



For Immediate Release

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Hino Trucks Launches New Website

Novi, Michigan – Hino Trucks has launched an updated website at www.hino.com that provides insight into the expanding vocational breadth of Hino truck applications and enhanced resources for new and returning customers. The website launch is part of a comprehensive online initiative positioning Hino with a leading, world-class presence on the internet.

With the design derived from three critical core elements – dynamic creativity, ease of content surfing and fast web page loading time - the new site combines bold images with vocational videos and concise messaging to communicate ‘The Hino Advantage’ attributes. Dominik Beckman, Marketing Manager, explains “Our goal was to present Hino Trucks online in a way that instills confidence and transforms the customer experience.”

The site is deployed on a content management system [CMS] and is comprised of many new features including, real life vocational case studies, complete model line up with flash video, and an enhanced news section featuring the latest breaking industry news and a media gallery. Hino’s truck model video, “Business in Motion”, spotlights Hino’s breadth of product and varying applications. The case studies section provides our visitors an opportunity to visualize Hino Trucks at work in their specific vocation, such as utility, delivery, and waste and recycling management.

To capture the essence of the Hino Trucks brand, the new site has been improved throughout to embrace Hino’s nearly 100-year global history, relationship with Toyota Motor Corporation, and strong U.S. operating presence. Together, these elements form the foundation of ‘The Hino Advantage’ and provide proof of Hino’s commitment to delivering quality, optimized performance, and continuous improvement.

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“This new design was created specifically for our online audience of both new visitors and returning customers,” says Beckman. “Our website is often the first visual introduction a customer has to our product and this site is a continually evolving extension of our efforts to enhance brand value and build customer relationships. We set out to both showcase our trucks and provide an accessible, intuitive environment for Hino’s most important business component – our customer.”

ABOUT HINO: Hino Trucks, a Toyota Group Company, assembles, sells and services class 4-7 commercial trucks in the United States and is headquartered in Novi, Michigan. Hino Trucks is the fastest growing medium duty truck nameplate in the U.S. and is the recipient of the 2008 J.D. Power and Associates award for “Highest in Customer Satisfaction Among Conventional Medium Duty Trucks.”

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