

**For Immediate Release**

1-1-1-1-1-1

March 17, 2008

**For More Information:**

Glenn Ellis, Vice President,  
Marketing and Dealer Development  
248-648-6417

**HINO TRUCKS ADDS EATON ULTRASHIFT HIGHWAY VALUE**

Hino Trucks, already known for its fuel-efficient medium duty trucks, announced that the 268A and 338 models will offer the new Eaton Ultrashift Highway Value transmission in 2009, improving fuel economy even more. Recent tests conducted by an independent firm in accordance with SAE J1526 Joint TMC/SAE Fuel Consumption In-Service Test Procedure, Type III, measured the UltraShift HV transmission against a conventional automatic transmission and determined that the UltraShift HV transmission delivered fuel economy savings from six percent to 19 percent, depending on the duty cycle.

“Hino trucks have gained a reputation for superior fuel economy and low cost-per-mile operation,” says Nick Vermet, Hino’s senior vice president, Sales, Marketing and Customer Support. “Adding the Eaton Ultrashift to our lineup furthers this position and offers our customers a way to reduce their overall operating cost.”

The Ultrashift HV is a marvel of engineering technology. It delivers its independently confirmed fuel efficiency numbers by allowing the engine to consistently operate in its most fuel efficient portion of the performance curve. Fully automated, it is an ideal transmission for pickup/delivery, service/utility and recovery applications, and is suited to class 6 and 7 trucks to 33,000 pounds GVW, with diesel engines delivering up to 260 horsepower.

Along with great fuel mileage, the Ultrashift HV also features a lubed-for-life design with no scheduled maintenance and no filters to change. It has an automatic hill assist to reduce rollback. It also utilizes electronics modules and shift controls common to other Fuller manual and automated transmissions, allowing service providers to reduce parts inventories.

Fleet representatives and owner/operators hoping to get a look at this new combination will have a chance at this year’s Mid-America Truck Show in Louisville, Ky., March 27-29. Twelve Hino demo trucks have been prepped to tour the United States, and they will be making a stop at the Louisville show.

“In this era of rising fuel prices, finding a way to help save our customers money is huge,” says Glenn Ellis, Vice President, Marketing and Dealer Development of Hino Trucks. “To offer our customers fuel saving of this magnitude is almost unheard of. The fuel savings the UltraShift offers, along with the maneuverability of our Hino trucks, is the perfect combination for an urban pickup/delivery operation.”

Hino Trucks U.S.A. is headquartered in Bloomfield Hills, Mich. The Toyota Group Company is the fastest growing medium duty truck nameplate in North America, and has assembly facilities in Long Beach, Calif., and Williamstown, W.V.

