

## Hino Motor Sales Australia



**HINO MOTOR SALES AUSTRALIA PTY LTD**

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### APD Australia

Hino Australia retained the services of APD Australia during 2008 to undertake a survey of our dealer network.

The survey involved face to face interviews with Dealer Principals and their key managers to try and objectively assess their level of competency in each area of their business. The project commenced with a pilot program involving a handful of dealers and was then expanded to include Hino's largest dealers on a national basis.

The results of the survey formed the basis of a major report for each dealership and were presented to each Dealer Principal by senior Hino management. The detailed findings of each survey were well received by each Dealer Principal, who appreciated the objective manner in which the survey was conducted. The findings are also being used by Hino Australia to help plan the ongoing development of our dealer network.

Paul Steed from APD Australia was responsible for the project management of the survey. Paul completed the project on time and within budget and displayed a high level of professionalism at all times. He successfully interacted with each Hino Dealer Principal and their managers and regularly updated Hino's managers of the status of the survey. Paul's knowledge of the automotive industry is obvious and was instrumental in ensuring the survey was constructed to gain valuable information about the Hino dealers.

We were impressed with the quality of the work from APD and will use their services again when the need arises.

Regards,

Paul Tuffy  
Marketing Manager