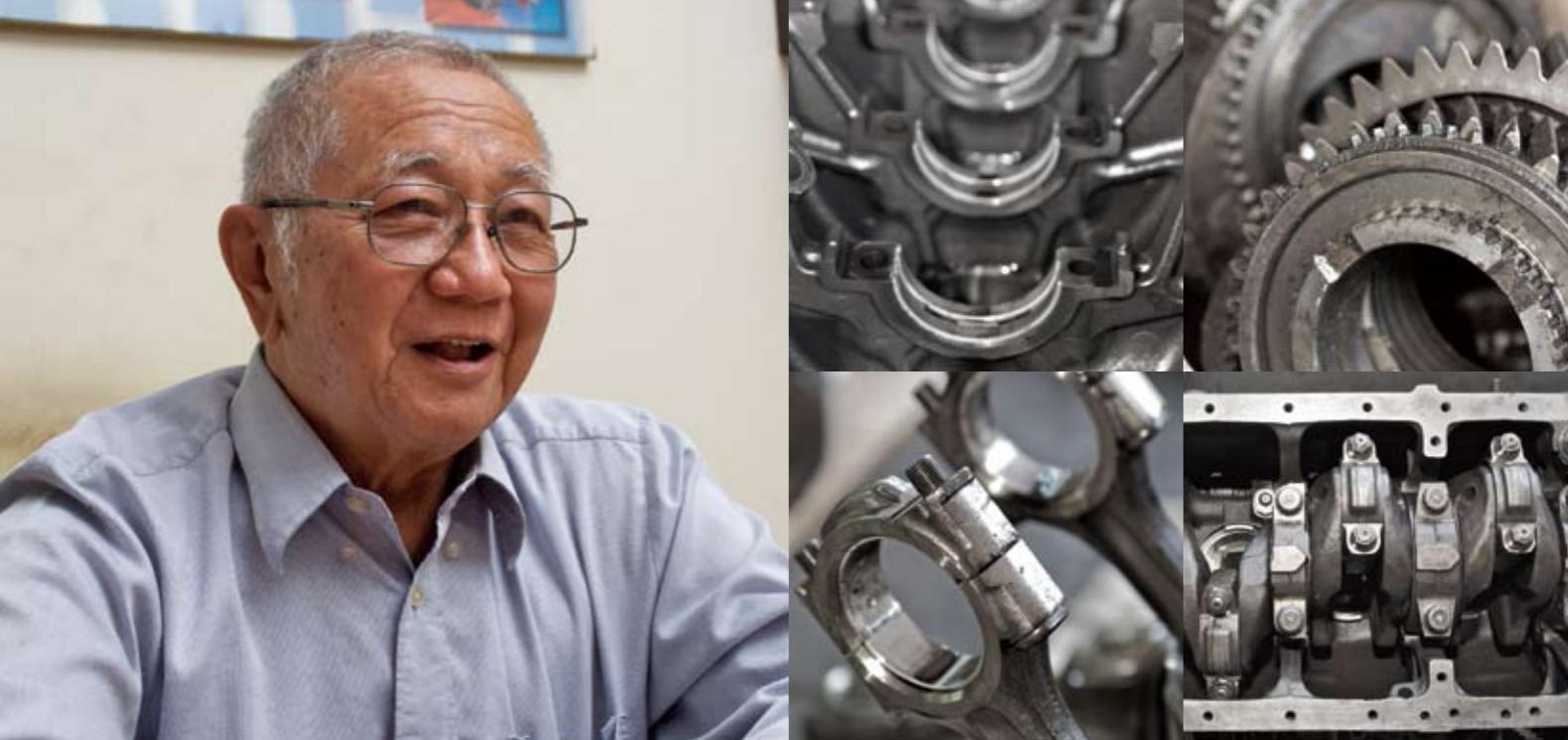
For Suwiryo, ‘love your job as you love yourself’ has made his life better. “Because of this philosophy, I have worked at PT HINO Motor Sales Indonesia for so many years until I decided to retire. I feel proud when the company can grow and turn into a profitable corporation. After spending much of my time here, I feel proud if there are a lot of HINO trucks on the street. Green, the very color of HINO in Indonesia, will mark the streets. Since I have started from HINO’s early start and improving the market share of HINO in Indonesia, I am dreaming of making Indonesia’s streets green with HINO.”

Hino is made by people.

HINO's Service

The key success of HINO in Indonesia rests in the service and after-sales care. Being honest about its advantages and disadvantages is very important.

Daryanto Husodo, Service Manager PT Catur Kokoh Mobil Nasional
Surabaya, Indonesia



"HINO trucks are tough, easy to service. This is the confidence that our customers have in us. We maintain this confidence by making a regular visit to our customers, getting to know their needs."

It took four years for the people of East Java to know HINO. Now, we believe HINO trucks have become the market leader in the truck category in Indonesia. Of course, this cannot be achieved without any painstaking work by dealers in providing excellent after-sales care. Maintaining a good relationship with customers through heart-to-heart communication would enhance a corporate value. Listening to their complaints and providing guidance to cope with their complaints is a must-a-do job. Being on the customer's side and winning their heart is truly implemented by Daryanto Husodo, Service Manager of Catur Kokoh Mobil Nasional, based in Surabaya.

"In early 1976, HINO was not much known in Indonesia, so it was a difficult time for me to sell HINO because I had to start from scratch. Things were getting complicated in convincing the customers to use HINO trucks. So it took time and painstaking efforts to sell HINO."

Now we believe that people in Indonesia know that HINO is a tough truck with a strong engine. It is also easy to get after-sales services. Compared with other brands, we think HINO has those special characteristics.

Such characteristics have made Yan, Daryanto's nick name, started his career as a mechanic since 1976. We believe this is particularly true because of HINO's corporate policy: Dealers of HINO do not only sell the trucks but also equip their mechanics with excellent skills and knowledge for repairing the trucks. In the end, the customers would have a comprehensive knowledge and technical know-how about HINO trucks. This would be definitely accomplished through a hands-on supervision by the dealers.

"We always ask our customers what their complaints are and

provide them with guidance needed to resolve their difficulties. If we know the advantages and disadvantages, the HINO owners can take care of their trucks and love them more than ever before. To love it is to know it – this has become a common saying for the owners. We have built our relationship with our customers in such a way. Often times, the relationship is like a big family, which is important to ensure that customers love their HINO and they can recommend other potential customer to buy the trucks. We conduct test-drive and compare the advantage and its disadvantages of HINO trucks with their rivals. They know what they have. This is the truth, not just empty talking."

"I have spent 32 years selling HINO trucks. I'm proud that in my entire adult life I help sell and market HINO in Indonesia. HINO has become the market leader in the industry and its category, and the customers' confidence in HINO is increasing from time to time. The key success of HINO rests in the service and after-sales care. But being honest about its advantages and its special conditions is the most valuable one. That's why I have never dreamed of moving to another job, and to stay with this company until I retire."

"I have never dreamed of becoming a mechanic in my entire life or even worked in the automotive industry in the service division. But I love this job, I love it very much. There is plenty that I have gained from HINO. I have a great passion in my job. This job has taught me a lot: know the engine so well inside out has really gives me a sense of pride," uttered the 73-year old Yan.

Hino, where services also continue to evolve.

HINO Owner's Voice

Since we use HINO trucks, we have spent less in cost to gain high profit. HINO provides strong trucks with tough engine.

Muhammad Noor
Asnawi
Batu Bersama, Kalimantan, Indonesia



"Since we have confidence in HINO trucks, we will always strive to spread our trust and confidence of HINO trucks to other people to use HINO trucks."

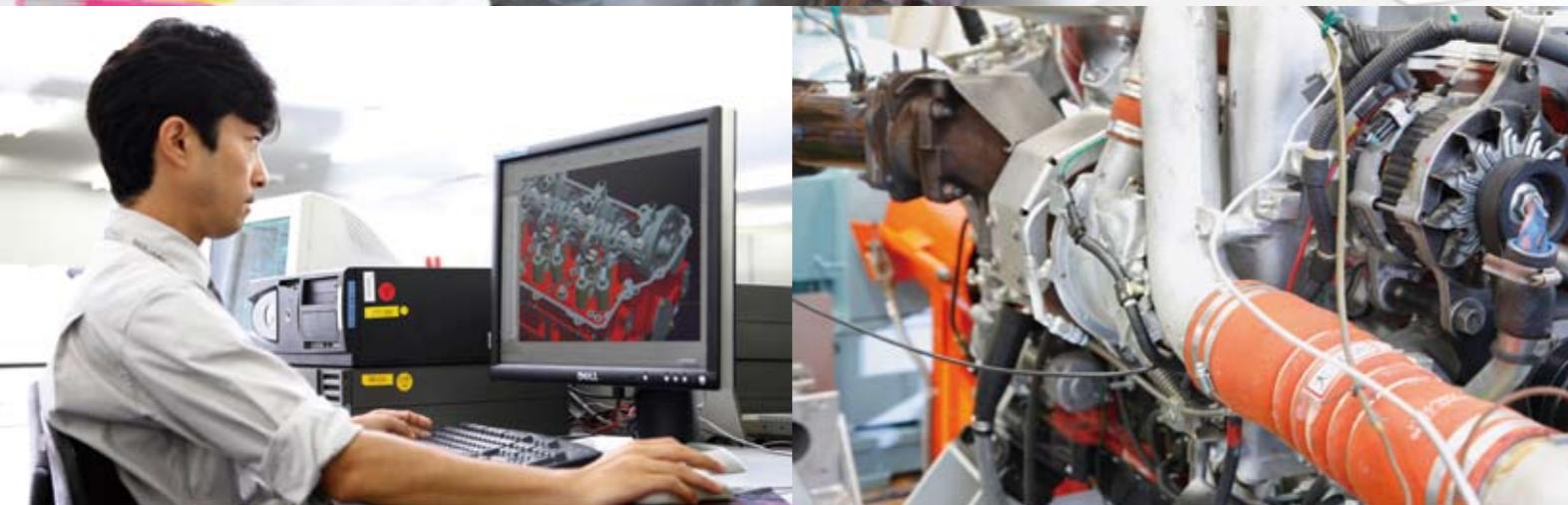
The coal mining industry in Borneo has created a profitable business for two local entrepreneurs – Muhammad Noor and Asnawi. According to them, the duo started their transportation business in 2001, operating 40 passenger minivans. They experienced the ups and downs of the transportation business; facing cut-throat competition. Yet Borneo offers an abundant natural resource for them: coal. The two businessmen did not set up their own mining company, but they stuck to what they know the best: transportation. All the coal mine operators needed trucks to move the resources in the vast island of Borneo, much of it are still considered rough terrain. So Noor and his three friends gathered their strength and vehicles to form the transportation company called Batua Bersama. In 2004, Batua Bersama, with four main shareholders, operated 40 other brands' trucks. One year later, PT Pama Persada, unit of PT Astra International Tbk, gave orders to Batua Bersama in a three-month contract to transport one million tons of coal a year. The coal mining operator PT Pama Persada was satisfied when the three month contract lapsed. As the coal business is gaining foothold in Indonesia's economy, Batua Bersama also increased its fleet. HINO was not their choice back then, but after seeing the result of its performance, they then turned to HINO trucks. Both businessmen bought two HINO trucks. According to them, as time goes by and the proven track record of HINO – being a strong truck with tough engine, they increased their Hino fleets to 400 units within three years. This year, Batua Bersama has ordered for 50 more HINO trucks. Muhammad Noor and Asnawi's company has a simple structure, yet they run it very well and growing rapidly. They always encourage their families, close friends, and neighbors to join them in the trucking business, by sharing their success stories using HINO trucks.

NOOR: "We have observed the pros and cons of other trucks with similar engine capacity. HINO truck is the best in its category. After-sales service relationship is also good like a family relationship. We have witnessed an excellent after-sales care. HINO fixes all the problems today, not wait until tomorrow." ASNAWI: "If we drive HINO trucks up to the mountain, it never retreats. We have found what we have been looking for in HINO truck. There is no problem with HINO, probably you can check with our books." NOOR: "Since we use HINO trucks, we have spent less cost to gain high profit. HINO provides strong trucks with tough engine. We spend less time going to service shops to repair. We operated HINO trucks in early 2005. We were required to transport 1 million tons of coal. The amount of coal we need to transport increase from year to year. In 2006, we transported 2.5 million tons and it advanced to 3.5 million tons in 2007. Our target is to increase it by 128 percent to 8 million tons this year. Each truck, with a capacity of 25 tons, has to transport coal four times a day. That means that a HINO truck can transport 100 tons of coal a day. With that, we can make 25 billion rupiah each month this year. Of that 25 billion rupiah in revenue, the four shareholders of Batua Bersama will have a combined revenue of 10 billion rupiah to 15 billion rupiah a month." NOOR: "With the fuel price rise in May 07, our business was badly hit. The price of tire also rose. But we are fortunate that HINO truck is economically efficient in the fuel usage. With HINO's trade mark of being a tough and strong, we have confidence in HINO trucks, so we will tell others to use HINO trucks."

Hino, because there are reasons to be selected.

HINO Technology

HINO's pursuit of high-performance engines has no limits in our quest for reducing fuel consumption and gas emissions.



Delivering dramatic reductions in both fuel consumption and gas emissions, this technology has become a benchmark for the rest of the world.

HINO always aims at providing the world's top class fuel-efficient engines. We believe that notable among HINO's achievements is the development of a production diesel engine with reduced NOx and PM (particulate matter) emissions, a very challenging feat to achieve. In this article, we would like to introduce you to some of the fuel-efficient technologies that were born from HINO's passion.

In 1995, with the introduction of its J series of production engines, HINO started mass production of a medium-duty truck engine equipped with an electronically controlled common rail fuel injection system. This latest system is capable of injecting fuel into the cylinder at an ultra-high pressure of 190MPa (1900 bar), as well as multiple injections that enable more efficient combustion which in turn can help reduce both gas emissions and fuel consumption. Another technology that is incorporated into HINO engines is Exhaust Gas Recirculation (EGR) which can be effective in reducing NOx emissions. There are two types of EGR: cooled and internal. In 2003, HINO started commercializing a combined EGR that aims to deliver only the advantages of each system.

HINO has many more technologies aiming at reducing fuel consumption and gas emissions in addition to this state-of-the-art EGR system. High-strength ductile cast iron pistons (HFCI) that aim thermal insulation of the combustion chamber are one of these. In the 1980s, HINO discovered that there was an optimum rate of thermal insulation for insulating the combustion chamber, a finding that HINO announced at the Society of Automotive Engineers (SAE) conference in the US to praise. Later in 1992, HINO started mass-production of the HFCI piston. These pistons aim to withstand high-temperature combustion and insulate the combustion chambers. Not only do they deliver thermal efficiency and lower fuel consumption, but their strength enables higher output which in turn can help achieve simultaneous reduction of gas emissions and fuel consumption. Another of HINO

technologies is Diesel Particulate active Reduction (DPR) system which HINO started commercializing in 2003. While we believe DPR is capable of capturing at least 95% of soot and reduces PM levels to essentially zero, a crucial point lies in how the soot can be automatically burnt and eliminated. HINO's DPR is designed aiming that the PM captured by the ceramic filter is automatically burnt and eliminated by the electronically controlled common rail system described above. We believe this system can help reduce black smoke from diesel engines. While the reduction of PM through high injection pressures can entail increased NOx levels and fuel consumption, this DPR technology utilizes the ceramic filter aiming to reduce PM levels to achieve efficient fuel combustion.

Additionally, in 1991, HINO started commercializing hybrid systems — a technology that has been attracting worldwide attention — fitting these systems on transit buses on a mass-production basis. The technology used here is a parallel hybrid system which incorporates a diesel engine and an electric motor. The energy that is created during deceleration is converted to electrical energy and stored on a battery, and this electrical energy is used to drive the motor during take-off and acceleration to assist the engine. Delivering reductions in both fuel consumption and gas emissions, we believe this technology has become a benchmark for the rest of the world.

Unfortunately, we cannot describe all of HINO's engine technologies which aim at environmental performance and fuel efficiency, what we hope is that HINO's attention to detail is alive in the HINO you drive that may meet your expectation.

All technology is used to create the best Hino for you.

HINO Fascination

The launch of HINO Hybrid truck at the Sydney Truck Show

On 6 August 2008 HINO Australia launched the second-generation HINO 714 Hybrid to national commercial vehicle and motoring media, and to customers at the biennial Sydney Truck Show.

Australia is the first country outside Japan for HINO to launch hybrid trucks. A trial order of HINO Dutro Hybrid last year was quickly taken up by major fleets and owner-drivers, giving HINO Australia the confidence to integrate Hybrid into its model line-up.

Journalists drove HINO Hybrid on the test course, and we believe their impressions were very positive, and HINO Hybrid was regarded as "clever engineering".

"Extended testing done by HINO in Australia shows that fuel savings of 20 to 30 % are within reach,"¹ writer Ewen Kennedy

said in a story published in more than 60 newspapers.

Transport fuel costs have become a big concern in Australia. In this environment, we believe the launch of HINO Hybrid at the Sydney Truck Show was well received, both by people seeking fuel-cost relief and also by companies with carbon reduction policies.

We believe the impression was so strong that people along the test course were heard to comment and discuss the merits of hybrid technology.

HINO is considering placing HINO Hybrid with major opinion-leading fleets and with environmental journalists as part of its information program.

¹ The result may not always be constant which will depend on the driving condition.



Driver training in Indonesia



Driver training in Thailand

HINO Eco Driving

Eco driving for maximizing HINO's potential
Part 2: Tips while driving

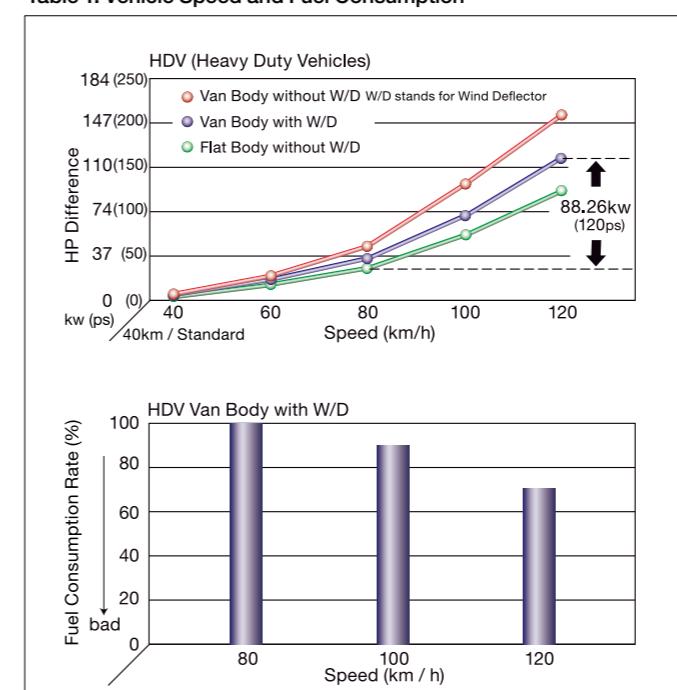
While we believe HINO trucks are renowned for their environmental friendliness and their fuel efficiency, the fuel efficiency can get even better with driving techniques. Starting at first in some countries, HINO has been promoting fuel-efficient driving programs as part of our effort to support our customers' businesses. Through these programs, we believe many of our customers have been able to achieve actual results in their day to day operations.

In Part 2, we would like to give our customers some tips on achieving fuel efficiency while driving. Just like the tips for take-off and acceleration we introduced in previous issue of HINO Cares, we believe there are no difficult skills in achieving the fuel efficiency. You can introduce these driving techniques today and we believe you can immediately begin to realize HINO's potential even further as you take solid steps to achieve fuel efficiency.

First, we would like to direct your attention to the relationship between "Vehicle Speed and Fuel Consumption" illustrated in Table 1. As you can see on this table, the faster the vehicle's

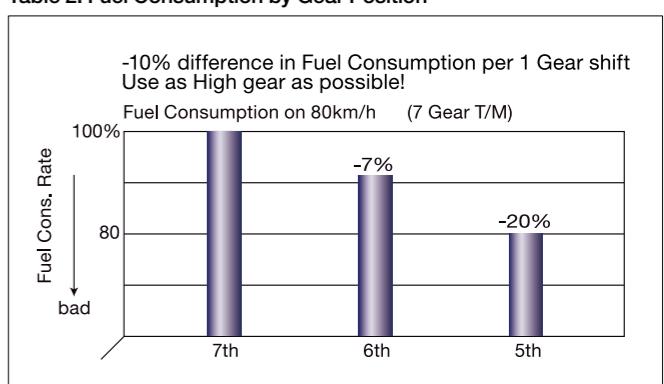
speed, the more the vehicle needs the horsepower, and this naturally results in extra fuel consumption. This is because air resistance generally increases the faster you drive. We believe that air resistance quadruples when your vehicle's speed doubles. This fact indicates that a lessened speed could lead to economizing fuel consumption. So we believe the first tip in reducing fuel consumption while driving can be to reduce speed. Keep in mind that you may be able to reduce your fuel consumption by 10% by reducing speed by 10km/h.¹ Additionally, as you can see in Table 2 "Fuel Consumption by Gear Position," fuel-efficiency tests conducted by HINO show that fuel consumption can be reduced by 10% by selecting a gear that is one position higher. So, we believe the second tip for reducing fuel consumption while driving can be to drive the vehicle using the highest gear position possible under the circumstances. Low engine rotation is highly recommended because it not only can contribute to saving fuel consumption, but also can help extend the engine's operating life. And we believe the third tip for reducing fuel consumption while driving can be to drive at a constant speed as much as possible. Because repeated acceleration and deceleration can be one of the causes of increased fuel consumption, you may be able to improve your fuel consumption by up to 10% by maintaining speed variance to within 10km/h (according to tests conducted by HINO). By following these three simple tips in your day to day driving, you would be able to achieve fuel savings. We advise you to try these practices because it may be able to help conserve the environment and improve your economic efficiency (In next issue of HINO Cares, we plan to give you tips on saving fuel during deceleration).

Table 1: Vehicle Speed and Fuel Consumption^{*2}



Source: Data measured by Hino Motors, Ltd. *1,2,3 The result may not always be constant which will depend on the driving condition.

Table 2: Fuel Consumption by Gear Position^{*3}



HINO Product Insights

File 6: HINO 300 Series Dutro

Trucks with the Hino name, trucks we are proud of.

Assembled in Indonesia using a large number of locally manufactured parts, the HINO 300 Series Dutro for the Indonesian market is a truck manufactured aiming at local optimization. We believe the HINO 300 Series Dutro, which we describe as "simple and tough," carries an image that meshes well with Indonesian culture.

The development of the HINO 300 Series Dutro was headed by Akira Watanabe, Chief Engineer, Product Planning Division, Hino Motors, Ltd. In fact, the HINO 300 Series Dutro is a crystallization of his passion. Because he spends almost half of the year on assignment in Indonesia, he has first-hand knowledge of the lifestyles of local people and culture of the Indonesia, specifications that are required for trucks in Indonesian market, and most importantly, what the customers want. In addition, he conducted long-term market research, and also spared no effort in visiting local suppliers to verify the quality of their parts. As a result, we believe he was able to grow the HINO 300 Series Dutro into Indonesia's loved light-duty truck.

While line-up of the HINO 300 Series Dutro is simple with only four vehicle types, we have paid attention to the features on the heavy-duty models of the Indonesian HINO 300 Series Dutro, which are used under heavy conditions, often transporting heavy loads. These models are fitted with 7.50-16 inch tires, larger than those fitted on trucks for the Japanese market and other overseas markets. Their frames, suspensions, brake systems and other elements have also been enhanced. We believe transporting capacity of the HINO 300 Series Dutro has been praised highly by our Indonesian customers. In addition, the HINO 300 Series Dutro was developed aiming to deliver more horsepower and torque compared to their predecessors while meeting Euro 2 emissions standards.

With a powerful potential that belies its small body, we believe this locally-grown HINO 300 Series Dutro has become a dependable partner to our Indonesian customers and can be seen hard at work on the roads of Indonesia's many islands.



Hino Motors, Ltd.

Address: 1-1 Hinodai 3-chome, Hino-shi, Tokyo, 191-8660, Japan
Global Site: <http://www.hino-global.com>