



**For Immediate Release**

1/4/11

**For More Information:**  
Glenn Ellis, Vice President  
Marketing and Dealer Operations  
Hino Motors Sales U.S.A., Inc.  
248-699-9300

**HINO TRUCKS ENGINES RANK HIGHEST IN  
CUSTOMER SATISFACTION AMONG CONVENTIONAL MEDIUM DUTY TRUCK OWNERS  
FOR A THIRD CONSECUTIVE YEAR**

Novi, Michigan – Hino Trucks engines rank highest in customer satisfaction among conventional medium duty truck owners for an unprecedented third year in a row according to the J.D. Power and Associates 2010 U.S. Medium Duty Truck Engine and Transmission Customer Satisfaction Study<sup>SM</sup>.

The study, now in its third year, measures customer perceptions of 2009 model year Class 5, 6 and 7 gasoline and diesel engines, and provides manufacturers with a comprehensive and objective measure of customer satisfaction with the products and related dealer service. Eight factors are measured to determine overall engine satisfaction and include: engine reliability and dependability; accessibility to components for service/maintenance; engine warranty; engine control module (ECM); maintaining speeds on grades; average fuel economy; vibration at idle; and acceleration when fully loaded.

“Hino Trucks’ heritage of design excellence and advanced engineering is reflected in every truck. The fact that Hino’s proprietary engine has received this award for each of the three years the award has been given is a tremendous accomplishment,” noted Glenn Ellis, Vice President of Marketing & Dealers Operations for Hino Trucks. “As the emission regulations continue to challenge the engine manufactures to produce more efficient, cleaner engines, Hino is proud to meet this challenge and maintain the quality, durability and reliability our customers demand.”



Hino Trucks performed particularly well in engine reliability and dependability, average fuel economy and vibration at idle. “Hino continues to satisfy its owners by focusing its efforts on the most important aspects of customer satisfaction and maintaining high quality in their engines” according to J.D. Power and Associates.

Hino Trucks is poised to become the premier brand in the medium duty truck market. In addition to the engine award, Hino Trucks ranks highest among conventional medium duty trucks in the 2010 J.D. Power and Associates Medium Duty Truck Customer Satisfaction Study<sup>SM</sup>.

Looking to the future, Hino Trucks continues to plan for new technologies and models that meet and exceed both environmental and customer needs. During the 2011 Work Truck Show in Indianapolis, Hino, the world leader in commercial truck hybrid technology, will introduce its next generation proprietary hybrid system in a newly designed class 4 and 5 cab over engine (COE) truck line-up specifically engineered to meet the unique needs of the U.S. market.

**About Hino:** Hino Trucks, a Toyota Group Company, assembles, sells and services class 4-7 commercial trucks in the United States and is headquartered in Novi, Michigan. With over 160 dealers across the country, Hino Trucks is the fastest growing medium duty truck nameplate in the United States. Visit our internet home page at [www.hino.com](http://www.hino.com) or follow us on Facebook, Twitter and You Tube.

**About J.D. Power and Associates:**

Headquarterd in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of the McGraw-Hill companies.

###