



For Immediate Release

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For More Information:

Dominik Beckman
Director Marketing and Dealer Operations
Hino Motors Sales U.S.A., Inc.
248-699-9300

**SHIGEHIRO MATSUOKA APPOINTED
PRESIDENT AND CEO OF HINO NORTH AMERICA**

NOVI, MI – Hino Trucks announced Shigehiro Matsuoka was appointed President & Chief Executive Officer of Hino North America effective February 1, 2019. Mr. Matsuoka succeeds Yoshinori Noguchi who will step down after a record-breaking tenure as President and CEO of North American's premier medium and heavy duty truck manufacturer. Mr. Noguchi will remain fully engaged as an Executive Advisor through March to ensure a smooth transition.

Under Mr. Noguchi's leadership for the past six years, Hino has had six consecutive record years of truck and parts sales, grew its dealer base by nearly 20 percent, launched its Connected Vehicle Strategy and Certified Ultimate dealer program, built a state of the art corporate office in Novi, MI and purchased a new manufacturing facility in Mineral Wells, WV. "On behalf of the entire dealer network, we would like to thank Mr. Noguchi for his leadership and action over the past six years," commented Tim Matheny, President of Matheny Motors and Chairman of Hino Trucks' National Dealer Advisory Council. Through his efforts, Hino has grown to become the most valued franchise in the industry and is now poised for even greater growth with its expanded product offering and dealer base," added Matheny.

Mr. Matsuoka joined Hino in 1981 and has held various overseas assignments in his 38-year career with Hino. Most recently, he was responsible for total support strategy and technical solutions, aftersales service, parts operations, and global production and parts logistics divisions for Hino Motors Limited.



“This is an important time of transformation for Hino as we expand into the Class 8 market, advance our connected vehicle strategy, elevate customer ownership experience and build on Hino’s presence in the U.S. market,” said Mr. Matsuoka. “I am honored to have this opportunity to lead the Hino Trucks team and further strengthen our commitment to continuous improvement and widen our range of product offerings.”

An initial focus for Mr. Matsuoka is the launch execution of the new Class 7 and 8 A09 powered Hino XL7 and XL8 series trucks – first introduced in Spring 2018 – nearly ready to enter mass production at Hino Trucks newly acquired million square foot state-of-the-art facility in Mineral Wells, West Virginia. “We are looking forward to Mr. Matsuoka’s strong leadership in continuing the growth of Hino Trucks which has been predicated on world-class customer experience,” expressed Matheny.

Hino Trucks, a Toyota Group Company, manufactures, sells, and services a lineup of Class 4-8 commercial trucks in the United States. Hino Trucks product lineup offers fully connected vehicles with low total cost of ownership, superior fuel economy, unmatched reliability and maneuverability and the most comprehensive bundle of standard features in the market. Headquartered in Novi, Michigan, Hino has a network of over 240 dealers nationwide committed to achieving excellence in ultimate ownership experience. Learn more about Hino Trucks at <http://www.hino.com> or follow us on [Facebook](#), [Linkedin](#), [Twitter](#) and [YouTube](#).

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