

# HINO Cares

Issue 023

Global Brand for All Customers

## Customer Support Activities from around the world.

- 2014 Hino Skills Contest in Latin America - report from Colombia
- Hino Motors Middle East Parts Depot opens in Dubai

*Also in this issue:*

Owner's Voices from Singapore,  
Egypt, Israel and Yemen

Mr. Lim Chai Kiui of Kim Soon Lee Pte. Ltd. Article on page 2.





“I believe Hino trucks are superior.”



Mr. Joseph Lim Gim Yaw  
Managing Director

“We purchased our first Hino truck in around 1991. Since Hino was part of the Toyota family of brands, we reasoned that the products must be just as good as the Toyota products were. We operated a variety of Japan-made trucks prior to that, but I believe Hino trucks are superior. I think Hino trucks will be more popular if their prices can come down from where they are now. Trucks we purchase come with a warranty package so we turn to our Hino dealer for regular maintenance work, which is performed at 1,000km, 5,000km, and 10,000km. We also want our mechanics to learn more about Hino trucks. Hino trucks are durable to begin with, but we are doing our part to extend their operable life as long as possible.”

The company's Hino trucks seen busy at work at the site being set up for the F1 race.



The company doesn't simply transport goods but also fulfills a range of logistical needs including transport-out, transport-in, disassembly, installation, packing, and warehousing.

Singapore  
Kim Soon Lee PTE LTD.

Mr. Lim Chai Kiui  
Chairman

“In line with our motto ‘One-stop Transportation & Moving Services,’ we provide a wide range of transport-related services to meet all of our customers’ needs. We launched our company in 1967 with only one unit of 1.5-ton truck. We hired drivers, but I also had to drive at times to keep the small fledgling company afloat. I also took care of all other tasks including customer service and accounting. Although I was not a mechanic, over the years, I can finally grasp the condition of the truck going just by its sound. I can still do it even today. Forty-six years after I started our company, we now operate a fleet of 260 trucks. We have three centers in Singapore and hire over 220 people. Our customers include many foreign and domestic building companies. We transport surface- and air-shipped goods, as well as making short runs between different warehouses and factories. The scope of our operations isn’t limited to the transport of goods, but also includes services where we fulfill a range of logistical needs including transport-out, transport-in, disassembly, installation, packing, and warehousing.”



Older Hino truck models are still operating well.



The motto of Kim Soon Lee PTE LTD is “One-stop Transportation & Moving Services.”



## Not a single repair needed for our Hino trucks in four years.

### Egypt

Egyptian International Co.  
For Food Industries (AMERICANA)

Mr. Amr Kandil  
General Manager

"Our company transports all of the necessary supplies throughout Egypt for restaurants such as Pizza Hut, KFC, TGI Friday's, and Hardee's. We currently operate seven Hino trucks, four of which are freezer trucks and three for transporting dry goods. We have been using Hino trucks for four years now, but we knew of the Hino brand from even earlier because it is a famous and trusted brand in Egypt. At that time we needed new trucks, and our Hino dealer happened to be doing a promotion. The price was very attractive so we purchased two Hino trucks. Based on what we have seen so far, we are very satisfied with these trucks and consider these trucks to be excellent products. Recognizing the reliability of these trucks, we purchased more of them. We operate trucks from other brands, a number of which have required multiple repairs, but none of the Hino trucks purchased



in the same year have needed a single repair so far. They are very durable. Hino has service centers in Cairo and Alexandria, and — conveniently for us — one of them is about 15 minutes away. We have our trucks serviced there periodically to keep them in good working condition, and we have confidence in the staff at the service center. They are all very professional, and our operation staff are also very satisfied with their experiences at the service center. The technical team excel in what they do and they work fast. This is important because we want to minimize downtime as much as possible. Thanks to the service center we haven't had any problems with the trucks or their engines. Over the past four years, our Hino trucks have delivered excellent fuel efficiency and we use them to transport goods all over Egypt."



The company uses seven Hino trucks to transport supplies to restaurants throughout Egypt.

AMERICANA's distribution center covers all of Egypt.



The distribution center features a freezer/refrigerator warehouse with a capacity of 18,000 tons, and a 7,000sqm dry goods warehouse.



Hino's service center is located only 15 minutes away from AMERICANA.



AMERICANA staff members have confidence in Hino service center staff members.





Hino trucks are  
a perfect match for  
our needs.

### Israel

#### Match Retail

Mr. Zafir Ronen  
Chief of Operations



"Match Retail is the only company in Israel that is responsible for the distribution of H&M (Hennes & Mauritz AB) fashion brand products. When we opened our first logistics center in 2010, we were looking for a small and reliable urban-use truck for transporting the products. Hino had just launched their first truck in Israel in 2010, and we purchased a HINO300 Series truck as our first truck. At the time, there were only three H&M stores. Two years later in 2012, the number of stores had grown to 11, and because we knew first-hand of the great performance of Hino trucks, we expanded our fleet of Hino trucks to seven. These trucks correspond to our needs perfectly.

They are not easily broken and are very reliable. They are very fuel efficient so this has enabled us to reduce our costs and improve our profitability. Furthermore, Union Motors, our Hino dealership, is staffed with great people and is well regarded as a reliable brand in the commercial vehicle market. Their service is excellent and they work fast. We get all the support we need in terms of any questions or problems we have with our trucks. They also offer 24-hour road service so we have the peace of mind of operating our trucks any time of day. Our satisfaction with Union Motors' services is another big reason why we decided to add more Hino trucks to our fleet."



Match Retail is the only company that distributes H&M products in Israel.

Mr. Alexander Vilkin  
Distribution Driver

"I've been driving Hino trucks since 2010, and their new model since 2012. The new model comes with a bigger cabin and its seats are more comfortable. The trucks are very mobile so they are easy to drive even on narrow city roads. I remember one day when I was driving a new Hino truck, I saw a person on a motorcycle waving me to stop. Thinking that he might be a policeman, I pulled over. It turns out that he wasn't a policeman but someone who had been driving Hino trucks in Japan a decade earlier. He wanted to tell me that he was very happy to see that Hino had finally launched trucks in Israel, and was very excited to relate his story to me. That was a very heart-warming encounter for me."



Match Retail's distribution center.



“Hino trucks are  
just great products.”

Yemen  
Yemen Petroleum Company  
Mr. Abdullah al Masibi  
Manager of Sales

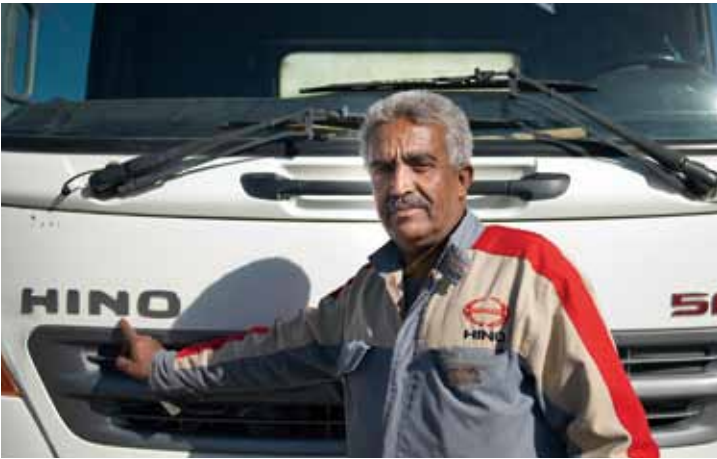
“We’re in charge of the marketing and distribution of petroleum products in various regions under the administrative agency responsible for Yemen’s oil and mineral resources. We own 13 centers and nine oil plants, and also manage governorate plants in several locations, including Sana’a. We purchased 10 trucks of HINO500 Series two years ago, and subsequently added eight more for our capital city operations. Hino trucks are simply great products. We like how their electrical system isn’t overly complicated. They provide storage areas for items that drivers need, and their cabins are comfortable.”

We also have a great relationship with the Toyota dealership where we purchased our Hino trucks. Everything from communication to services and after-sale service is excellent. The most important thing for us is our relationship with our dealer. We haven’t had a single problem to date—neither with our trucks nor with their services. Our drivers are also very happy, and we haven’t heard a single complaint from them regarding Hino trucks. I look forward to a great ongoing relationship with Hino. Needless to say, we have plans to add more Hino trucks to our fleet.”



Mr. Salah Hotam  
Distribution Driver

“Our team is in charge of the urban areas of Sana’a, and we drive about 80,000km per year. Hino has been a well-known name in Yemen for about 40 years now. We’ve known about Hino trucks since the ‘70s, and I think they’re great trucks in every respect. They’re comfortable to drive, and even the trim textile is perfect.”



The trucks transport products over a large area in the capital city.



These HINO500 Series trucks have been fitted for petroleum transport.



The company’s drivers drive approx. 80,000km per year.



Downtown Sana’a.



# Hino Holds Second Service Skills Contest in Latin America.

On February 1st, 2014, the second Service Skills Contest in Latin America was held at Praco Didacol's Calle 80 branch in Colombia. The Skills Contest is an event where technicians working at the forefront of Hino's service operations compete against each other to gauge the skills and knowledge they have honed over the years. Held in various countries and regions around the world, our readers may recall reports of skills contests that we have featured in previous issues of Hino Cares.

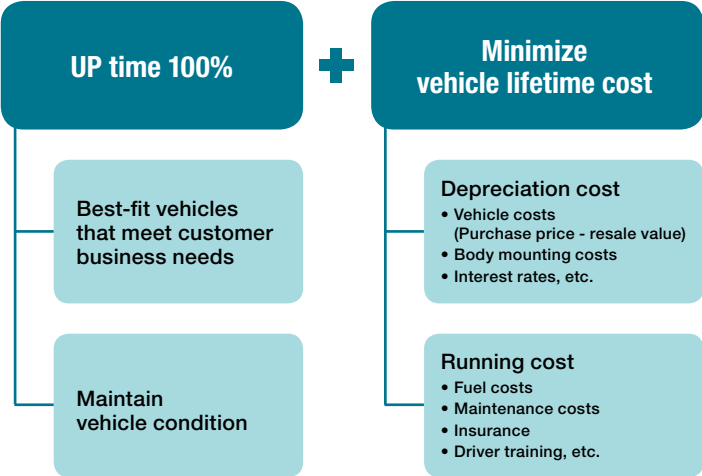


Ecuador (Maquinarias y Vehiculos S.A.) won the top prize.

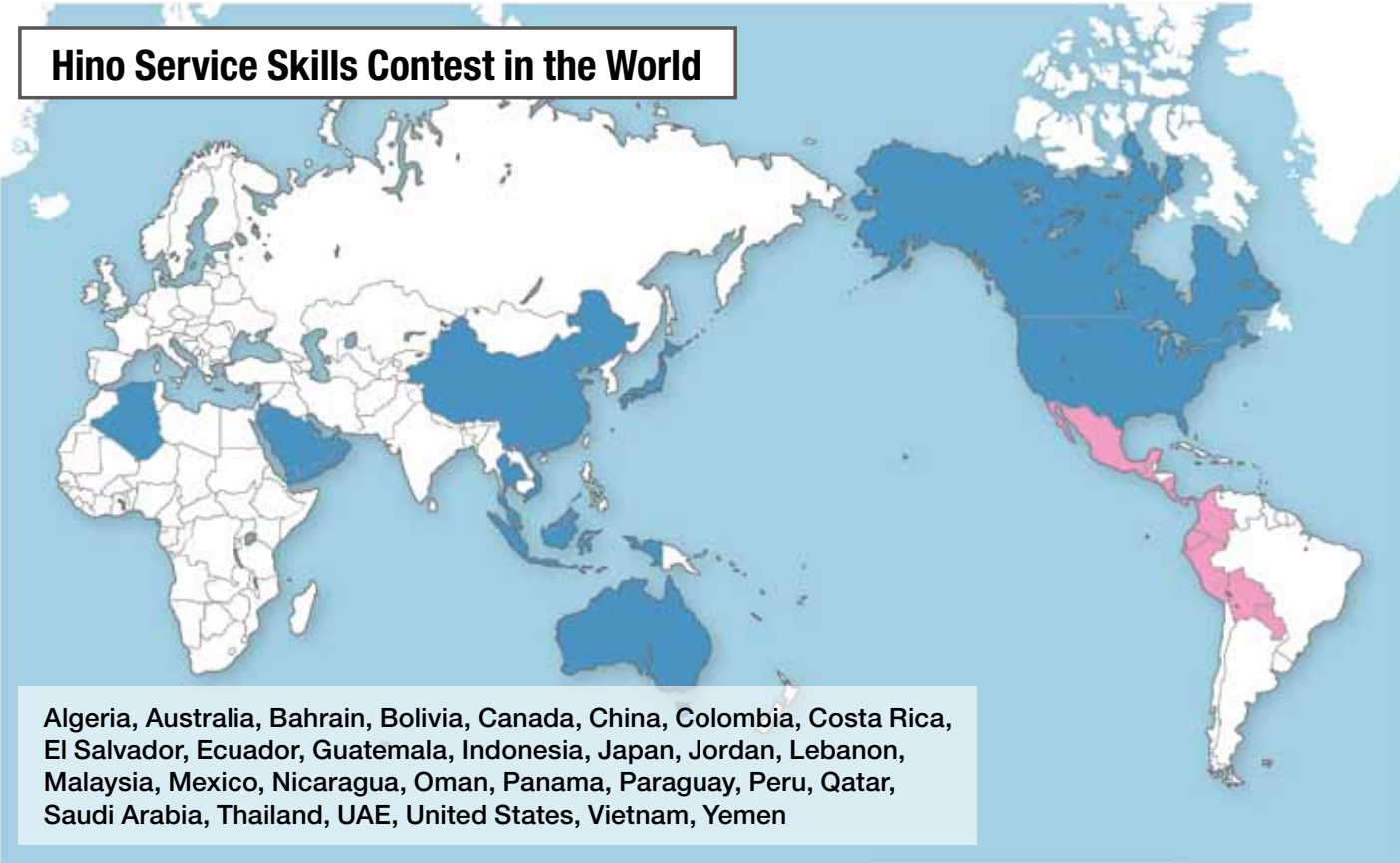
Hino's goal has always been to be a brand that meets the expectations of our customers by providing products and services that contribute to our customers' businesses. This is one of the major reasons that, just as Hino is striving to develop more appealing products that meet our own standards of quality, we are also working hard to enhance our customers' level of satisfaction under the slogan, "Total Support HINO." The Skills Contest is one part of this effort, aimed at raising the technical skills and motivation of Hino technicians so they are fully equipped to provide quality service to our customers.

At the opening of the contest, Mr. Yuichi Sato, General Manager of the Hino Latin America Office, had this to say with regard to the contest as he summarized the significance of these events:

## Two Values that Hino would offer to customers through the Skills Contests



## Hino Service Skills Contest in the World



"Hino holds skills contests all around the world—in Japan, Asia, North America, Oceania, the Middle East, Africa and Latin America. The number of countries where we hold these contests continues to grow every year, with events scheduled to be held in many countries this year.

What role do these skills contests play in the context of Hino's total support efforts? Well, their objective is to enhance the technical skills of Hino technicians around the world. I believe there's no limit to our capacity to enhance our skills. Our technicians must constantly hone them, and they must be maintained at high levels in all Hino service locations around the world.

To ensure this end, our technicians must all strive to work to raise their technical skills to the next level. Technicians taking part in the contest today are representatives of still more

technicians working at dealerships in different countries. It's our hope that you will take the lead in ensuring that these high-level skills take root in your respective workplaces.

We have no doubt that you have spared no effort in honing your technical skills leading up to this contest. As technicians working on-site, by continuing these training efforts you will enhance both your skill and your knowledge level, which then forms the foundation of Hino's total support operations. This in turn leads to strengthening our customers' businesses, and ultimately to a firm relationship of trust between Hino and our customers.

All of you here today, since you interact with your customers on a daily basis, are the key players in our total support operations. Let us all enjoy a sense of the great joy it is to be relied upon by our customers. And let's all become the driving force behind Hino's total support operations!"



Technicians pay rapt attention during the contest briefing.



Twenty-two technicians took part from 11 dealerships in ten countries.





Mexico



Paraguay



Panama



Guatemala took third place.



Peru came in second.



Colombia



El Salvador



Costa Rica



Ecuador (Teojama Comercial S.A.)



Bolivia

Participants competed in four practical assignments, all determined to do their best.



Colombia was blessed with beautiful weather on the day of the Skills Contest.

The participants in this Skills Contest, which was the second to be held in Latin America, consisted of 11 pairs of technicians from ten countries: Mexico, Guatemala, El Salvador, Costa Rica, Panama, Colombia, Ecuador Mavesa, Ecuador Teojama, Peru, Bolivia and Paraguay. The 22 participating technicians had all won the preliminary contests held in their respective countries.

The event was also attended by staff, including service managers and shop managers from each dealership, as well as Mr. Matsumoto, third secretary at the Japanese embassy in Colombia, in addition to many Hino customers. With a total of 117 attendees, the contest became a very lively event.

The contest featured a written segment and four types of practical assignments. The written exam, which was designed to gauge the technicians' basic servicing knowledge, consisted of 50 questions excerpted from a collection of questions included in the module training program. Practical assignments consisted of vehicle inspection, vehicle breakdown diagnosis, single-unit servicing and parts measurements.

As the participating technicians approached these assignments, they were all determined to make the best of the skills they had honed over the years. As they worked, Hino customers and staff from their respective dealerships cheered them on enthusiastically, creating a very exciting atmosphere throughout the event.

The winning team, based on its overall score over all assignments, consisted of Messrs. Wilson Montero and Wilmer Sanchez from Maquinarias y Vehiculos S.A., Ecuador. The team of Messrs. Isaac Ramos and Jack Vasquez from Toyota del Peru S.A. came in second, while the pairing of Messrs. Jose Rodriguez and Erick Ramirez from Motores Hino de Guatemala S.A. came in third. And although they may not have finished in the top three, all the other technicians still amazed the crowd with their remarkable skills—not unexpectedly, considering each of them represented his respective country.

As Mr. Sato described above, this Skills Contest no doubt served as an important opportunity for boosting motivation at participating dealerships—particularly motivation among the service staff who work at the forefront of our total support efforts.

Skills-related issues and challenges that became evident in this contest will be incorporated into future training materials to enhance the technical skills of all technicians across the board.

Technician training efforts are a step-by-step affair, but the accumulation of these small steps will ultimately add great value to the Hino brand, reaffirming it as one that customers can place their trust in.



The Ecuador team came out on top based on their overall score through all the testing criteria.



Group photo of all the participating technicians, their sense of achievement evident in their smiling faces.



## Opening Ceremony Held for Hino Motors Middle East Parts Depot.



A large number of guests were present at the opening ceremony for the Middle East Parts Depot.

On November 18, 2013, the opening ceremony for the Hino Motors Middle East Parts Depot was held at Dubai World Central in Dubai, United Arab Emirates. This 10,000-square-meter parts depot, which has been in operation since August 2013, was constructed for the purpose of supplying spare parts throughout the Middle East market and providing support to local dealerships.



This depot meets a diverse range of customer needs with its extensive stock of parts.

The depot's 5,400-square-meter warehouse, a logistics center for the Middle East region, stocks a constant supply of over 10,000 types of parts, aiming to timely deliver high-quality spare parts to dealers throughout the Middle East. Hino Motors, Ltd. has identified the Middle East region as a growth market, and this new parts depot plays a crucial role in Hino's strategy to enhance its sales and service operations in the region.

Present at the opening ceremony were Mohsen Ahmad, Vice President at Dubai World Central, Adil Al Zarooni, Vice President at the Jebel Ali Free Zone Authority, Daisuke Matsunaga, the Japanese Consul General in Dubai, and a large number of other guests.

In his opening speech at the ceremony, Masakazu Ichikawa, Chairman of the Board and Representative Director of Hino, expressed his deep gratitude to

the various government agencies and private corporations that have supported Hino's efforts to open this new parts depot, and spoke of Hino's eagerness for the Middle East market. "The core of Hino's business is establishing trust-based relationships with our customers and communities by contributing to our customers' businesses," he explained, "What this means is that we are striving to provide high-quality products that are safe and environmentally friendly, solid solutions that would help our customers run their businesses, and extensive after-sale care so that our customers are able to use our products for many years to come. While the Hino Motors Middle East Parts Depot was constructed as a logistical hub that will be closer to the forefront of our customer care operations, our objective moving forward is to go beyond the function of a parts depot to develop this center into a hub for after-sales care for Hino Motors in the Middle East. Furthermore, based on our vision of 'Customers' Business First,' we are striving to contribute to building a world and a future where we can all live comfortably—a vision that we aim to achieve through our ties to different communities in the Near and Middle East regions as we supply the foundations for the transportation of people and goods."

With the establishment of this new parts depot, Hino is now striving to shorten delivery times and provide a stable supply of parts to the regions where they are in demand. Hino's next goal is



The tape-cutting ceremony.

to add a marketing function to its parts business to provide after-sale services that are even more in tune with customers' needs.

In a range of efforts that we refer to as "Total Support", Hino continues to push forward on a global scale through efforts that provide maximum support to our customers throughout our products' lifecycles. In the Middle East, Hino is actively striving to provide services that would help our customers increase their profitability, with the new Hino Motors Middle East Parts Depot, as well as the Service Training Center that has been in operation since March 2009, comprising the pillars of these efforts. Expect great things from Hino as we are aiming to continue to provide products that have been specifically optimized for each sales region, and offer Total Support to address the needs of our customers worldwide.



Mr. Ichikawa, Chairman of the Board and Representative Director of Hino, enjoys a conversation with representatives from the Jebel Ali Free Zone Authority.



The depot also carries large parts, enabling short turnarounds for major repairs as well.



# Stories *behind Maintenance*

## Operating Trucks at High Elevations: Points to Keep in Mind.

Mr. Yuichi Sato  
Chief of Planning Operations,  
Overseas Parts & Service Division



In a diverse range of environments from city roads and highlands to cold regions, deserts and jungles, Hino trucks continue to provide customers with excellent performance in many countries around the world. Based on its Locally Optimized Vehicles principle, Hino provides customers in different regions with trucks that suit their local operating environments and applications. While Hino strives to produce trucks that deliver top-class durability and reliability under all conditions, these trucks will not be able to deliver peak performance if they are not used correctly or if users neglect regular maintenance and daily inspections.

What, then, should be kept in mind with regard to day-to-day driving and maintenance? For example, what are some of the things drivers should be conscious of when operating trucks at

high elevations? We posed some of these questions to Mr. Yuichi Sato, who has for many years been responsible for Hino owner care in Latin America.

“Where I used to work in Ecuador, users operated their trucks in highland areas at altitudes in excess of 3,000m. Both oxygen density and the engine coolant’s boiling point drop in these areas, and at an elevation of about 3,500m the coolant boiling point falls to around 91°C. This is because air pressure drops as elevation increases. Under these conditions, if there’s a fault in your radiator cap, the pressure inside the radiator will reach equilibrium with the atmosphere, potentially resulting in overheating. We made sure to remind our customers to inspect their radiator caps for any damage before they set out for highland areas.

Oxygen density also drops at high altitudes, which results in more black smoke in emissions and a reduction in engine output. It’s said that engine output typically drops by 30 to 40 percent at an altitude of 4,000m. The trucks we ship to Latin America are equipped with an altitude compensation device that cuts excess fuel feed to reduce black smoke, and also keeps the exhaust temperature low to prevent damage to the turbocharger. However, many drivers disabled the altitude compensation device in attempts to increase engine output, and we had a difficult time informing our customers to stop this practice.

Furthermore, highland areas have many hills and mountains, so drivers naturally use exhaust brakes more often. If exhaust brakes are used on inclines in the same way as they are on flat roads, black smoke will back up into the engine and contaminate the engine oil. So we’ve been informing our users to first use the engine brake until no more black smoke is visible, and then, after a few seconds, use the exhaust brake. Running on contaminated engine oil can shorten the engine’s operating life, so we explained that a key point was to be sure to change the engine oil every 5,000km or so.

There’s no doubt that highlands place extreme stresses on trucks. But based on my experience, I’m convinced that these trucks will continue to deliver to their full capability without breaking down if users inspect them on a daily basis, bring them in for regular maintenance and drive them with appropriate awareness.”



A Hino truck is loaded with gravel at quarry 3,000m above sea level.



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