



For Immediate Release

11/30/09

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

HINO TRUCKS CELEBRATES 25 YEARS IN AMERICA

Novi, Michigan – Hino Trucks is proud to announce its 25th anniversary in the United States. Hino entered the U.S. market with a cab-over engine (COE) medium duty truck in 1984, evolving to the current conventional trucks first introduced in the U.S. in 2004.

Established over 90 years ago in Japan and now majority owned by Toyota, Hino is the world's 3rd largest manufacturer of light and medium duty trucks. Today, as Hino celebrates 25 years in America, it has also become the fastest growing medium duty truck OEM in the U.S.A.

In committing to a vision of global leadership in the medium duty truck market, achieved with regional manufacturing of superior performing trucks, Hino Trucks now operates corporate, training, parts and manufacturing facilities in the United States, with a growing number of dealers, now totaling more than 180, span the nation. A heritage of design excellence and advanced engineering is reflected in every Hino truck.

Sumio Fukaya, President of Hino Trucks commented, "Our commitment to continuous improvement and team development is why Hino Trucks is the fastest growing medium-duty truck company in America today. On this special occasion for our company, we also want to express our sincere appreciation to our customers, dealers and employees for their continuing support as partners in our growth."

Looking to the future, Hino Trucks continues to plan for new technologies and models that meet and exceed both environmental and customer needs. 2010 will see the release of new models meeting stringent emissions standards and has already begun the launch planning for a range of hybrid vehicles that will join the American market with fourth generation hybrid technology proved in markets overseas.

-- more --



Page Two

Mr. Fukaya added, "With all my Hino colleagues, I enthusiastically look forward to the next 25 years. We've never been more confident about Hino's viability for sustainable growth and our ability to produce new technology and vehicles that will lead the medium duty market in the years ahead. It is rooted in our mission to serve the current and emerging needs of our customers and we are confident that we will continue to produce the trucks that keep America on the road."

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. With 179 dealers across the country, Hino Trucks is the fastest growing medium duty truck nameplate in the United States. Visit our internet home page at www.hino.com or follow us on Facebook, Twitter and YouTube.

###