



For Immediate Release

2/8/13

For More Information:

Glenn Ellis, Vice President
Marketing and Dealer Operations
Hino Motors Sales U.S.A., Inc.
248-699-9300

HINO TRUCKS CONTINUE EXPANSION OF ITS U.S. DEALER NETWORK

Orlando, Florida - During the annual American Truck Dealers (ATD) Conference, Hino Trucks announced it has reached a new milestone by signing its 200th dealer point in the U.S. Continued high demand for the industry's most awarded medium duty truck line-up, an expanded product offering with the addition of its new class 5 cab-over and a growing population of units in operation has driven the need for the dealer network growth.

Our plan for 2013 is to add dealer points in at least 12 priority markets and to continue to grow our dealer network in order to service our customer base and maintain our high level of customer service. These additions will provide us dealer points strategically placed across the United States, in areas of high volume medium duty truck population, as well as the ability to service our growing customer base in the smaller markets", said Debbie Morello, Manager, Dealer Operations for Hino Trucks.

As America's fastest growing medium duty truck company, and with the addition of the new COE diesel and diesel-electric product line, our dealer network is armed with a product lineup that offers the lowest total cost of ownership, superior fuel economy, environmentally-friendly and unmatched reliability.

Hino dealers are committed to achieving excellence in customer service and are the cornerstone of Hino's award-recognized customer satisfaction. Hino Trucks was recently ranked "Highest in Customer Satisfaction Among Conventional Medium Duty Trucks" by J.D. Power and Associates in the Medium-Duty truck Customer Satisfaction Study for a third consecutive year. The study measures overall satisfaction with both the product and services received from an authorized truck dealer. Six factors comprise the service index: service facility; service quality; service advisor; service initiation; service delivery; and service price.



About Hino: Hino Trucks, a Toyota Group Company, assembles, sells, and services the most environmentally friendly lineup of Class 5-7 commercial trucks in the United States. In 2012, Hino introduced its Class 5 cab-over diesel-electric trucks making diesel-electric hybrids a viable option in the U.S. commercial truck industry for the first time. Hino Trucks is the premier medium duty nameplate in the United States with a product lineup that offers the lowest total cost of ownership, superior fuel economy, unmatched reliability and maneuverability, and the most comprehensive bundle of standard features in the market. For more information, visit our internet home page at www.hino.com or follow us on Facebook, Twitter and YouTube.

Hino Trucks received the highest numerical score among conventional medium duty trucks in the proprietary J.D. Power and Associates 2010-2012 Medium Duty Truck Customer Satisfaction StudiesSM. 2012 study based on 2,000 responses measuring 7 manufacturers. Survey was of primary maintainers and owner operators and measures opinions of primary maintainers of their new Medium Duty (Class 5, 6, and 7) trucks (2011 model year). Proprietary study results are based on experiences and perceptions of consumers surveyed in June-July 2012. Your experiences may vary. Visit jdpower.com

###