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Hino Trucks Receives Highest Ranking In J.D. Power And Associates Customer Satisfaction Study

Novi, Michigan— Hino Trucks ranks highest among conventional medium-duty trucks in the 2008 J.D. Power and Associates Medium-Duty Truck Customer Satisfaction StudySM, topping the rankings with just its second-year production (2006MY) of conventional cab models. The study, now in its 16th year, was developed to provide manufacturers with a comprehensive and objective measure of customer satisfaction with products, dealer service and parts in the Class 5-7 commercial vehicle market. It is based on responses from primary maintainers of two-year old medium-duty trucks (Classes 5, 6 and 7).

Hino Trucks showed sizable improvements in each of the four criteria that the J.D. Power and Associates study uses to determine overall customer satisfaction -- performance, quality, warranty and cost of ownership. Hino's quality and warranty scores surpassed competitors, and the company also performed significantly above average in the performance and cost of ownership categories.

"The entire Hino Trucks team is extremely proud of our performance in the latest J.D. Power and Associates study," said Glenn Ellis, Hino Vice President of Marketing and Dealer Operations. "Our leadership in the study is especially noteworthy, in that this is only the second year of production that Hino Trucks have been included in the conventional-cab segment results. The results come from the people who maintain commercial fleets, and Hino operators appreciate the overall value we provide, not just in the truck itself, but in terms of quality, warranty and overall cost of ownership."

In addition to leading all manufacturers in the study in conventional truck customer satisfaction, Hino Trucks had the second highest ranking in customer satisfaction for medium-duty truck dealer service.



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“Having the top-ranked product in terms of customer satisfaction and also having the second-highest dealer service satisfaction score reinforce that Hino Trucks keep your business in motion and your operating costs low,” according to Ellis. “This is a true demonstration of the common goal we share with our growing dealer network – providing our customers with product and service that is unmatched in the eyes of our customers.”

Hino Trucks U.S.A. is headquartered in Novi, MI. The Toyota Group Company has an assembly facility in Williamstown, WV.

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