

Independent SAE-type test confirms Hino trucks 19.8% advantage in fuel efficiency

THE 2011MY HINO TRUCK MODEL 268 (25,950 lbs. GVW) significantly outperformed a key competitor in fuel efficiency in a recent independent real world test. The Hino averaged more than 19% percent better fuel economy than a comparably equipped 2011MY International Durastar during an independent SAE-type fuel test.

The SAE type III/TMC test was conducted by DWS Fleet Management, an independent testing company with extensive experience in fleet truck analysis and comparisons. The tests reflected real world conditions on Interstate-10 and RT 243 interchange in Ontario, California during mid December, 2010.

The Hino vs. International comparison emphasized the same conditions normal fleet drivers encounter and was developed to produce realistic performance results. The test was not designed to compare how the trucks performed in perfect conditions, but measured fuel efficiency in the kind of driving fleet driver encounter every day. For consistency and accuracy, five different tests were conducted on an 86-mile urban and highway route that included traffic, traffic lights, and even and uneven road surfaces, with all trucks driven by seasoned fleet drivers.

These test results confirm that Hino Trucks

is leading the way in fuel efficiency and provides the lowest cost-per-mile performance for medium duty trucks," said Glenn Ellis, Vice President of Marketing and Dealer Operations. "Fuel efficiency is important for our environment, our economy and gives our customers an advantage to their bottom line.

Hino Trucks clean burning proprietary emissions solution, Selective Catalytic Reduction (SCR), is the only solution that meets the EPA 2010 requirement for conventional medium duty trucks without the use of emission credits. Hino Trucks has taken SCR one step further to deliver a truck and engine combination that achieves superior fuel economy without compromising product reliability.

Fuel efficiency is just one part of Hino's cost-per-mile advantage. "We know fleet managers are looking very closely at fuel costs these days," said Ellis, "but Hino's value story goes much deeper than the fuel pump. Hino trucks have a worldwide reputation for product quality, durability and reliability, which translates into less time in the shop and more time on the road. Fuel efficiency and reliability are important contributors to



the Hino Advantage -- delivering trucks with outstanding overall value to our customers." Customers do not have to trade a premium driving experience for efficiency. For the second time in the past three years, Hino Trucks has taken a clean sweep of the Medium Duty J.D. Power and Associates awards. An unprecedented three-peat for the Medium Duty Truck Engine Customer Satisfaction Study, as well as the top ranking in this year's Medium Duty Truck Customer Satisfaction Study. The power of four trophies steadies Hino as the premier brand in the medium duty truck market. ✨

The Hino 195h Hybrid makes its debut in Canada!

HINO MOTORS CANADA, LTD. introduced its new 2012 Hino 195h Hybrid Class 5 truck chassis to Canada at the ExpoCam truck show in Montreal in April. The 195h Hybrid truck was previously unveiled at the NTEA show in Indianapolis last

month where it received rave reviews.

The Hino 195h utilizes advanced diesel-electric hybrid technology and Hino's proven Selective Catalytic Reduction System to achieve major improvements in both fuel economy and engine exhaust emissions. The truck fully meets EPA2010 emission regulations, the most stringent in the world.

According to Eric Smith, Vice President of Sales for HMC, "The Hino 195h hybrid will be the first of its kind for the Class 5 truck market in North America. It will be ideally suited to pick-up and delivery applications where low average

speed allows the hybrid system to develop large efficiency gains." According to HMC, the hybrid is expected to arrive starting in December.

New Diesel-Powered COE

The newly designed cab and chassis will also be available in a Class 4 and Class 5 diesel engine only configuration starting September. All models are powered by Hino's J05E Series engine producing 210hp and 440 lbs.-ft. of torque. The transmission is Aisin's 6-speed fully automatic A465. Driver comfort is enhanced with a unique magnetic suspension seat in a cab designed to accommodate drivers up to 6'6" tall. The Class 4 truck will be rated at 14,500lbs GVW while the larger Class 5 truck will be rated at 19,500lbs GVW. ✨

