

Successive Road Shows are held in Egypt to communicate Hino's reliability to as many customers as possible.



Road Shows are being held at several locations within Egypt.

ALJICO Misr, one of Abdul Latif Jameel Co. Ltd. Group in Egypt, regularly holds events to communicate the reliability of Hino vehicles. These events, titled "Road Shows," have become very popular and attract a large number of customers. We had the opportunity to talk with Ms. Mai Abdelhamid and Mr. Sherif Ezzat who are in charge of planning the event at ALJICO. "At ALJICO, we conceived this event based on Hino's 3S (Sales, Services, and Spare parts) vision. The most effective marketing method in the truck market is to have our customers see the products with their own eyes and take them for a test drive. We began preparations for these Road Shows in July

2012 and launched in November, visiting various parts of the country from Alexandria to Upper Egypt."

"As tipper customers are after durability, reliability and high resale value. Along with the fact that confidence in Japan-made tipper trucks is very high in Egypt, these two factors made the response from participating customers positive. And the fact that Hino trucks are 100% Japanese made and highly reliable, as well as knowledge of their superb riding comfort, suspension, and power is reaching more and more customers each time we hold these events."

"Daihatsu's tipper truck (Delta) has been the brand of interest and the leader of tipper market in Egypt, but discontinued in 2010. While Hino is the new Japanese maker selling tipper trucks, recognition of these trucks in Egypt remains low. This is why it is crucial that we hold these Road Show events and let our prospective customers know that Hino is a manufacturer of high-quality Japanese trucks." ALJICO also offers free maintenance services at these events to appeal customers how Hino trucks are easy to maintain. Another important aim of these Road Show events is to gain directly customers' requests. "We rely on customer feedback to enhance our products. For example, based on feedback from customers who wanted a smaller loading capacity, we will be introducing a smaller volume trucks in addition to our existing trucks. We have also responded to requests to have load deck side gates open more widely, and to add rubber stoppers so that the tail gate does not hit against the body when it is opened. In either case, we plan to make products that incorporate these requests available in early September." In the very near future, we should be able to see a large number of Hino trucks serving their customers in many parts of Egypt.



Ms. Mai Abdelhamid (Left), and Mr. Sherif Ezzat (Right).



Mr. Shigeharu Miyamoto from HML supported the event as a mechanic.



Made-in-Japan trucks are greatly trusted in Egypt.

HINO Cares

Issue 021

Global Brand for all Customers



Lead-Off Special: Hino Mining Trucks Make New Forays into Peru

Mining trucks proudly deliver "Hino performance" at highlands exceeding 4500m. We report on the powerful presence of these trucks as they gear up for their launch in Peru.



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HINO700 Series ZS trucks are designed for highland areas and are capable of climbing and descending steep inclines and rough terrain with ease.

Hino Trucks Deliver Powerful Performance in Highlands of Peru.

This silver mine in Húaron, Peru is situated in an extreme environment at an elevation of over 4,500m. In April 2013, the Hino Cares news team had a chance to meet the people working energetically at the mine and see HINO700 Series mining trucks powerfully at work in spite of the thin air in these highlands.



Alpacas are native to the extreme environments found in the 4,500m+ highland areas of South America.

Hino has been developing mining trucks with a view to expanding into new markets in resource countries, and launched the new HINO700 Series ZS and HINO700 Series ZY trucks in October 2010. One of the features of these trucks is their fuel efficiency. Hino's proud legacy of producing fuel-efficient trucks lives on, even in these mining trucks that are used to haul heavy loads such as top soil and ore. They are also very durable, and Hino studies have shown that they require fewer part replacements. Another characteristic technology found in these Hino trucks is their hub reduction mechanism. This is a two-stage reduction mechanism where, in addition to the differential, a reduction mechanism is built into the rear brake drums. This allows the differential to be shrunk to half the regular size, which means the trucks can deliver traction while maintaining a high ground clearance, which in turn means that they are able to climb and descend steep slopes with muddy and rough road surfaces. Hino is proud to have developed these mining trucks. They have been tested in the real world under extremely hot and humid conditions and were first launched in Indonesia in September 2012.

Do our products meet the specific needs of our customers in different parts of the world? Are they durable as products? Do they deliver good performance? Based on our "best-fit vehicle" philosophy, we at Hino always conduct extensive product evaluations during the last stages of development, and it goes without saying that these trucks also underwent such thorough evaluations before being launched in Peru. The HINO700 Series ZS trucks witnessed by the HINO Cares news team have been given additional performance upgrades based on real-world tests performed at mining sites located in the highlands at 4000-5000m where the air is thin and trucks face an unending succession of steep slopes. In order to give our customers hands on experience of the exceptional performance that Hino trucks are capable of, Hino currently rents out demo trucks to various sites where ore transportation is an important task. As part of our Peru Special in this issue of HINO Cares, we would like to introduce you to comments voiced by customers who are actually demoing these HINO700 Series ZS trucks, as well as the excitement among distributors leading up to the truck's official launch in September 2013.



We rent out HINO700 Series ZS demo trucks to local mining sites to give them a taste of their excellent performance.

Comments from Hino Monitor Customers.

AFCOM

Mr. Carlos Aliaga Falcon
General Manager



“We at AFCOM are engaged in the business of transporting ore and other materials. We currently operate about 12 trucks but we were always interested in checking out other trucks if there were models more suitable than the brand we currently operate. However, we heard from other companies in the mining sector that they have not had favorable results testing other brands, so we continued to operate the same brand of trucks for 12 years without testing other brands. And then one day we were approached by Hino, who essentially said ‘We make good trucks, and we can make them even better with your help and feedback.’ Hino was placing importance on feedback from the mining fields. When we heard it, we thought that we might be able to work together to make a better truck, not only for our company but also for other companies in the mining industry. We also thought that Hino brand, which is one of the Toyota group companies, would be reliable. Hino also treated us as a valuable client. During the time we tested their products, they valued close interactions with people in the field and incorporated their feedback. I was impressed by the attitude of working towards making a better product through cooperation. Having actually tested Hino’s mining trucks, we realize how great their performance is. Of particular note is that their trucks have better fuel efficiency than the trucks we currently operate. This is an advantage that directly reflects on our profitability. The way the truck’s speed is controlled is another area in which Hino excels.

Although we have been unfortunately unable to test the trucks in mining tunnels because of height restrictions, the trucks have performed very well in above-ground tests, and we are very happy with their performance. We are currently engaged in talks to close a contract on an open pit copper mine, and because operations at this mine will be 100% above-ground, truck height will not be an issue. If we close this contract, we are definitely hoping to buy Hino mining trucks. Having said that, we expect that they will be addressing the truck height issue based on feedback from this latest test.”

Mr. Edwin Pomad
Driver at AFCOM

“We tested Hino’s mining truck HINO700 Series ZS 6x4 for 4 days. It has ample power, gearchanging was smooth, and it was very comfortable to drive.”



The trucks get their power from additional turbos that have been outfitted for highland areas where oxygen concentration is low.



Silver mine in Húaron, Peru. This mine is situated at an elevation of over 4,500m.



A MASA staff member performs inspection of a demo truck.



AFCOM staff members.

The Enthusiasm that goes into the Hino Mining Project.



This HINO700 Series ZS truck was seen performing powerfully at an elevation of 5,100m.

TOYOTA DEL PERU S.A.

Hiroaki Fujiwara
Executive President & CEO



“Peru is one of the Latin American countries that is posting stable economic growth, with over 50 projects planned in the mining sector over the next 5 years. Thanks to this, we believe demand for Hino mining trucks will grow as well. We hope to widely communicate the superiority of the Hino brand as we create the ties with customers through our Total Support programs. In terms of service, we will provide a diversified portfolio based on the concept of ‘Fix it right’ through our network of 15 Hino 3S dealers across the country. We will also be establishing a service workshop operation standard called ‘HINO KOKORO’ and conferring dealers who meet criteria with a certification plaque to give our customers peace of mind with regard to the various services that they receive. We will also be implementing ongoing support in the Eco Drive programs on how our customers can achieve even better fuel economy by properly handling and operating the trucks. We are striving to contribute to our customers’ businesses through these advantages of the Hino Total Support program.”

Hino team members of Toyota Del Peru

From right,

José Pallardel Muñiz / Hino Brand Assistant Manager
Hino Department, Commercial Division

Juan Carlos Condori Antezana / Hino Chief – Mining
Hino Department, Commercial Division

Igor Obregón Icochea / Brand Hino Supervisor
Hino Department, Commercial Division

Fernando Fujii Obana / Brand Hino Supervisor
Hino Department, Commercial Division



“What are the strengths of Hino mining trucks? How much better are they than their competitors? These are some of the questions we often hear from our customers. Hino’s mining trucks for severe conditions and high altitude operations are loaded with ample features to deliver performance under these conditions, including hub reduction in the rear axles, high flat torque at low revolutions, a turbo charger with a wastegate valve to assist in driving up long slopes, among other innovations. On top of that, Hino trucks offer better fuel efficiency than their competitors, which is demonstrated by a considerable reduction in the exhaust emissions, even in high altitude operations. Most of the customers become interested when they learn of these advantages” says Mr. Juan, chief of the Hino Mining Project Team at TOYOTA DEL PERU S.A. Other team members are Messrs. José, Igor, and Fernando who are preparing together for the launch of the HINO700 Series ZS in September. “The HINO700 Series ZS is a very attractive product in a variety of ways. It is technologically advanced, delivers excellent fuel economy, and is very robustly constructed. And our customers

have faith in the brand as it is a Japanese brand. But in order for our customers to truly feel that this is the right truck for them, they must see the actual truck and its advantages for themselves, so we planned to lend a demo truck to the potential customers, who, after the demonstrations, were very satisfied with the truck’s performance.”

“Customers in the mining industry have wide knowledge and experience. For these customers to switch to a new brand of mining trucks, they must be able to confirm the general performance of the product, and conclude that it is the right choice for them.” All four team members emphasize together that it is precisely for this reason that it is crucial to have a demo program. Hino plans to launch the HINO700 Series ZY model in August next year, and moving forward, after the launch of the HINO700 Series ZS, the company will be extending the demo program with this model. “We will be completing our preparations for our support

MASA [MITSUI Automotriz]

Yoshinori Hattori
Customer Service and General Manager



“The Hino brand is highly respected and trusted in Peru. I’m convinced that Hino mining trucks will also come to be well respected in the market. Their biggest advantage is that they are more fuel efficient than their competitors, and another advantage is that they deliver ample power even on mining fields that are often found at elevations of over 4,000m. At MASA, we have a total of about 80 mechanics and supervisors permanently stationed at 16 mines, with six individuals in charge of safety measures routinely visiting these sites, so we are organized to offer solid backup in the area of services as well. We sent two individuals to seminars held at Hino headquarters in Japan last year, and two again this year. These were highly skilled mechanics who consistently ranked at the top in skill contests. These mechanics then provided training to other staff members, and with regard to HINO700 Series ZS, all relevant staff members have completed their necessary training. Leading up to the official launch in September 2013, staff members who received their training in Japan will be visiting the mining sites to provide training to the mechanics there.”

operations in August this year, and this will greatly enhance our service support and spare parts support operations. Because trucks are productive assets, the most important thing is to keep their down time to as close to zero as possible. In order to achieve this, it is crucial that we have the necessary spare parts available, and we plan to create such a system at TOYOTA DEL PERU S.A.

We know the types of spare parts needed on the field, so we have sufficient stock for high-rotation spare parts in our warehouses, and we envision an operation where we have warehouses near the main mining operations for stocking these spare parts. We will also permanently station service staff in these places to enhance this system for enabling the trucks to operate without down time.” Hino’s long-awaited mining trucks for severe conditions and high altitude operations are nearing their launch. The enthusiasm of the Hino Mining Project Team—the group responsible for sales expansion and Total Support—was tangible.



From MASA, total of about 80 mechanics & supervisors are permanently stationed at 16 mines.



Standing in front of a HINO700 Series ZY truck that has just been fitted as a dump truck.

Service Support Center for Latin America opens in Panama.



Mr. Fernando Miranda, Executive Vice President of Ricardo Perez S.A., greets guests at the opening ceremony.



“Centro de Entrenamiento” was established for the purpose of improving the skills of mechanics in Latin America.

Hino Motors Ltd.’s Latin America Office opened its doors in Panama on April 11, 2013. This is the second overseas service center operated directly by Hino, following the 2009 opening of Hino Motors Ltd.’s Middle East Office in the United Arab Emirates. Hino’s unit sales as well as the number of markets it serves in Latin America are growing and, Hino is striving to develop the region into one of its foundation markets after Asia and Oceania. The Latin America Office was inaugurated with the objective of reinforcing Hino’s solid after-sale services and to contribute to customer satisfaction given the growing number of Hino vehicles owned in the Latin American market. The functions of this office are two-fold: one is to provide support to distributors across 16 countries, and the other is to provide technical assistance to handle the complex failures.

In the area of distributors’ support, the Latin America Office will provide local support as well as actual products for service activities in the Latin American market, including market research and assistance in events such as fuel-efficient driving seminars. The new office boasts new specialized facilities for holding technical enhancement seminars, which had been held in the premises of a Panamanian dealership in the past. The new office now has more specialized staff members and enhanced support operations. This will be a core office that will raise the level of Hino’s services throughout the entire Latin American market. On our recent visit to this office, the Hino Cares news team spoke with representatives from several distributors in Latin America. Here is what some of them had to say.



Mr. Yuichi Sato was named general manager of “Centro de Entrenamiento.”



Also present at the ceremony was Ms. Lucy Molinar, Peru’s Minister of Education.



The center will provide support to 17 Latin American distributors. (Photo right) The center provides facilities and training areas for giving practical training.



Voices from Hino network members in Latin America and Caribbean.



Mr. Rafael Lacayo | Nicaragua
Casa Pellas, S.A. / Automobile Division Manager

“I’m very grateful to Hino because, as it is, Hino delivers what we expect Hino to. As we have in-depth communications with Hino, we are able to provide our customers with full support and also recommend the appropriate products for their needs. With the opening of the Latin America Office, I expect the quality of customer services will be enhanced even further. Additionally, the knowledge and expertise that Pellas employees acquire at the office are not something that we should keep to ourselves. We must communicate what we learn to distributors as well. As we move into the future, my hope is that this will help us to narrow the distance between the Hino brand and distributors even more.”



Mr. Manuel Siekavizza | Guatemala
Grupo CODACA - Motores Hino de Guatemala, S.A. / Executive President

“I have great expectations for this Latin America Office. Hino makes excellent products that undergo enhancements almost on a daily basis, which means our mechanics must also enhance their knowledge of these products by the day. The Latin America Office allows all distributors and part of the dealers in Latin America to receive technical assistance regularly. Since 1972, we have sent a total of 58 mechanics to Japan to receive special technical assistance. Nonetheless, now that this new office is open, we intend to send trainees, veterans and managers from our technical departments, as well as those in factory managerial positions, for the receipt of technical assistance on a regular basis. We hope to spread their new knowledge across Guatemala as well as Honduras, where we are in charge, to upgrade the capabilities of all of our employees.”



Mr. José Pallardel Muñiz | Peru
TOYOTA DEL PERU S.A. / Hino Brand Assistant Manager, Hino Department, Commercial Division

“I have great expectations for the Latin America Office in terms of reinforcing all aspects of the customer support operations. The Latin America Office will assume a crucial role in product marketing, ensuring a prompt supply of products and parts, and also in enhancing the skills of our service staff. Employees of Toyota del Peru are currently receiving technical assistance at this office and I hope that they will transmit the wonderful experiences that they acquire when they return to Peru. As the Latin America Office will be featuring a new program related to sales support, I believe we should move forward by sending more and more of our employees on this program.”



Mr. Marcelo Toyotoshi | Paraguay
Toyotoshi S.A. / Executive President, C.E.O.

“I am delighted to hear that Hino has opened the Latin America Office. Good vehicles require good service and that’s why technical assistance at the Latin America Office is so crucial. Our staff members—who will implement the technical assistance at the office—will go on to give other employees support, and that means we will be able to provide the best services to our customers. I expect our service center to change dramatically. I am convinced that this Latin America Office will be a great support for Hino in Paraguay.”



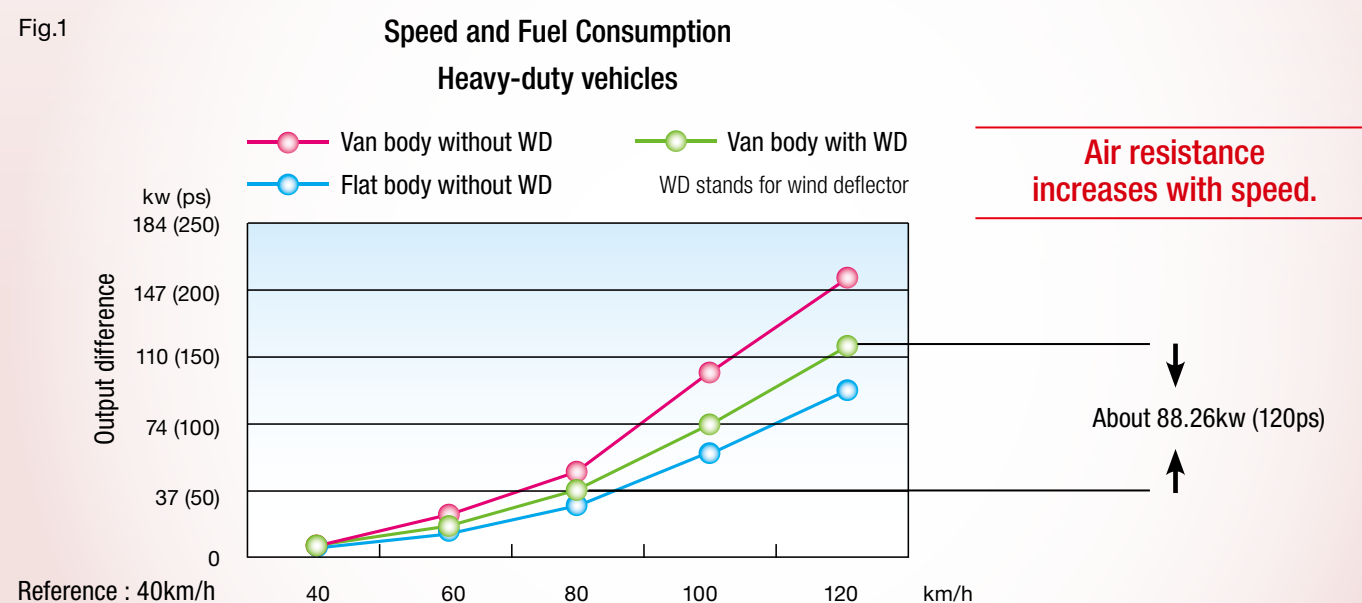
Fuel-efficient driving significantly contributes to reducing annual running costs.

Fuel-Efficient Driving

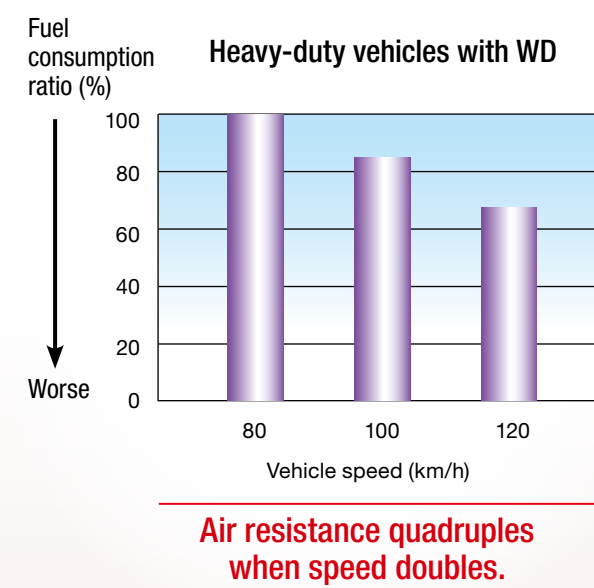
We encourage fuel-efficient driving Lesson 2 : Driving Tips

We relaunched this series in our previous issue of HINO Cares to communicate to as many customers as possible the effectiveness of the fuel-efficient driving practices recommended by Hino. In this issue, we would like to give you some tips on fuel-efficient practices that you can apply when you are driving at constant speeds. These practices are as simple to apply as the tips on take-off and acceleration we discussed in our previous issue and require no special skills. You can start using these techniques today and begin saving fuel.

Fig.1

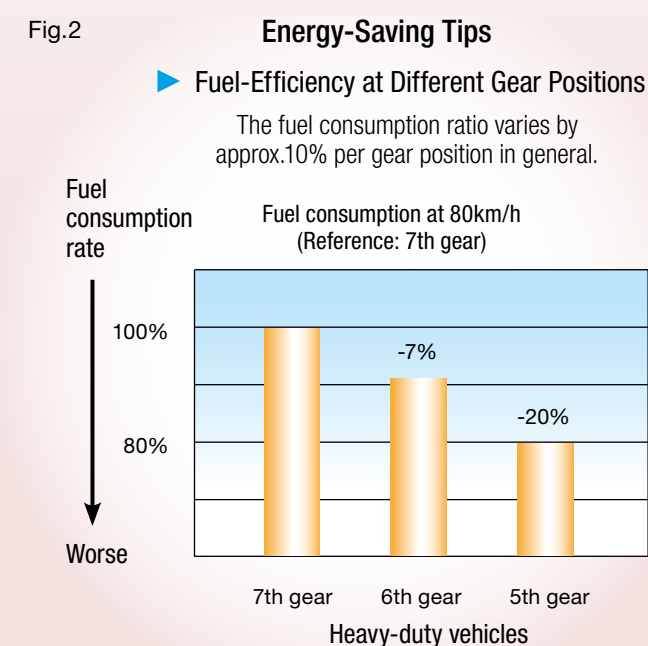


Before discussing specific techniques, please take a look at Fig. 1 “Speed and Fuel Consumption.” Your vehicle requires more horsepower the faster it goes, and will naturally require more fuel. This is because air resistance increases the faster the vehicle travels. Even though most of us may have a general idea of how this might be the case, it is fair to say that very few people actually realize that air resistance quadruples when the vehicle speed doubles. Explained simply, the proportion of resistance in relation to the overall driving resistance (the sum total of rolling resistance, acceleration resistance, air resistance, and other forms of resistance) increases at higher speeds (80km/h or faster). Accordingly, it is obvious that one of the easiest ways to enhance fuel efficiency would be to minimize air resistance, or in other words, to reduce speed. So the first tip for reducing fuel consumption while driving is to “keep your speed at a moderate level.” While this may sound too simple, it is a crucial point. Please keep in mind that, on a heavy-duty vehicle, you may enhance fuel efficiency by 10% by reducing your speed by 20km/h in general.



Next, take a look at Fig. 2 “Fuel-Efficiency at Different GearPositions.” According to fuel consumption tests Hino has carried out, the fuel consumption ratio varies by approx. 10% per gear position.

Fig.2

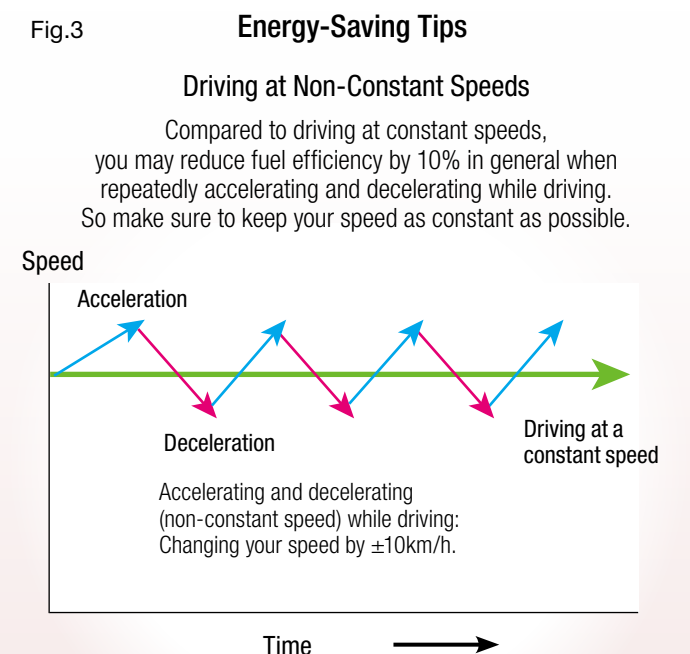


Our third fuel-efficiency tip while driving is to “Keep your speed as constant as possible.” Let’s take a look at Fig. 3.

Driving at non-constant speeds, in other words repeatedly accelerating and decelerating while driving unnecessarily is one factor that may reduce your fuel efficiency. According to studies Hino has conducted, this type of driving where the driver varies the speed by ± 10 km/h unnecessarily may reduce fuel efficiency by approx. 10% compared to when the vehicle is driven at a constant speed. This means that you may reduce your fuel consumption simply by driving at a constant speed in general.

None of the three tips we introduced to you today require any special skills. All you need to do is be slightly more mindful of how you drive. Just think of how much fuel could be saved if all these points were observed whenever possible. We believe that you will be able to enhance fuel efficiency by combining the tips we have described in this issue, with those on take-off and acceleration from our last issue, and those on deceleration coming up in our next issue. Fuel-efficient driving may not only enhance economic efficiency, but is also environmentally friendly and encourages safe driving, so please embrace these suggestions in your day-to-day driving.

Fig.3



Fuel-efficient driving also leads to safe driving.