



For Immediate Release

03/19/09

For More Information:

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

Hino Trucks Partners with Outcast Kustoms of Trick My Truck

Novi, Michigan – Hino Trucks today announced that it has partnered with the popular television series, Trick My Truck (TMT). This season, not only will Hino be a featured partner in the weekly national show, but the TMT team will once again trick out a Hino Model 338 with a Western Hauler body ultimately being utilized as a Toyota Racing Division (TRD) race car hauler. The finished product will be unveiled at the Mid America Truck Show in Louisville, Kentucky.

TMT is the premier custom truck 'makeover' show for completely customizing trucks into virtual works of art on wheels. The show features a team of mechanics, audio/video installers, fabricators, and custom painters who transform old trucks into completely new ones by "stealing" trucks from hard-working owner operators profiled on the show.

Hino's relationship with TMT dates back to the 2008 Mid America Truck Show where attendees watched the first-ever live Kustom Truck Build starring Kelvin Locklear, Ryno Templeton, and Rob Richardson and the rest of the Outcast Kustoms team. They transformed a Hino rollback truck into what is now known as the "HotRod Hino" and has been seen across the country at various shows and events.

Glenn Ellis, Vice President of Hino Trucks Marketing, said, " Through our partnership with Outcast Kustoms, we have been able to showcase the versatility of our truck and reach a broader spectrum of customers. The Trick My Truck team has created an unprecedented following within the trucking industry and among the general public. It is a natural fit for Hino to be aligned with a group of talented individuals that bring a rejuvenated excitement to the industry as custom truck innovators."

Trick My Truck airs Saturdays at 9:30 p.m. ET on CMT.

Hino Motors Sales U.S.A., Inc.

41180 Bridge Street , Novi, MI 48375 ▪ Ph (248) 699-9300 ▪ Fax (248) 699-9310 ▪ www.hino.com



About Hino Trucks

Hino Trucks, a Toyota Group Company, sells and services class 4-7 commercial trucks and is headquartered in Novi, Michigan. Hino Trucks is the fastest growing medium duty truck nameplate in the United States and is the recipient of the 2008 J.D. Power and Associates awards for Highest in Customer Satisfaction for Medium Duty Trucks and Medium-Duty Truck Engine and Transmission. Hino Trucks internet home page is www.hino.com.

###