



Yamato Transport to Export “Safety Driving Training Program” to Malaysia

—Comprehensive contract signed with Malaysia’s premier private driving technical and vocational academy, Metro Driving Academy—



To provide Safety Driving Training Program for instructors and to jointly develop National Occupational Skill Standard for commercial drivers in Malaysia

Yamato Transport Co., Ltd. (HQ: Chuo-ku, Tokyo, Japan; Representative & President: Masaki Yamauchi; hereafter “Yamato Transport”), which is affiliated to Yamato Holdings, announces the signing of a comprehensive contract on October 20, 2014 regarding supply of a package of Yamato Transport traffic safety instruction expertise cultivated over many years. This comprises the “Safety Driving Training Program” for instructors and joint development of the Written Instruction Manual for commercial drivers in Malaysia as stipulated in the National Occupational Skill Standard (hereafter “NOSS”) ^{*1} for light heavy, emergency, passenger and goods vehicle drivers. This contract is with Malaysia’s premier private driving technical and vocational academy Metro Driving Academy SDN BHD (HQ: Subang, Malaysia; Executive Chairman: Ahmad Shah Wadood; hereafter “MDA”) ^{*2} and the objective is to assist Malaysia in achieving its national goal of reducing traffic accidents.

1. Background

Malaysia’s traffic accident fatality rate is high by international standards, with 24.6 traffic deaths per 100,000 people. This is about five times higher than Japan’s 4.5 deaths.

In 2010, Malaysia’s Prime Minister Dato’ Sri Najib Razak declared that reducing the number of traffic accidents would be addressed as a national issue. As a response, in 2012, Yamato together with MDA and Industrial experts with the facilitation from the Ministry of Human Resource developed NOSS for commercial drivers with the objective of improving driving skills and providing the career path to alleviate the contribution of the drivers in the society and economy.

The collaboration was initiated as MDA highly valued Yamato Transport Malaysia Sdn. Bhd. (HQ: Malaysia; Managing Director: Shuji Yamauchi) and Yamato Transport as a partner with an extensive expertise in traffic safety.

Yamato Transport will provide MDA with the Safety Driving Training Program for instructors, which is a package of traffic safety instructions with the philosophy of “Safety First and Business Second” and support the educational aspects of the national road safety program

(Source: Statistics Bureau, Ministry of Internal Affairs and Communications, Japan

URL: <http://www.stat.go.jp/data/sekai/pdf/2013al.pdf>)

2. Providing of Safety Driving Training Program

2.1 Outline

The Safety Driving Training Program is a training program for instructors to teach safety at a high level to commercial drivers. In addition to implementing the “Driving Aptitude Test System” that identifies the individual personalities and behavior traits of commercial drivers, Safety Expert³ who are Yamato Transport’s safety instruction specialists, will be dispatched to Malaysia to improve the safety driving training ability of instructors. These experts will directly share their broad expertise in traffic safety instruction accumulated over the years and also how to effectively adjust methods to train individual drivers. The first immediate step will be to implement the Driving Aptitude Test System and to supply the four-part “Safety Driving Training Program” for instructors.

2.2 Driving Aptitude Test System Implementation

Until now, Malaysia had not used a Driving Aptitude Test to conduct safety training. Yamato Transport’s Driving Aptitude Test currently in use in Japan will be customized to match Malaysia’s national character and traffic conditions. Accordingly we will develop a unique PC base Driving Aptitude Test system in Bahasa (local Malay Language) using a touch screen with functions including measurement of driving performance and visual function and personality assessment. This will be implemented at MDA, by scientifically assessing the attributes of individual commercial drivers and taking their traits such as level of awareness toward safety driving and appropriate judgment of the surrounding traffic situation and converting these to data, we will be ready to fine-tune instruction according to the individual’s strong points and weak points. The system enables the commercial driver to undergo a test and allow instructors to browse the results of the individual Driving Aptitude Test data

2.3 Four-Part “Safety Driving Training Program” by Safety Expert

2.3.1 Guidance for training that leverages Driving Aptitude Test data

After being taken by a commercial driver, the Driving Aptitude Test outputs data that objectively analyzes factors such as the driver’s personality, behavioral characteristics, and what should be noted while driving. Safety Expert will teach instructors how to harness the Driving Aptitude Test data to provide appropriate advice to commercial drivers for accident prevention. For example, if data shows that a driver tends to be slow in his/her reaction, the instructor might advise him/her to maintain a safer distance from the car ahead while driving.

2.3.2 Guidance for on-board training according to individual driving skill

For on-board training, Safety Expert will teach instructors how to leverage Yamato Transport’s unique instruction cards and optimum ways to teach driving operation during on-board training. The instructor will ride with the commercial driver and provide on-target safety coaching according to the individual’s driving skill, checking for factors such as insufficient safety checks when starting vehicle movement or during driving, as well as any issues with driving operation.

2.3.3 Instruction for group training to elicit accident prevention measures

With Yamato's unique group training, examples of past accidents are harnessed and commercial drivers exchange opinions with each other to determine the cause of the accident and derive the best accident prevention measure. Safety Expert will teach instructors how to guide the group training that leverages accident examples.

2.3.4 Teaching of Yamato Transport's unique hands-on training

Hands-on training is a unique method of training developed by Yamato Transport in which commercial drivers experience simulations of real driving situations on the premises so they can understand what kind of dangers lurk when safety checks are insufficient and what causes accidents. Safety Expert will teach instructors how to execute hands-on training.



On-board training in Japan



Hands-on training on the premises in Japan

2.4 Safety Driving Training Program course and fees

The four-part program has a training duration of 58 hours and is established to be a total of seven days in principle. Furthermore, three tests are conducted yearly to confirm that instructors are harnessing the Safety Driving Training Program and teaching commercial drivers safety education effectively.

The cost of the Safety Driving Training Program consists of a base fee for program license royalties and then pay-as-you-go according to how frequently the Driving Aptitude Test System is used and how much time the Safety Expert spends teaching per program. MDA can save on the time, labor, and cost of accumulating expertise and quickly improve the ability of instructors to teach safe driving.

3. Future rollout of the Safety Driving Training Program

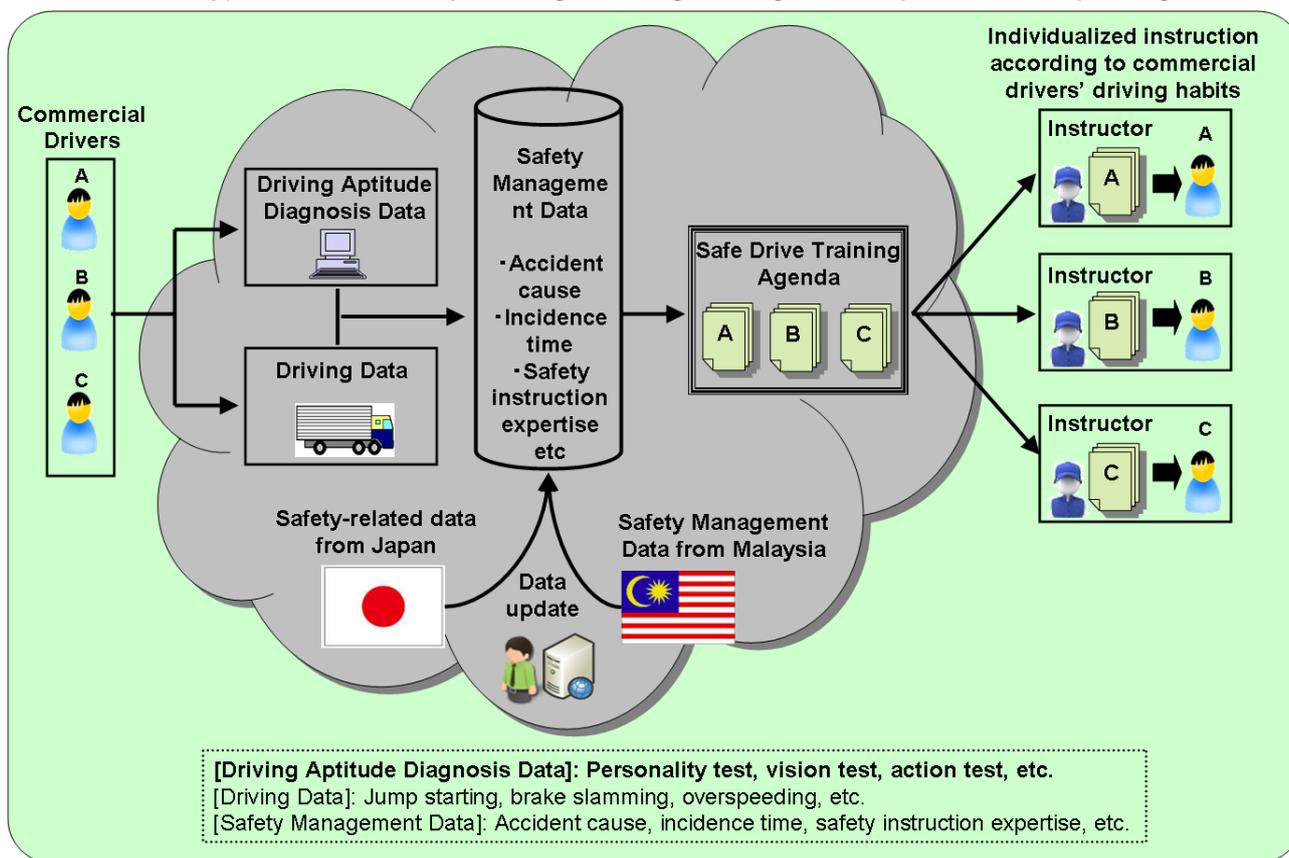
Commercial vehicle safety driving training in Malaysia is not standardized at the moment. As a first step, we will implement the Driving Aptitude Test System and the four-part Safety Driving Training Program targeting instructors and teach how to harness Driving Aptitude Test data so that training is more customized and effective.

For the second step, we intend to use a telematics device that has been localized for the traffic situation in Malaysia on training vehicles. These will record individual driving data, such as jump starting, brake slamming, and frequency of backing up, so that driving operation and records can be visualized. Yamato Transport employs the safety and eco-navigation system "See-T Navi^{*4}" on approximately 32,000 delivery vehicles in Japan to conduct effective and targeted safety training

per individual. Since implementation, traffic accidents have been reduced by 15%, and incidence fell to about half compared to commercial cargo vehicles in Japan, so the impact is huge.

For 2016, we aim to begin operation of the cloud-type “Yamato Safety Driving Training Management System.” This will harness safety management data that Yamato Transport has accumulated in Japan since 1995, including accident situations (traffic accident causes and time of incidence, etc.) and driver information (number of years of driving experience and hours of sleep, etc.). The Driving Aptitude Test and driving data above will link to safety management data information to derive more precise “Safety Driving Training Agenda” and build a system so instructors can better customize how they teach individual commercial drivers according to their driving habits.

Cloud-Type Yamato Safety Driving Training Management System Concept Diagram



4. NOSS Development

NOSS development in which MDA participates is a standard in the field of skill preparation for instructors who will teach commercial drivers. Yamato Transport and MDA shall harness the Safety Driving Training Program for instructors to discuss and jointly develop skill standards that should be integrated into NOSS.

We will work to help resolve Malaysia’s traffic accident issues by improving safety education levels throughout Malaysia, enhancing the safe driving skills of commercial drivers, and cultivating their traffic safety awareness.

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*1 NOSS (National Occupational Skill Standard)

NOSS is a document that stipulates the specification of competency expected of a skilled worker who is gainfully employed in Malaysia for an occupational area, level, and the pathway to achieve the competencies.

*2 MDA

Metro Driving Academy is a premier private driving technical and vocational academy in Malaysia and is approved by the Road and Transportation Department of Malaysia. MDA was founded in 1998 and has locations in Subang and Puchong. Training is provided for basic motor vehicles, as well as to bus and taxi drivers, and cargo drivers. This driving school has one of the highest education levels in Malaysia, and licenses are issued to 18,000 commercial drivers yearly.

*3 Safety Expert

Yamato Transport created the position of “Safety Expert” in 1974. Safety Expert do not conduct collection/delivery, but are specialists in teaching safety. Currently, there are about 280 people working in this position around Japan, addressing traffic accident and worker accident prevention. In addition to teaching safety to sales drivers when they first join the company, they also make rounds of the locations they are responsible for to improve safety awareness and driving skills, especially through on-board instruction with sales drivers.

*4 Safety and eco-navigation system “See-T Navi”

See-T system has functions comparable to a computer, including Bluetooth and wireless LAN. This employs a digital tachograph approved by the Ministry of Land, Infrastructure, Transport and Tourism to capture and record the three legal factors (speed, distance, time). A voice guidance function will warn for jump starts and sudden acceleration while driving. The system also provides fuel consumption information to promote environmentally-friendly driving.

See the link below for more details.

http://www.yamato-hd.co.jp/news/h21/h21_79_01news.html

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