



For Immediate Release

6/15/09

For More Information:

Tim Wenger,
Product Development Manager - Parts
Hino Motors Sales U.S.A., Inc.
248-699-9300

**HINO TRUCKS ANNOUNCES STRATEGIC PARTNERSHIP
TO ENHANCE CUSTOMER SERVICE**

Novi, Michigan - Hino Trucks announced a new cooperative agreement that will give Hino access to Castrol and BP branded lubricants specially designed to meet or exceed industry standards for maintaining and servicing medium and heavy-duty vehicles. The launch of the Castrol Heavy Duty Truck Work Shop Offer, enhances Hino's current partnership with BP Lubricants USA Inc and will allow the Hino dealer network to offer customers a comprehensive line of industry-leading Castrol branded conventional, semi-synthetic, and synthetic lubricants, in addition to Hino Genuine Oil.

"The Castrol program consists of premium products, services, and technical support to provide our dealer body with a comprehensive offering that will allow them to better serve the needs of independent owners and fleet customers," explained Tim Wenger, Product Development Manager for Hino Parts. "Our dealers now can offer the full range of Castrol engine oils, transmission fluids, and greases.

Wenger also noted that, while the new Castrol Heavy Duty Truck Work Shop Offer takes the Hino and BP Lubricants partnership to a new level, the relationship is already well established, with BP Lubricants currently producing Hino Genuine Oil.

Along with the expanded line of product offerings, Hino and BP Lubricants spokespersons said that they expect the enhanced partnership to lead to more service-based promotional opportunities for Hino Truck dealers – and cost savings for customers.

-- more --

Page Two

“We are committed to helping Hino dealers articulate the value that the Castrol brand delivers through aggressive marketing efforts and continuous connectivity with the everyday trucker and fleet owner,” said Tejuana Edmond, Heavy Duty/OEM Market Space Manager for BP Lubricants. “Our offer is truly designed with the goals of the dealer in mind - to win new business, to build customer loyalty, and to increase operational efficiency. This will allow BP Lubricants to take a more holistic approach to managing the needs of Hino Truck dealers and their customers.”

Hino Trucks U.S.A is dedicated to establishing relationships with key industry partners and believes that BP Lubricants presents a huge growth opportunity for its dealer network and provides world class products for its customer base.

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 America 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. For more information, visit Hino Trucks internet home page at www.hino.com.

About BP Lubricants USA Inc: BP Lubricants USA Inc. markets premium Castrol lubricants and business-building programs directly and through distributors to independent lube operators, service providers, on- and off-road fleets, new car dealers and leading retailers. Our line of Diesel engine oils includes Castrol® Elixion® , Castrol® Hypuron™ and Castrol® Tecton™ Extra, as well as Castrol® Fifth Wheel Grease. To find out more about Castrol heavy duty products and programs, please call 1-800-255-4417 or log onto www.castrol.com/us.

###