



Heartland Bank and Hino help truckies take a load off

Heartland Bank has partnered with Hino Distributors NZ to create [Hino Finance](#) – an online finance platform that offers a simple application process for those wanting truck finance for new and used Hino trucks as well as for repairs and maintenance.

Heartland Bank's Head of Business, Peter Griffin, says Hino Finance was born out of the bank wanting to take its successful [Open for Business](#) platform for SMEs to a wider market as well as wanting to leverage its experience with truck finance.

"Our Open for Business platform has been well received by small business owners and we knew its online presence would translate well into other market sectors. Couple this with our depth of experience with truck finance and we could see we'd found an opportunity.

"We are delighted to have joined forces with one of New Zealand's premier truck brands to create Hino Finance. Hino more than fits the bill with its nationwide presence and its comprehensive offering.

"Hino Finance has been set up with speed and simplicity in mind. We know truckies are busy – they're either on the road or they're managing a fleet from a central location – which is why we offer a simple online application process that means they can apply any time, on any device and get a decision within minutes.

"The beauty of the offering is that applicants don't have to take time off the road or out of the office to visit the bank to enquire about finance. They can access up to 100 percent finance online (including GST) with payment terms up to seven years," he says.

"Hino trucks have been in New Zealand for 50 years and with Heartland having roots stretching back even further than that, the fit was mutual," Griffin added.

Darren Salt, General Manager of Hino, says he is pleased that Hino can now offer customers an online finance option under the Hino Finance banner.

"We know trucks and Heartland Bank knows how to finance them, so this partnership is about taking the best of both and packaging it up for our customers in a simple, online offering.

Being able to easily introduce our potential customers to Hino Finance is another handy tool for our sales team – and it's such a simple and speedy process available throughout the country and our Hino network."

Visit www.hinofinance.co.nz

Ends

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About Heartland Bank

Heartland Bank Limited is a New Zealand operated and managed bank that is listed on the NZX Main Board (NZX:HBL) with approximately 11,000 shareholders. It offers savings and investment products; is the market leader in reverse mortgages in both New Zealand and Australia; and provides business and rural lending. Heartland is proud of its Kiwi heritage and aims to provide a first-class customer experience whether it's online, over the phone, or in person. It's currently focused on channels to deliver its innovative banking products, with an emphasis on digital platforms that are designed to deliver a fast and simple customer experience.

Visit www.heartland.co.nz

About Hino

At Hino we pride ourselves on supplying a better class of truck to make our customers working life easier, whilst looking after the world we live in. Whether its technology or service, our focus is not about us, it's about looking after our customers.

We know trucking inside out. Since 1964, Hino has been committed to NZ road transport and ancillary operators. We pride ourselves on supplying customers with trucks that are reliable, comfortable, safe and, most importantly, make life easier.

Hino's dedicated team focus on delivering exceptional trucking service and products throughout NZ. Our people are a combination of all things trucking from sales, diesel technicians and parts people, to engineering and administration. They are selected on their ability to listen and act on the needs of customers, delivering trucking solutions that will complement the customer's business.

Hino have a nationwide network of experienced staff dedicated to offering a full range of 300 Series, 500 Series, 700 Series and Hybrid Hino trucks. The Hino total support system includes after-sales parts and 24-hour call-out service. With branches from Whangarei to Invercargill, we get customers safely back on the road, wherever they are.

Visit www.hino.co.nz