

COMPETITIVE COMPARISON

Hino 268/268A vs. Ford F-650



VS.



The Hino Advantage

When comparing the Hino 268 vs. the Ford F-650, you immediately notice Hino Advantages such as better visibility, superior fit and finish, wider door openings and higher standard horsepower. But that's just on the surface. As you explore the differences between the Hino 268 and the Ford F-650 further, you will see that overall Hino has a clear advantage in providing what you need most...the truck that provides low operating cost, high quality, exceptional durability and the reliability you need to get the job done.

We invite you to study the details of this Competitive Comparison and to learn for yourself why Hino is the fastest-growing medium duty truck nameplate in the United States!

Key Hino 268 advantages over Ford F-650:

- Higher in customer satisfaction ranking
- Cab design of the Ford F-650 cab is from their light-duty model
- Many Hino standard features are optional on Ford F-650
- Longer engine warranty and B50 estimate
- Stronger frame
- Higher standard capacity axles and suspension
- Better maneuverability
- Superior driver visibility
- Higher residual value



Specifications	2010 Hino 268/268A 4x2 Conventional Regular Cab		2010 Ford F-650 XLT 4x2 Conventional Regular Cab	Hino Advantage
	268	268A	F-650	
MODEL				
GVWR (lb.)	25,950		26,000	
BBC (in.)	108		113	✓
Final assembly location	Williamstown, West Virginia, USA		Escobedo, Mexico	✓
FRAME				
Frame type	Straight C Channel		Straight C Channel	
Yield Strength (PSI)	80,000		50,000	✓
Resisting Bending Moment (RBM) (in.-lb.)	1,031,900		632,000	✓
WB (in.)/CA (in.)/Turning Diameter curb-to-curb (ft.)	NA		146/71.8/43.0	
	152/84.6/41.9		158/83.8/46.0	
	NA		176/101.7/50.5	
	175/107.6/47.5		182/107.6/52.0	
	187/119.6/50.4		194/119.8/55.0	
	NA		200/125.7/56.5	
	205/137.6/55.2		212/137.6/57.0	
	NA		218/143.9/58.3	
	217/149.6/57.7		224/149.8/59.8	
	NA		230/155.7/61.3	
	235/167.6/62.0		242/167.9/64.2	
	253/185.6/66.4		260/185.6/68.5	
	271/203.6/70.7		NA	✓
	ENGINE			
Std. Engine	Hino J08E 7.7L Turbo Diesel In-line 6-cylinder		Cummins® 6.7L ISB 6.7L Turbo Diesel In-line 6-cylinder	✓
Fuel Injection Type	Direct Injection Radial plunger (HP-4)		Direct Injection high-pressure pump	✓
Max. Horsepower (SAE net @ rpm)	220 @ 2500		200 @ 2400	✓
Max. Torque (lb.-ft. @ rpm)	520 @ 1500		520 @ 1600	
Opt. Engine	-		Cummins® 6.7L ISB 6.7L Turbo Diesel In-line 6-cylinder	
Fuel Injection Type	-		Direct Injection high-pressure pump	
Max. Horsepower (SAE net @ rpm)	-		220-325 @ 2400-2600	
Max. Torque (lb.-ft. @ rpm)	-		560-750 @ 1600-1800	
Oil Capacity/Oil Change Interval	16.2 quarts/15,000 miles		16 quarts/15,000 miles	
STEERING				
Steering system	TRW hydraulic recirculating ball		Ross TAS-40 recirculating ball	
Steering wheel adjustability	Standard tilt and telescopic		Standard tilt	✓
Wheel cut (degrees)	55°		45°	✓

NA = Not Available

Specifications	2010 Hino 268/268A 4x2 Conventional Regular Cab		2010 Ford F-650 XLT 4x2 Conventional Regular Cab	Hino Advantage
TRANSMISSION				
Standard Transmission	Eaton FS5406A 6-speed manual		Allison 2500 RDS/WR 5-speed automatic	✓
Optional Transmission choices	Allison 6-speed auto	Allison 6-speed auto	5-speed manual 6-speed manual	
	-	Eaton 6-speed auto manual	7-speed manual 5-speed auto	✓
	-		6-speed auto	
AXLES/SUSPENSION				
Front Axle	MFS-10 series reversed Elliot, I beam (oil lubricated type)		Spicer D850-F I beam	✓
Standard weight capacity (lb.)	10,000		8,500	✓
Front Suspension	Hendrickson Taper-leaf springs with shock absorbers		Taper-leaf springs with shock absorbers	
Standard weight capacity (lb.)	12,000		8,500	✓
Rear Axle	RS19-145 series full-floating, single reduction, single-speed by hypoid gearings		Dana Spicer, single-speed	
Standard weight capacity (lb.)	19,000		17,500	✓
Rear Suspension	Hendrickson semi-elliptic main and auxiliary 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		18,500	✓
WHEELS				
Wheel type	22.5-inch 10-stud, steel		22.5-inch 10-stud, steel	
Tire size	11R22.5		11R22.5	
BRAKES				
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	✓
EXHAUST				
Exhaust Brake	Std.		Opt.	✓
ELECTRICAL				
Alternator	100 Amp		130 Amp	
Battery	2 @ 600 CCA		2 @ 625 CCA	
FUEL TANK				
Standard	52 U.S. gal.		45 U.S. gal.	✓
CAB				
Cab configurations/construction	Std. - regular/steel		Std. - regular/steel	
	Opt. - extended/steel and fiberglass		Opt. - extended/steel	
			Opt. - crew cab/steel	
Door opening angle (degrees)	80°		70°	✓
WARRANTY				
Base warranty	24 months/unlimited mileage		24 months/unlimited mileage	
Engine warranty	36 months/unlimited mileage		24 months/unlimited mileage (Cummins Engine)	✓

NA = Not Available

Specifications	2010 Hino 268/268A 4x2 Conventional Regular Cab		2010 Ford F-650 XLT 4x2 Conventional Regular Cab	Hino Advantage
SELECT FEATURES				
Std. driver seat/suspension type	Single/coil	Single/air	Non-suspension single	✓
Std. passenger seat type	2-person bench		2-person bench	
Std. seating surfaces	Vinyl		Vinyl	
Cruise Control	Std.		Std.	
Air Conditioning	Std.		Std.	
Heated exterior mirrors	Opt		Opt	
Standard radio	AM/FM with CD		AM/FM with CD	
Oil-filled wheel hubs	Std.		Opt.	✓
Air ride suspension	Opt. - Hendrickson (Select wheelbases)		Opt.	
Power take-off	Opt.		Opt.	
Driver Information Display	Std.		NA	✓

NA = Not Available

Hino 268 advantages over Ford F-650:

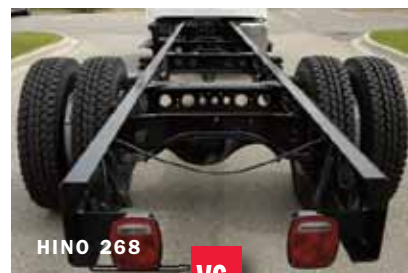
- Nothing reveals a company's confidence in their product better than a lengthy warranty. The Hino 268 engine is warranted for three years/unlimited miles which is a full year longer than the Ford F-650 Cummins engine. A longer warranty is a key buyer motivation to fleet managers who are under constant pressure to contain operating costs



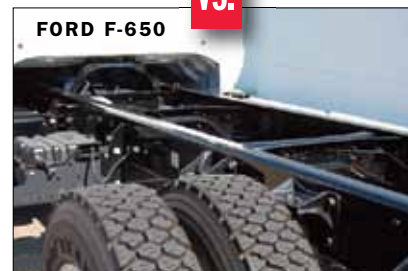
VS.



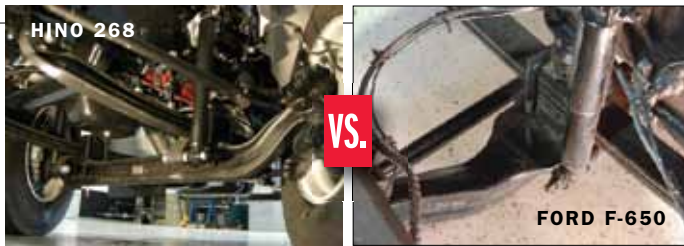
- The Hino 268 has a stronger frame than Ford F-650 with greater yield strength (80,000 psi vs. 50,000 psi) and a greater Resisting Bending Moment



VS.



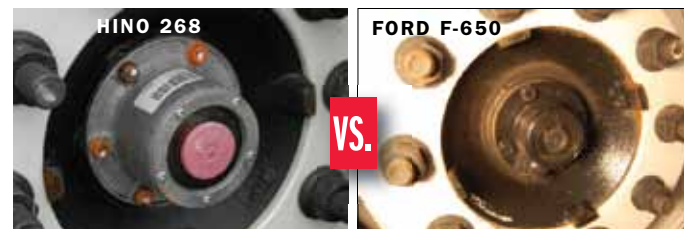
- (1,031,900 in.-lb. vs. 632,000 in.-lb.). Hino's frame is more durable with 38% greater strength, meaning the truck is able to carry more weight with less strain on the frame providing the reliability needed for heavy loads
- Hino 268 has 20 more standard horsepower than Ford F-650 at no extra cost which is important for acceleration performance and preventing excessive engine wear



- The Hino 268 features a standard 12,000-lb. front suspension while the Ford F-650 has a standard 8500-lb. front suspension. Hino's 3,500 pound front suspension advantage provides the durability needed for front-heavy equipment without having to pay over \$500 for an upgraded suspension from Ford that is still under Hino's capacity



- The Hino 268 features a standard 19,000-lb. high capacity rear axle that contributes to Hino's overall durability and provides load carrying flexibility and longer body length options. The Ford F-650 has a standard 17,500-lb. rear axle



- Oil filled hubs protect the wheel bearings and reduce maintenance costs and down time. Oil-filled hubs are a standard feature on Hino 268 and keep drivers on the road. This is an extra-cost option on the Ford F-650

- Hino 268 is available with a 271-inch wheelbase and the longest wheelbase offered on Ford F-650 is 260-inches. Hino can handle a wider range of bodies and weight distributions to satisfy more customers



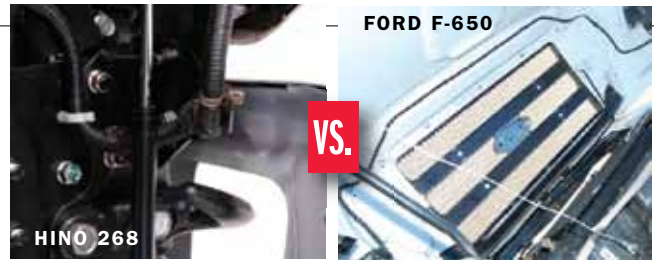
- A greater wheel cut improves maneuverability and gives Hino the advantage getting into and out of tight locations. The maximum wheel cut on Hino 268 is 55 degrees. The maximum on Ford F-650 is 45 degrees. On most comparable CA trucks, the Hino can turn in about a 2-foot smaller diameter, meaning less need for slow back-and-forth turning on deliveries

- The Ford F-650 shares its cab with Ford light-duty pickups such as the F-250 and F-350. This shared cab has a low seating position resulting in a poor driver's line of site of 219 inches. Hino 268 has

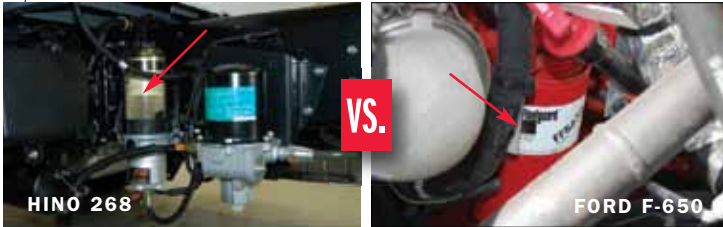


excellent visibility with its large windshield, tall seating position and sloping front hood. It has an impressive forward line of sight of 138 inches, a difference of more than seven feet, which can help reduce accidents!

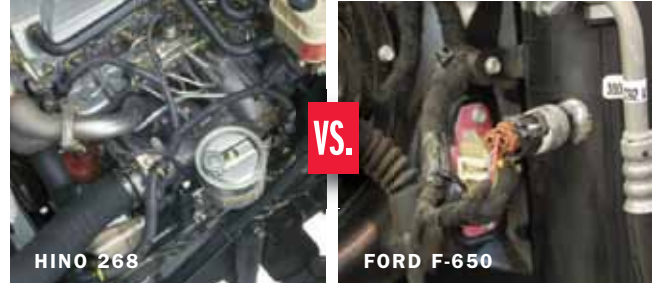
- Hino 268 features a standard 52 gallon fuel tank compared to 45 gallons on the Ford F-650. That can mean up to 70 more miles between fill-ups and less time off the job when you drive a Hino



- A damping strut helps with closing the Hino 268 hood. The Ford F-650 hood makes due with only a torsion bar assist

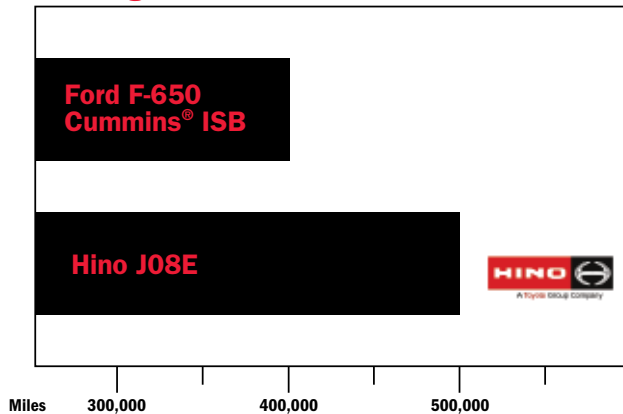


- The Hino 268 fuel filter is easily accessible and transparent to aid in determining service intervals. The Ford F-650 fuel filter is buried under the hood and is not transparent, requiring labor time to visually inspect



- The superior build quality of the Hino 268 can easily be seen in the engine compartment where you'll notice there are no exposed wires which does not hold true for the Ford F-650. Exposed wires may lead to eventual electrical problems and expensive downtime

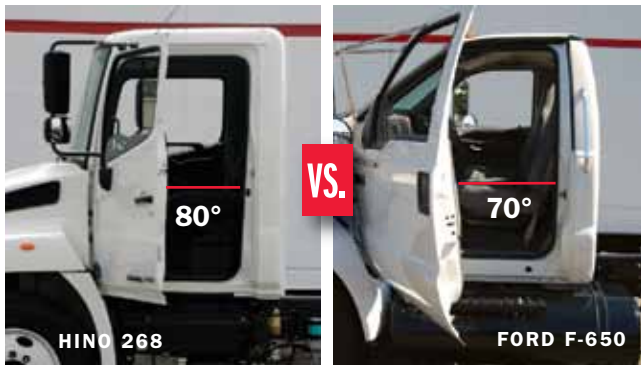
B50 Engine Life



- B50 calculations estimate the expected engine life before a required overhaul. The Hino J08E engine has a B50 life of 500,000 miles, 100,000 miles longer than the Ford F-650 Cummins® ISB engine's B50 life of 400,000 miles



- The Hino 268 heated mirrors wires are routed inside the mirror arms to protect against quality issues and give a professional appearance. The Ford F-650 heated mirrors have exposed wires secured by plastic zip ties which increases the risk for electrical problems



- Getting in and out of a Hino on a busy delivery schedule takes minimal effort. The Hino 268 doors open a full 80 degrees with plenty of room and convenient interior grab handles for clean and easy cab entry/exit. Ford F-650 doors open only 70 degrees limiting access into and out of the cab especially with the non-adjustable steering wheel (standard) and low seating position



- Both trucks have a removable service panel in the floor of their cabs. This service panel can be easily accessed through the Hino's vinyl flooring via a Velcro access. The Ford F-650 flooring does not include such ease of accessibility. To gain the same access, a Ford service technician must first remove some plastic trim pieces before rolling back the vinyl flooring. These extra service steps increase service costs



- The Hino 268 windshield washer fluid is stored in the cab, under the passenger seat where it is protected from outside weather, visible for fluid checks and easily filled without having to access the engine compartment. The washer fluid on the F-650 is inconveniently stored underhood



- Driver comfort and reduced fatigue after long hours on the road come standard with Hino. The Hino 268 features a standard suspension driver seat (coil on 268, air with 268A). The Ford F-650 features a non-suspension driver seat with a suspension driver seat as a \$488 extra-cost option



- Hino 268 features a standard tilt and telescoping steering wheel. The Ford F-650 steering wheel tilts, but does not telescope



- Attention to detail. Compare the parking brakes on both vehicles

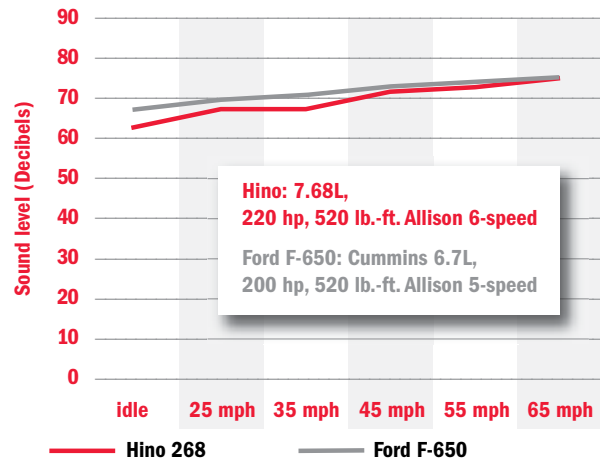


- The Hino 268 features a standard Driver Information Display showing instant and trip fuel consumption, DPR monitor, customizable engine and vehicle maintenance schedules and vehicle diagnostic information. This tool is very useful in optimizing truck performance for years of operation. The Ford F-650 does not offer a driver information display

- A standard exhaust brake switch is conveniently located on the Hino 268 windshield wiper stalk that can be operated while keeping your hands on the wheel. An exhaust brake is optional on Ford F-650 (\$915) and its switch is dashboard mounted and not ergonomically positioned for frequent use



- The Hino 268 has two large enclosed overhead storage compartments to secure contents in the cab. The Ford F-650 cab does not have any overhead storage



- Hino's cab is noticeably quieter than the Ford cab, particularly at idle and low speeds where medium duty trucks get used. A difference of up to 4 db(A) makes the Hino more desirable and functional for communicating while in route

Additional reasons to choose Hino:

- Hino 268 buyers are protected by HinoWatch, a three-year unlimited mileage 24/7 365-day/year roadside assistance program
- Residual value! Used Hino 268's constantly hold a value of \$2,000 higher than Ford F-650's*
- Hino is ranked highest in Customer Satisfaction. Hino Trucks ranked highest in the 2008 J.D. Power and Associates Overall Customer Satisfaction StudySM among conventional medium-duty trucks**
- Hino Trucks are ranked highest in truck engine and transmission customer satisfaction among conventional medium-duty trucks in a 2008 J.D. Power and Associates Study
- Hino is the fastest-growing medium duty truck nameplate in United States



THE BOTTOM LINE:

The Hino 268 is a premium quality truck that is assembled in America at Hino's Williamstown, WV plant. It has many features standard that small and large fleets demand in the medium-duty segment, which are optional or just not available on the Ford F-650. An 80,000 PSI frame, 10,000 lb. front axle, 12,000 lb front suspension, and oil filled hubs are just a few of the standard features that make the Hino 268 a durable long-lasting truck.

*Comparison of 2006-2008 base models with automatic transmission and van body (>22') in Black Book as of August 20, 2009

**Hino received the highest numerical score among conventional medium duty trucks in the proprietary J.D. Power and Associates 2008 Medium Duty Truck Customer Satisfaction StudySM. Study based on responses from 1,525 total responses measuring 9 manufacturers. Survey was of principle 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 consumers surveyed in July and August of 2008. Your experiences may vary. Visit jdpower.com

Note: Comparison information accuracy verified by Hino Trucks and Sandy Corporation as of July 2009.