



For Immediate Release

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**Hino Trucks Engines Rank Highest in Customer Satisfaction
for a Second Consecutive Year**

Novi, Michigan – Hino Trucks engines rank highest in customer satisfaction for a second consecutive year according to the J.D. Power and Associates 2009 Medium-Duty Truck Engine and Transmission Customer Satisfaction StudySM.

The study measures customer perceptions of 2007 model-year Class 5, 6 and 7 gasoline and diesel engines, and provides manufacturers with a comprehensive and objective measure of customer satisfaction with the products and related dealer service. Four factors are measured to determine overall engine satisfaction. In order of importance, they are: engine warranty; engine quality; engine performance; and cost of engine ownership.

"The J.D. Power and Associates award is the ultimate recognition because it is the voice of the customer of the on-road experience they have had with our product. We are proud to be recognized for back-to-back awards as Hino continues to build on a foundation of quality and value. Our goal of constantly surpassing expectations and striving to be the industry leader is the cornerstone of our business plan, and we are committed to continuing our efforts," noted Glenn Ellis, Vice President of Marketing & Dealers Operations for Hino.

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. In 2011, Hino, the world leader in commercial truck hybrid technology, will introduce its third generation proprietary hybrid system in a newly designed class 4 and 5 cab over specifically designed to meet the needs of the U.S. market.

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The 2009 J.D. Power and Associates study finds that 2007 model-year medium-duty engines have considerably higher fuel economy than 2006 model-year engines did in the 2008 study. The improvement in fuel economy drives an increase in satisfaction with the cost of ownership factor, as well as an improvement in satisfaction with medium-duty engines overall.

According to J.D. Power and Associates, Hino engines continue to perform well across the board, particularly with regard to quality. When compared to the average engine in this market, Hino Trucks engines tend to have fewer engine problems and less downtime. And, with business owners trying to minimize expenses in this tight economy, reducing the cost of ownership - particularly their fuel expense - is top of mind.

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. With over 180 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.

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