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INDEPENDENT SAE-TYPE TEST CONFIRMS HINO TRUCKS 15% ADVANTAGE IN FUEL EFFICIENCY

The 2009 Hino Truck model 268 (25,950 lbs. GVW) significantly outperformed a key competitor in fuel efficiency in a recent independent real world test. The Hino averaged more than 15 percent better than a comparably equipped 2008 International Durastar during an independent SAE-type fuel test.

The SAE test was conducted by DWS Fleet Management, an independent testing company with extensive experience in fleet truck analysis and comparisons. The tests reflected real world conditions on Interstate 295 in Jacksonville, Florida during late September and early October, 2008.

Six different tests were conducted on a 36-mile real-world route that included traffic, traffic lights, and even and uneven road surfaces, with all trucks driven by seasoned fleet drivers.

“This test confirms something we’ve known all along,” said Glenn Ellis, Hino VP for Marketing and Dealer Operations, “and that is Hino Trucks provide low cost-per-mile performance. In these days with so much attention on fuel costs, a double digit advantage in miles per gallon translates directly to the bottom line.”

Unlike many track tests which approach laboratory conditions, this Hino vs. International comparison emphasized the same conditions normal fleet drivers encounter. Both trucks were driven on actual roads with normal traffic patterns. Weight was added to each truck to simulate normal shipments. The test was not designed to compare how the trucks performed in perfect conditions, but measured fuel efficiency in the kind of driving fleet drivers encounter every day.

Repeating the 36-mile test 6 times ensured that the final results were statistically significant, so that unusual conditions in any one circuit did not skew the results.

Fuel efficiency is just one part of Hino’s cost-per-mile advantage. “We know fleet managers are looking very closely at fuel costs these days,” said Ellis, “but Hino’s value story goes much deeper than the fuel pump. Hino trucks hold Toyota’s worldwide reputation for product quality, which translates into less time in the shop and more time on the road. Fuel efficiency and reliability are important contributors to the Hino Advantage -- delivering trucks with outstanding overall value to our customers.”

Hino Trucks U.S.A. is headquartered in Novi, MI. The Toyota Group Company is the fastest growing medium-duty truck brand in North America, and has an assembly facility in Williamstown, WV.

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