



Hino's Quality Heritage

Ask Hino owners to describe their ownership experience and you're likely to hear words like "bullet-proof," "dependable," "reliable" and "durable". Over a 21 year history of sales in the United States, Hino has built a reputation for producing high quality medium duty trucks that very quickly establish strong owner loyalty and driver satisfaction.

J.D. Power and Associates has certainly recognized some of these Hino traits. In 2005, Hino ranked "Highest in Customer Satisfaction Among Cab-Over Medium-Duty (COE) Trucks" in the J.D. Power and Associates 2005 Medium Duty Truck Customer Satisfaction Study. In fact, 2005 is the fourth year in a row Hino has been recognized as the highest truck in that segment.

Hino ranks highest in the cab-over segment for a fourth consecutive year. Hino performs well across all six satisfaction factors, with vehicle quality and cab interior among its greatest competitive strengths.

The J.D. Power and Associates study asks maintainers of 2003 model year Class 5, 6 and 7 trucks about six vehicle design areas including vehicle quality; cab interior; exterior design and styling; transmission; engine; and ride, handling and braking. They then rank each truck brand against other brands in the same segment -- conventional or COE.

Since the new product line of Hino conventionals was sold as 2005 model year vehicles, J.D. Power and Associates will not review those trucks until next year (2007), but it is interesting to note that "vehicle quality and cab interior" are Hino's strongest rankings in the current COE study -- because both of those categories apply to our new conventionals as well.



Is there a correlation between the awards given our past COE designs and today's new product line of conventional trucks? Absolutely!

First, "vehicle quality" isn't just a single product attribute. It's a company mindset that applies to every detail of our engineering, manufacturing and service support efforts.

Building Satisfaction

Therefore, the quality award given our COE is certainly indicative of the quality you can expect in our conventionals. Customer response over the last two years of experience with our new trucks tells us we are right on track to maintain our reputation for building the highest quality trucks in the market.



Hino's New Cab Interior

The other interesting issue is the fact that the COE cab interior noted in the J.D. Powers and Associates award applies in many ways to both Hino's COE and conventional truck designs. In fact, the cab used on the new conventional product line is based on an updated version of the original COE design. In other words, you can expect our high ranking in cab interior satisfaction to only get better with our new trucks. Our cabs are wider and taller than other trucks, offering true 3-man seating for teams and outstanding visibility for the driver. The Hino cab is a great place to spend the day.

The Dealer's Role

Great truck designs that are manufactured to the highest quality standards will get you recognized in the marketplace – but they won't build customer satisfaction without a solid service support system that is delivered by people your customers know and trust. That's why Hino has worked so hard to expand its dealer network and establish an excellent relationship with our dealership owners and their management teams.

A true strength of the US truck market is its network of independently owned sales and service dealerships. Rather than "factory direct" sales, we believe strongly that independent owners who have their own money at risk are the most innovative people in this business. They understand that customer satisfaction is based primarily on personal relationships where dealer principals and truck owners work together to build a mutual loyalty.

In our work to introduce our new line of conventional trucks, one of our primary goals was to build a strong working relationship with our dealers. The principle is simple – dealers who are satisfied with our products and our support will do a better job of selling and supporting our products. In other words-

"Happy Dealers = Happy Customers."

The ATD Survey

We believe that you get what you measure. So we were very interested in working with the American Truck Dealers Association (ATD) to use their annual survey of dealer satisfaction as our key measurement tool to show progress in our dealer relations. The ATD survey is an annual review of dealer attitudes about the OEMs they represent. The 2005 report contains 704 surveys representing 1560 evaluations. Its summary is a comprehensive review of an OEM's effectiveness in the areas of generating franchise value, marketing programs, policy implementation, parts support, hiring good people and producing an overall positive attitude in its relationships with its dealers.

Every report of this type needs some fine print – so here it is. Our idea in publishing these papers is to keep you informed on our progress as a company. The contents are as accurate as possible at the time of publishing. But everything may change if we get a better idea.

As you can see from the charts shown below – Hino has made great progress in our dealer relationships.

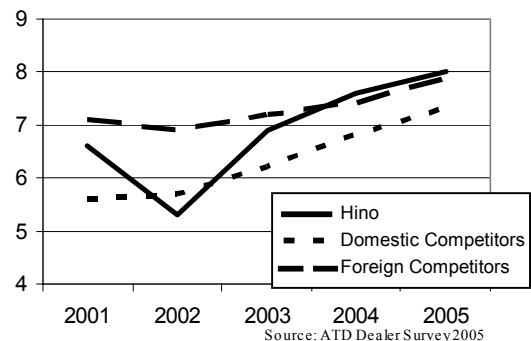
In the 2005 ATD survey, Hino led other medium duty truck producers in categories including:

- The 12 Month Increase in Overall Financial Worth of the Franchise
- Taking Steps to Increase the Franchise Value
- The Overall Value Index
- The Gain in the Overall Attitude Index

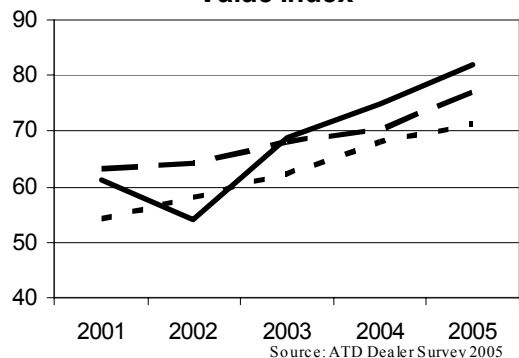
The more important issue, however, is the year-over-year progress made in each category.

These charts are another indicator of Hino's strong growth in the medium duty market.

Overall Satisfaction With This Franchise



Value Index



These gains are the result of a lot of hard work. At Hino, we have concentrated on increasing our number of dealers, building our field coverage and enhancing the expertise of our staff. Our dealers have concentrated on educating their technicians and building their parts inventories to support the new trucks. The combined efforts result in a great support system for a great truck.

**To find your Hino Dealer go to
www.hino.com**