



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 Repeats Top J.D. Power and Associates Rankings for Customer Satisfaction

NOVI, MI – Hino Trucks is proud to announce two new accolades from J.D. Power and Associates. Hino Trucks ranks highest in customer satisfaction with conventional medium duty engines, four years in a row and Hino Trucks ranks highest in customer satisfaction among conventional medium duty trucks, two years in a row, according to the J.D. Power and Associates 2010 Medium Duty Truck Customer Satisfaction StudySM.

Engine Study

As competition intensifies in the medium-duty truck engine market, quality and reliability remain the most important aspect of overall satisfaction. The Engine Study, now in its fourth year, measured customer perceptions of 2010 model-year Class 5, 6 and 7 trucks equipped with both gasoline and diesel engines by looking at eight distinct factors: engine reliability/dependability; ease of access for service or maintenance; maintaining speed on grades; acceleration when fully loaded; control module (ECM); vibration at idle; engine warranty; and average fuel economy.

Customer Satisfaction Study

The Customer Satisfaction Study, now in its 19th year, measures customer perceptions of 2010 model-year Class 5, 6 and 7 commercial trucks. Within the product index, six factors are used to determine overall satisfaction: engine; warranty; cost of operation; cab and body; ride/handling/braking; and transmission. The study also measures satisfaction with services received from an authorized truck dealer. Six factors comprise the service index: service facility; service quality; service advisor; service initiation; service delivery; and service price.

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Hino Trucks had the highest scores in all ratings factors for both studies. “This kind of accolade provides Hino Trucks valuable, independent feedback as we continue our commitment to exceed our customer’s performance and power expectations,” said Glenn Ellis, Vice President of Marketing for Hino Trucks. “Hino Trucks has built strong owner loyalty and driver satisfaction with a reputation for producing high quality medium duty trucks in the US. We are proud of these achievements and in Hino’s ability to deliver the best product in the industry.”

Hino’s complete 2012MY product line-up of conventional trucks is now approved to use up to B20 biodiesel. Under the hood, the 338 model is powered by Hino’s proprietary six-cylinder 8L J08E-VB and produces 260 hp with 660 lb. ft. of torque. All come standard equipped with Allison’s fully automatic transmissions. Hino has selected the most environmentally friendly technology to meet Environmental Protection Agency (EPA) 2010 emissions regulations — selective catalytic reduction (SCR) - and is the only manufacturer to meet current EPA emissions standards without the use of credits. Our SCR technology provides key benefits to owners as well, increasing fuel economy by 3.5–5%. Innovative engineering combined with the highest level of craftsmanship ensures that each truck offers features such as ease of access, great lines of sight and outstanding maneuverability.

About Hino: Hino Trucks, a Toyota Group Company, assembles, sells, and services Class 4-7 conventional commercial trucks in the United States. The headquarters is located in Novi, Michigan and boasts a network of over 160 dealers nationwide committed to achieving excellence in customer service and support. Hino Trucks is the premier medium duty nameplate in the United States with a product lineup that offers the lowest total cost of ownership, superior fuel economy, industry-leading environmental friendliness, unmatched reliability and maneuverability, and the most comprehensive bundle of standard features in the market. For more information, visit our internet home page at www.hino.com or follow us on Facebook, Twitter and YouTube.

About J.D. Power and Associates: Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, web intelligence and customer satisfaction. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of the McGraw-Hill companies. ###