



For Immediate Release

6/3/2020

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

**HINO TRUCKS
ANNOUNCES “ULTIMATE CONFIDENCE” INITIATIVE**

Novi, Michigan – Hino Trucks has acknowledged that the rapidly changing global health emergency is creating uneven economic effects across all industries. In response, Hino is introducing the Ultimate Confidence Initiative meant to strengthen and support our customers’ businesses.

NO PAYMENTS AND NO INTEREST UNTIL JANUARY 2021

Hino Trucks, in conjunction with Toyota Industries Commercial Finance, is offering our customers a No Payment in 2020 option. Subject to credit approval on applications made by August 31, 2020 this financing opportunity is available on all new Hino models.

SERVICE IS ON US IN 2020!

Customers who take advantage of the No Payments and No Interest in 2020 option will also have all of their required maintenance covered in 2020 through December 31st! This exclusive benefit takes ownership value to new heights and removes the worry and cost of servicing a fleet.

HINOCARE – 90 DAY EXTENSION

Our current, complimentary HinoCare planned maintenance program for Hino's cabover lineup (155, 195, M4, M5 models) already helps customers stay on schedule and on budget. Now, customers with this preventive service care program on their current cabover trucks or HinoCare that was purchased for their conventional trucks (258, 268, 338, L6, L7 models), will have a 90-day extension added to the end date of their services. It's just one more way to add continued value and keep these trucks safely on the road longer.



“The COVID-19 situation has resulted in unprecedented financial challenges to our customers’ livelihoods and Hino is pleased to offer positive changes that effect their bottom line,” said Glenn Ellis, Sr. Vice President of Customer Experience. “Our philosophy has always had a strong focus on the customer, and with the launch of the Ultimate Confidence Initiative, our goal is to support our partners even more to get through these challenges.”

Thousands of Hino truck owners have experienced the quality, dependability, and economy of Hino products. With the support of this new initiative, Hino is providing the confidence and purchasing power fleet owners need to maintain operations and expand their fleet.

“This customer-focused financing and service package will provide businesses the momentum they need to weather this storm,” continued Ellis. “We will continue to support our dealers and customers so that when this crisis is over, they are ready for the opportunities ahead.”

For more information about how to take advantage of these new programs, contact any one of over 240 Hino dealers nationwide at <https://www.hino.com/dealers.html>.

Hino Trucks, a Toyota Group Company, assembles, sells, and services a lineup of Class 4-8 diesel commercial trucks in the United States. Hino Trucks is the premier heavy & medium duty nameplate in the United States with a product lineup that 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 230 dealers nationwide committed to achieving excellence in customer service and support. Learn more about Hino Trucks at <http://www.hino.com> or follow us on [Facebook](#), [Twitter](#) and [YouTube](#)

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