



Organising chairman Yamin Vong (left) presenting a **special achievement award** to a representative of Datuk Dr Radin Umar Radin Sohadi, Prof Dr Law Teik Hua, who is the deputy director of road safety research in UPM's engineering faculty, during the inaugural **New Straits Times-Shell Rimula Truck of the Year** awards. Pic by Yong Chee Choong

Triple honour for Hino trucks

TOTY AWARDS: Truck and logistics companies given recognition

ILI LIYANA MOKHTAR

KUALA LUMPUR

news@nst.com.my

HINO Malaysia trucks clinched three out of six awards at the inaugural New Straits Times-Shell Rimula Truck of the Year (TOTY) awards night.

The Hino 300 series won in both the light duty vehicle (up to five tonnes) category as well as the light medium duty vehicle (five to 10 tonnes) category while the Hino 500 Series was declared winner in the medium duty vehicle (10 to 18 tonnes) category.

Organising chairman of TOTY, Yamin Wong, said Hino Malaysia had been strategising for the Malaysian market over the past 10 years.

"They started with the 16-tonne medium commercial Hino GH vehicle and the introduction of another two models — the 16-tonne FG and 11-tonne GD models, has helped Hino to gain market share and rise up the ranks as the market leader."

Hino's aggressive marketing, he added, had resulted in the company overtaking the traditional market leaders that had depended on unrefreshed model offerings.

The TOTY awards was organised by the Cars, Bikes and Trucks section of the *New Straits Times* to give due recognition to truck companies and reward the good work of truck makers and stakeholders.

Meanwhile, the Scania P340 took top honours for the heavy trucks category, Volvo FMX won for the Prime Mover category and Dong Feng Commercial Vehicles won the New Entrant in the Market award.

Three logistics companies, Pahang Mail and Transport Co Sdn Bhd, Tiong Nam Logistics and Shell Malaysia Supply and Distribution, were given special mention awards for their contribution to the industry.

A special achievement award was also given to Universiti Putra Malaysia Vice-Chancellor Datuk Dr Radin Umar Radin Sohadi in recognition of his leadership and activism in promoting road safety.

Also on display at the event was the Shell Rimula "Hardworking Truck", a converted trailer equipped with a coffee bar, pool and table lounge.

From July to August, the "hardworking truck" travelled nationwide stopping at rest areas along the PLUS highways offering truck drivers drinks and free haircuts.