



**For Immediate Release**

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

**HINO TRUCKS CONTINUES SCR ADVANCEMENT AND  
ANNOUNCES EMISSIONS TECHNOLOGY PRICING**

Novi, Michigan – As previously announced, Hino Trucks has elected to utilize Selective Catalytic Reduction (SCR) to meet the stringent 2010 emissions regulations.

"Hino Trucks will be fully compliant in meeting the 2010 emissions regulations by using the proven technology of SCR" stated Glenn Ellis, Vice President, Marketing and Dealer Operations for Hino Trucks. "The ability to reduce emissions to near-zero levels while improving fuel economy distinguishes SCR as the only proven emissions control technology that is as good for business, as it is for the environment."

Hino will implement an emissions' surcharge of \$6,700 per vehicle which allows Hino to deliver their customers a low cost of operation solution, while continuing Hino's tradition of providing unmatched customer satisfaction.

"SCR is an exhaust after-treatment technology that reduces NOx significantly from the exhaust by injecting a precise amount of Diesel Exhaust Fluid (DEF) downstream of the engine" explained George Daniels, Vice President, Service Operations for Hino. He went on to add, "It allows the engine to operate at max performance level without the additional engine stress needed to control NOx with EGR alone. We are seeing excellent results in our customer field test units."

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The infrastructure to efficiently distribute Diesel Exhaust Fluid in the U.S. is rapidly being established. DEF will be available through all 176 Hino dealers. In addition, a coalition of industries – including truck manufacturers, truck stops, retail fueling stations, fuel distributors and DEF producers will have established bulk DEF filling stations across North America. Therefore, "DEF will be readily available for our customers" continued Ellis, "Because most medium duty trucks come back to a single domicile every night, we do not see the availability or the maintaining of the appropriate level of DEF in the trucks to be an issue" he concluded.

For Hino Trucks, the ability to meet strict emissions and maintain fuel efficiency without compromising driving power and performance is a priority. We created a new web microsite, [www.hinoscr.com](http://www.hinoscr.com) that is dedicated to explaining how Hino has developed industry leading technology to meet or exceed the 2010 guidelines and what that means to Hino owners. We have also created a page that provides answers to the most frequently asked questions about SCR and DEF.

In addition to this informational site, Hino Trucks has scheduled a series of 2011 model year launch events for its dealers beginning the first week in December, 2009. During these launch events our national dealer network will test drive and learn about Hino's new 2011 product strategy and technologies.

**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](http://www.hino.com) or follow us on Facebook, Twitter and YouTube.

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