

# COMPETITIVE COMPARISON



**2011 HINO 268/268A**



**2011 INTERNATIONAL DURASTAR 4300**

## HINO 268/268A vs. INTERNATIONAL DURASTAR 4300

### THE HINO ADVANTAGE – KEEPS YOUR BUSINESS IN MOTION

In 2010, Hino Trucks ranked “Highest in Customer Satisfaction with Conventional Medium Duty Engine, Three Years in a Row.” AND “Highest in Customer Satisfaction with Conventional Medium Duty Trucks.” And the momentum rolls on. The 2011 Hino 268 continues to deliver the best real world advantages in the industry to truck drivers and fleet owners. Hino understands that, in the real world, you need trucks that show up and tackle the job, day in and day out. Trucks that deliver superior performance and create competitive advantages. Trucks that deliver the lowest lifetime costs of ownership in the industry.

Trucks engineered – like the 2011 Hino 268 – to keep your business in motion.

### Key Hino 268 advantages over International:

- Up to 19% better fuel economy
- Many Hino standard features are optional on International DuraStar 4300
- Highest in customer satisfaction ranking
- Stronger frame
- Superior wheel cut angle
- Standard HinoWatch 3-year unlimited mileage 24/7 365-day/year roadside assistance program
- Easy servicing - convenient access points and engine accessibility
- Standard driver information display
- Superior emissions technology
- Higher residual value

Learn more at [WWW.HINO.COM](http://WWW.HINO.COM)

IN THE REAL WORLD

# YOU NEED ADVANTAGES

You live in the real world where trucks take a beating and need to perform at their best every single day. On the road, marketing speak doesn't mean anything. All that matters is whether or not your equipment lives up to its promises. Here are some real advantages the Hino 268 offers over the International DuraStar.

## ■ FRAME STRENGTH

The Hino 268 has a stronger frame than International Durastar: with a greater Resisting Bending Moment – 1,031,900 in.-lb. vs. 665,500 in.-lb. Hino's frame is also more durable with 60% greater strength, meaning the truck is able to carry more weight with less strain on the frame, providing the reliability needed for heavy loads.

## ■ SUPERIOR MANEUVERABILITY

A greater wheel cut improves maneuverability and gives Hino the advantage getting into and out of tight locations.



The maximum wheel cut on the Hino 268 is 55 degrees. The maximum on the International DuraStar 4300 is 50 degrees. The Hino can turn in a smaller diameter, meaning less need for slow

back-and-forth turning on deliveries and less time spent backing up, which is always a safety concern.

*Five degrees may not sound like much, but drivers know that it may be the difference between making that alley delivery in downtown Chicago, or making that turn onto a narrow side street in New York. Maneuverability means getting the job done right, the first time, without a hassle... ADVANTAGE HINO.*

## ■ GREATER FRAME DURABILITY

The Hino 268 powder-coated frame includes extra laser-cut holes to aid body builders and to give Hino a wider variety of loading and body installation options. These mounting points are not included on the International DuraStar 4300 frame.

*Every application is unique and requires a different and sometimes very customized truck body. Extra laser-cut frame holes make it easier, faster and less expensive to put the body you need on your truck... ADVANTAGE HINO.*

## ■ DRIVER COMFORT & SAFETY – Telescoping Steering Wheel

A tilt and telescoping steering wheel is standard on the Hino 268. It's an extra-cost option on the International DuraStar 4300. These features give the Hino 268 superior belly room and easy entry for both large and small drivers.



*You just made your 16<sup>th</sup> delivery of the day, you're tired and it's time to get back into your truck. The last thing you want is to have to wedge yourself into the seat because the steering wheel won't tilt. Hino knows driver comfort is important, so a tilting steering wheel comes standard... ADVANTAGE HINO.*

### ■ DRIVER COMFORT & SAFETY – Storage Space

The Hino 268 has two large enclosed overhead storage compartments to secure contents in the cab. The International DuraStar 4300 overhead storage uses a net that is attached only at the sides to secure contents.

*Having objects fall out of overhead storage while you're driving in heavy traffic is dangerous. Hino keeps your belongings safe and secure in an overhead compartment so you can focus on driving safely... ADVANTAGE HINO.*

### ■ DRIVER COMFORT & SAFETY – Advanced Driver Information Display

The Hino 268 features a standard advanced Driver Information Display showing instant and trip fuel consumption, DPR monitor, operation time (drive vs. idle time), percent/current acceleration and vehicle diagnostic information. This tool is very useful in optimizing truck performance for years of operation and helps with driver retention. The International DuraStar 4300 does not offer a driver information display.



*When you know exactly how your truck is performing in real time you can get the most out of your equipment. An Advanced Driver Information Display means you won't be surprised by a maintenance issue – plus you can see how your driving affects fuel consumption, enabling you to maximize performance... ADVANTAGE HINO.*

### ■ DRIVER COMFORT & SAFETY – Air Conditioning

To help manage driver fatigue, air conditioning is standard on the Hino 268. It is an extra-cost option on the International.

*In August, air conditioning is not an option. Period. When you're uncomfortable in a sweltering cabin, your day drags on and it can be tough to concentrate. Hino makes sure that never happens in a 268... ADVANTAGE HINO.*

### ■ OIL-FILLED HUBS

Oil-filled hubs protect the wheel bearings and reduce maintenance costs and downtime; these are standard on the Hino 268 and keep drivers on the road. This is another extra-cost option on the International DuraStar 4300.



*Why pay extra for essential features engineered to keep operating and maintenance costs down? ADVANTAGE HINO.*

### ■ HEAVIER DUTY SUSPENSION

The Hino 268 features a standard 12,000-lb. front suspension while the International DuraStar 4300 has a standard 8,000-lb front suspension. Hino's 4,000-lb. front suspension advantage provides durability and allows better balanced weight distribution without exceeding capacity at no extra cost to you.



*You need to be able to maximize the capacity of your truck. The more you can haul in one load, the more money you can make. A stronger front suspension lets you evenly distribute the load your truck is carrying so you have better control on that tight turn... ADVANTAGE HINO.*

IN THE REAL WORLD

# YOU NEED ADVANTAGES

## ■ DRIVER COMFORT & SAFETY – Radio & CD Player

Most drivers prefer listening to music, news and weather during the work day and the Hino 268 comes standard with an AM/FM CD stereo. All radios are optional on the International DuraStar 4300.

*Being comfortable and informed about road conditions and weather keeps drivers safe and on time. Drivers that are safe and comfortable stay with you, reducing turnover. That's why we offer a standard AM/FM CD stereo... ADVANTAGE HINO.*

## ■ FUSE BOX

Compare the Hino 268 fuse box to the International DuraStar 4300 fuse box. Exposed wires may lead to eventual electrical problems and expensive downtime.



*The integrity of the electrical system reflects the integrity of the truck itself. Exposed wires are just that – exposed, to moisture and other corrosive elements that can compromise your truck and cost you money... ADVANTAGE HINO.*

## ■ LONGER WHEELBASE

The Hino 268 is available with a 271-inch wheelbase but the longest factory wheelbase offered on the International DuraStar 4300 is only 254 inches. Hino can handle a wider range of bodies and weight distributions to satisfy more customers.



*Medium duty trucks are used in many different types of applications. A wider range of wheelbase options means Hino has a truck to fit your application... ADVANTAGE HINO.*

## ■ OVERHEAD STORAGE

The Hino 268 has two large enclosed overhead storage compartments to secure contents in the cab. The International DuraStar 4300 overhead storage uses a net that is attached only at the sides to secure contents.



*Not having a place to put personal belongings is not only inconvenient; it can also be unsafe to have loose items rolling around the cab... ADVANTAGE HINO.*

■ **DRIVER COMFORT & SAFETY – Stair Step**

The Hino 268 has a safer and wider 8-inch stair step style footing for entering the cab. The Durastar has a narrow 5-inch ladder style step.

*For professional drivers, their truck is their office. So which would you rather do: step safely into your office, or climb narrower ladder-like steps?  
... ADVANTAGE HINO.*



## ▶ SCR VS. MASSIVE EGR

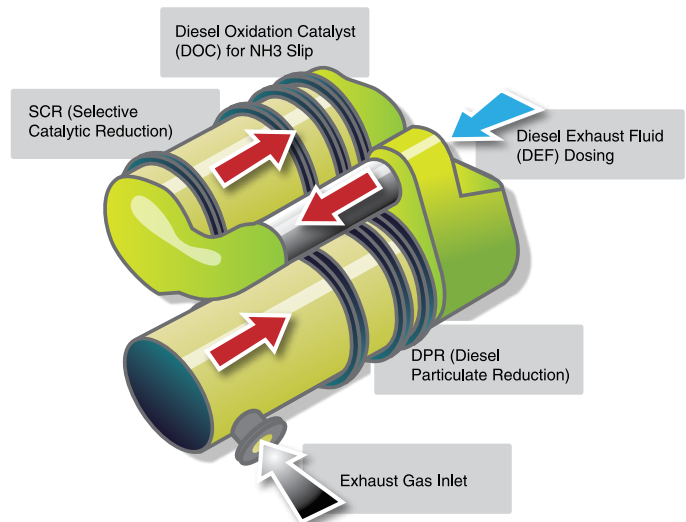
Hino Trucks' clean burning proprietary emissions solution is the only solution that meets the EPA 2010 standard for conventional medium duty trucks without buying credits. This is a critical issue. Truck and engine manufacturers all over the world are faced with the challenge of meeting dramatically tougher EPA10 emission requirements. Hino trucks use a technology called Selective Catalytic Reduction (SCR). SCR has been in use in Europe for years and is a proven, safe and reliable technology. Hino Trucks has taken SCR one step further to deliver a truck and engine combination that gets incredible fuel economy while still achieving great reliability and cost savings.

International, however, relies on a different technology that involves using "massive" Exhaust Gas Recirculation (EGR) to try to meet EPA10 emissions requirements.

■ **EFFICIENCY & YOUR BOTTOM LINE**

Increasing the amount of exhaust gas recirculated through the International MaxxForce engine lowers the combustion temperature in order to try to reduce NOx emissions. The lower exhaust temperatures, however, also result in less efficient combustion that creates more particulate matter and burns more fuel.

*Fuel economy affects your bottom line. Diesel prices are high and maintenance is expensive. Running a fleet of trucks with better fuel economy is a must. Hino's SCR solution enables better fuel economy and less DPF maintenance...saving you money  
... ADVANTAGE HINO.*



**SCR works by spraying DEF into exhaust gases creating a chemical reaction that reduces NOx.**

IN THE REAL WORLD

# YOU NEED A HINO



HINO 268

Hino's neatly packaged SCR system.

## ■ FACT VS. FICTION

It is a myth that Massive EGR is a simpler system than SCR. International's new EGR system adds an additional turbocharger, an additional large and complex air management system and a new radiator that is 30% larger than the previous version. The larger cooling system is required since massive EGR creates much higher operating temperatures compounding stress on engine components.

*Simplicity means using a system that the industry is familiar with. Simplicity means using a system that won't surprise you. Excessive heat means more wear and tear on engine components – a hidden cost that could have a dramatic impact on each truck's total lifetime cost of ownership, not to mention resale value... ADVANTAGE HINO.*

## ■ SCR – The Long Term Solution

EGR is not a long-term solution to achieving the stringent EPA emissions standards. Hino's proprietary emissions solution meets the EPA10 specification without credits, and it provides Hino with a solid path to further improve emissions.

*International customers could be faced with needing to buy trucks with a different emission system down the road. EGR is a short-term solution. With SCR you can be confident that your employees and maintenance personnel are familiar with the long-term solution to EPA emissions... ADVANTAGE HINO.*

## ■ THE PLANET DOESN'T TAKE CREDITS

SCR is the only technology that actually meets the EPA10 requirement of 0.2 NOx g/hp-hr. International must purchase credits to close the gap between their emissions performance and the EPA10 standard.

*The planet doesn't take credits. Hino is as committed to the environment and clean air as our customers are. Hino Trucks are among the cleanest commercial trucks on the road. Buying Hino Trucks shows your commitment to cleaner air... ADVANTAGE HINO.*

SCR is the cleanest emissions technology and meets the EPA10 standard without credits.

SCR does not sacrifice fuel economy.

SCR is backed up by 30 years of worldwide industry development and is proven to be reliable over the life of the vehicle.

SCR will not affect engine wear and will preserve the truck's resale value.

SCR	SCR / Massive EGR Comparison	Massive EGR
Yes	EPA Compliant at 0.2 NOx g/hp-hr	No
Yes	Improves Fuel Efficiency	No
Yes	Reduces Operating Cost	No
Yes	DEF Required	No
Yes	Clean Chassis Option	Yes
Yes	Maintains / Increases Power Density (horsepower per liter displacement)	No
Yes	Proven Technology	No

# ▶ EGR + HEAT = HIDDEN COSTS

By utilizing massive EGR technology to try to meet EPA10 standards, the International MaxxForce 7 engine is forced to run hotter. Excessive heat, in turn, can cause premature wear and tear on critical engine components. Here are some of the MaxxForce engine components that may be at higher risk:

Service Item	Cost of Part	Cost of Labor	Total Cost
Oil Change (Interval may decrease)	-	-	\$185.67
Turbo Replacement (2x)	\$4,000.00	\$660.00	\$4,660.00
Charge Air Cooler	\$675.00	\$321.13	\$996.13
DPF (maintenance may increase due to increased soot production)	\$2,466.67	\$151.50	\$2,618.17
Water Pump	\$150.00	\$460.00	\$610.00

Note: All costs should be read as "up to" the amount listed. Results are average estimates collected from several dealer service departments.

**Keeping service and lifetime cost of ownership low is a must for your business. That's why we've designed the 2011 Hino 268 to be easy to maintain and inexpensive to run.**

## ■ ENGINE PROTECTION



Hino's J08E engine is protected by the industry's best standard warranty: 60 months, 250,000 miles, compared to the MaxxForce 7 engine warranty of only 36 month, 150,000 miles.

*When you invest in a new truck, you need to know that your investment will pay off. With an engine backed by the industry's best warranty, you'll have the confidence*

*to keep moving your business forward. Since a warranty is also a measure of how we stand behind our engine, you know the J08E is one of the best... ADVANTAGE HINO.*

## ■ ACCESSIBLE ENGINE COMPARTMENT

The Hino 268 engine compartment is easy to access, given of its low position in the chassis and its forward location.

*When a mechanic opens the hood of a Hino 268, critical engine components are unobstructed and easy to find. By making sure the J08E engine is not tucked under the cowl, repair times are faster and maintenance costs are reduced... ADVANTAGE HINO.*

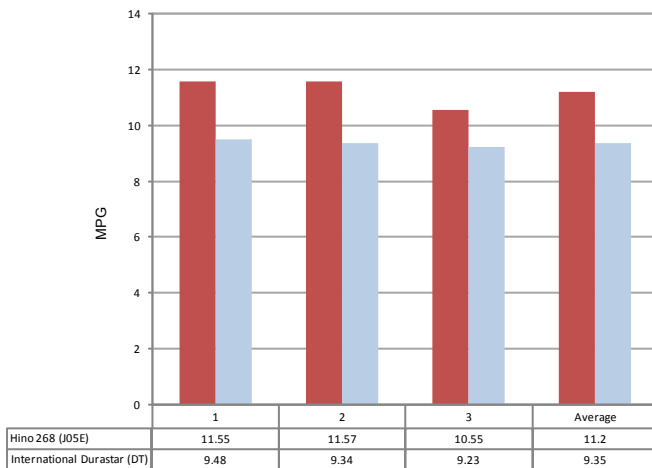


IN THE REAL WORLD

# YOU NEED A HINO

## ■ HIGHER FUEL ECONOMY

In a head-to-head independent SAE III fuel economy test conducted by DWS Fleet Management Services, the 2011MY Hino 268 achieved up to 19% better fuel economy than a comparably equipped 2011MY International 4300.



*With fluctuations in fuel prices, the best way to keep your operating costs down is to have a truck that gets industry leading fuel economy...ADVANTAGE HINO.*

## ■ SIMPLICITY & EASY MAINTENANCE

International uses a multiplexed electrical system, which can require dealer service for simple maintenance. Hino uses a conventional electrical system.

*Simple systems are easy and less costly to repair. When you have a problem with your truck's electrical system, you need to minimize downtime and get it back on the road fast. Hino's straight forward electrical system keeps you moving... ADVANTAGE HINO.*

## ■ GREATER RESALE VALUE

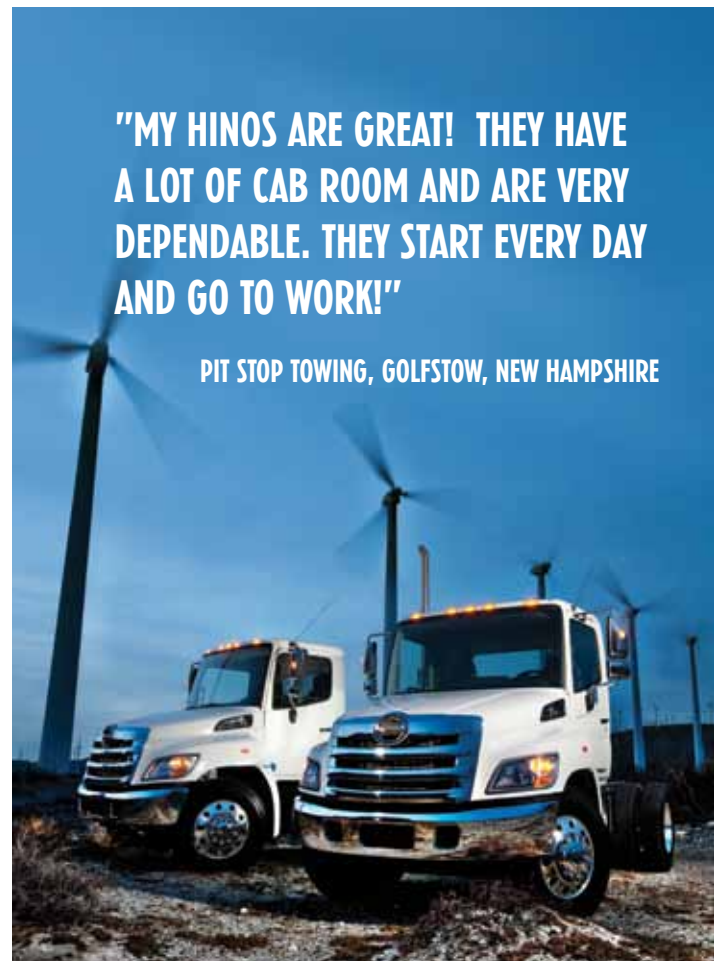
On average the Hino 268 commands a resale value of \$1,000 more than the International Durastar.\* Resale value is an important indicator of a truck's overall value and quality.

*A higher resale value means you have a quality truck that provides more long-term value to your business... ADVANTAGE HINO.*

\*Based on Black Book analysis compiled Jan. 2011

**"MY HINOS ARE GREAT! THEY HAVE A LOT OF CAB ROOM AND ARE VERY DEPENDABLE. THEY START EVERY DAY AND GO TO WORK!"**

**PIT STOP TOWING, GOLFSTOW, NEW HAMPSHIRE**





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Specifications	2011 Hino 268/268A 4x2 Conventional Regular Cab		2011 International DuraStar 4300 4x2 Conventional Regular Cab	Hino Advantage
<b>Model</b>	<b>268</b>	<b>268A</b>	<b>4300</b>	
GVWR (lb.)	25,950		25,999	
Final assembly location	Williamstown, West Virginia, USA		Escobedo, Mexico/Springfield, Ohio	✓
<b>FRAME</b>				
Frame type	Straight C Channel		Straight C Channel	
Yield Strength (PSI)	80,000		50,000	✓
Frame Coating	Powder Coat		Paint	✓
Resisting Bending Moment (RBM) (in.- lb.)	1,031,900		665,500	✓
Bolt Type	Huck Bolts		Conventional Bolts	✓
<b>ENGINE</b>				
Engine	Hino J08E-VC 8L Turbo Diesel Inline 6-cylinder		International® MaxxForce™ 7 6.4L Turbo Diesel V8	✓
Fuel Injection Type	Common Rail (HP- 4)		Direct Injection Electro-hydraulic unit injectors	
Max. Horsepower (SAE net @ rpm)	220 @ 2500		220 @ 2600	✓
Max. Torque (lb.-ft. @ rpm)	520 @ 1500		560 @ 1400	
Oil Change Interval	16.2 quarts / 15,000 miles		20 quarts / 10,000 miles / 350 hours / 1,000 gallons of fuel	✓
<b>ELECTRICAL</b>				
Alternator	12V, 130 Amp		110 Amp	✓
Batteries	2 @ 600 CCA		2 @ 600 CCA	
<b>STEERING</b>				
Steering system	TRW hydraulic recirculating ball, with hydraulic booster, integral type		TRW, Sheppard	
Steering wheel adjustability	Standard tilt and telescopic		Standard stationary (tilt/telescoping feature is an option)	✓
Wheel cut (degrees)	55°		50°	✓
<b>AXLES/SUSPENSION</b>				
Front Axle	Meritor MFS-10 series reversed Elliot I beam (oil lubricated type)		Dana Spicer D800-F I beam	
Standard weight capacity (lb.)	10,000		8,000	✓
Front Suspension	Hendrickson Taper-leaf springs with shock absorbers		Taper-leaf springs with shock absorbers	
Standard weight capacity (lb.)	12,000		8,000	✓
Rear Axle	Meritor RS19-145 series full-floating, single reduction, single-speed by hypoid gears		Dana Spicer, single-speed	
Standard weight capacity (lb.)	19,000		15,500	✓
Rear Suspension	Hendrickson Semi-elliptic main and auxiliary helper spring with shock absorber	Hendrickson Semi-elliptic main and auxiliary helper- air spring	Multi-leaf, (includes 4500-lb. auxiliary spring)	
Standard weight capacity (lb.)	19,000		15,500	✓

Specifications	2011 Hino 268/268A 4x2 Conventional Regular Cab		2011 International DuraStar 4300 4x2 Conventional Regular Cab	Hino Advantage
	268	268A	4300	
<b>Model</b>				
<b>BRAKES</b>				
Front Brakes	Hydraulic discs with ABS	Full air, with ABS and air dryer	Hydraulic discs with ABS	
Rear Brakes	Hydraulic discs with ABS	Full air, with ABS and air dryer	Hydraulic discs with ABS	
<b>EXHAUST</b>				
Exhaust Brake	Std.		Opt.	✓
<b>FUEL TANK</b>				
Standard	52 U.S. gal.		50 U.S. gal.	✓
<b>CAB</b>				
Door opening angle (degrees)	80°		60°	✓
Cab configurations/construction	Std. – regular/steel Opt. – extended/steel and fiberglass		Std. – regular/steel Opt. – extended/steel	
<b>SELECT FEATURES</b>				
Cruise Control	Std.		Std.	
Air Conditioning	Std.		Opt.	✓
Standard radio	AM/FM with CD		All radios are optional	✓
Oil-filled wheel hubs	Std.		Opt.	✓
Std. driver seat/suspension type	Single/coil	Single/air	Part of 3 person bench	✓
Power take-off	Opt.		Opt.	
Advanced Driver Information Display	Std.		Not Available	✓
<b>WARRANTY</b>				
Base Warranty	24 months/unlimited mileage		24 months/unlimited mileage	
Engine Warranty	60 months/250,000 miles		36 months/150,000 miles	✓

**CHOOSE CONFIDENCE.  
CHOOSE HINO TRUCKS.**



# CHOOSE CONFIDENCE

Hino is the fastest growing medium duty truck nameplate in the U.S. Drivers, business owners and industry organizations continue to recognize Hino as a leader in medium duty trucking.



## COMMERCIAL TRUCK OF THE YEAR

In April, the Hino Trucks 268 won the 2010 American Truck Dealers Commercial Truck of the Year award, beating out the Kenworth T370 Diesel-Electric Hybrid, Freightliner Business Class M2 112 Natural Gas, & Peterbilt Model 337.

## CUSTOMER SATISFACTION

Hino Trucks ranks "Highest in Customer Satisfaction with Conventional Medium Duty Engine, Three Years in a Row." AND "Highest in Customer Satisfaction with Conventional Medium Duty Trucks."

## HINOWATCH

24/7/365 assistance with our HinoWatch program gives you peace of mind. We'll help you get back on the road, whether it's simply a dead battery or a more serious problem. HinoWatch comes free-of-charge. Three-year unlimited mileage roadside assistance includes lockout, out of fuel, battery jump-start, information and warranty towing.

## WARRANTY/ROADSIDE ASSISTANCE

Hino Trucks are backed by a two-year bumper-to-bumper unlimited mileage warranty. Hino engines are backed by an incredible 5 year / 250,000 mile industry leading warranty. Hino also has you covered with our pledge of 24/7 roadside assistance. With nearly 200 dealers nationwide, you're never out of our coverage area.

Visit our website to find your local Hino dealer and learn more about the award winning 2011 Hino 268.

# WWW.HINO.COM



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1. Hino received the highest numerical score among conventional medium duty engines and transmissions in the proprietary J.D. Power and Associates 2008-2010 Medium Duty Truck Engine and Transmission Customer Satisfaction Study<sup>SM</sup>. Study based on responses from 1,255 responses measuring 5 manufacturers. Survey was of primary maintainers and owner operators and measures opinions of primary maintainers of two-year-old (by model year) Medium Duty (Class 5, 6, and 7) trucks. Proprietary study results are based on experiences and perceptions of consumer surveyed in June-August 2010. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

2. Hino received the highest numerical score among conventional medium duty trucks in the proprietary J.D. Power and Associates 2010 Medium Duty Truck Engine and Transmission Customer Satisfaction Study<sup>SM</sup>. Study based on responses from 1,258 responses measuring 8 manufacturers. Survey was of primary maintainers and owner operators and measures opinions of primary maintainers of their new Medium Duty (Class 5, 6, and 7) trucks (2009 model year). Proprietary study results are based on experiences and perceptions of consumer surveyed in June-August 2010. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

Note: Specifications, descriptions and illustrative material in this comparison are as accurate as known at the time of publication, but are subject to change without notice. All specifications of the Hino products are with normal manufacturing allowances and tolerances. Hino Motors Sales U.S.A., Inc. reserves the right to alter specifications at any time without previous notice. Some optional items of equipment may require extra time due to the need for their adaption on the product line.