





HINO Company's fundamental principles

Corporate Mission

To make the world a better place to live by helping people and goods get where they need to go safely, economically and with environmental responsibility while focusing on sustainable development.



Brand Identity



- 1) “H” of HINO**
- 2) Fusion of the company’s challenging energy and expansivity toward future**
- 3) Expanding strong power from side to side shows dynamism toward future progress**
- 4) Image of arrow shows longstanding desire to pray safety round trip driving**

Hino Motors, Ltd.

Outline of the Company



Company Information

- Undertaking Commercial Vehicle segment in Toyota group**
- No.1 share in sales of Heavy & Medium duty trucks* in Japan for 35 years running** (* Payload 4t and above)

Company Name	Hino Motors, Ltd.
Founded	1910
Established	1942
Paid-in Capital	72.7 bil. Yen
Net Sales	1,368.6 bil. Yen
(consolidated basis)	(Fiscal year ended March 31, 2008)
Number of Employees	24,569
(consolidated basis)	(As of March 31, 2008)
Business Activities	Manufacturing and Sales of Trucks, Buses, Automotive and Industrial Diesel Engines, Vehicle parts, and others.



Main Products 1

Total lineup - Heavy/ Medium/ Light Duty Trucks and Buses

Low-floor Bus



Touring Coach



Heavy-Duty Trucks

HINO 700 series



Medium-Duty Trucks

HINO 500 series



Heavy & Medium-Duty Trucks

HINO 600 series



Light-Duty Trucks

HINO 300 series





Main Products 2

- Top maker of Hybrid commercial vehicles

Cumulative sales

Exceed 5,000 units: Hino brand

Exceed 7,000 units: Including Toyota brand Trucks





Manufacturing / R&D Facilities in Japan

Nitta Plant

Area : 390,000m²

Building : 130,000m²

Products :

Engine for Small/Medium Model

Transmission for Medium/Large Model



HQ, Hino Plant

Area : 430,000m²

Building : 380,000m²

Products :

Large/Medium Size

Trucks, Engine for Large model



Hokkaido- Memuro Proving Ground

Area : 2,050,000m²

Building : 1,000m²



Ibaraki Proving Ground

Area : 910,000m²

Building : 3,000m²



Hamura Plant

Area : 774,000m²

Building : 360,000m²

Products :

OEM for Toyota,

Small Truck

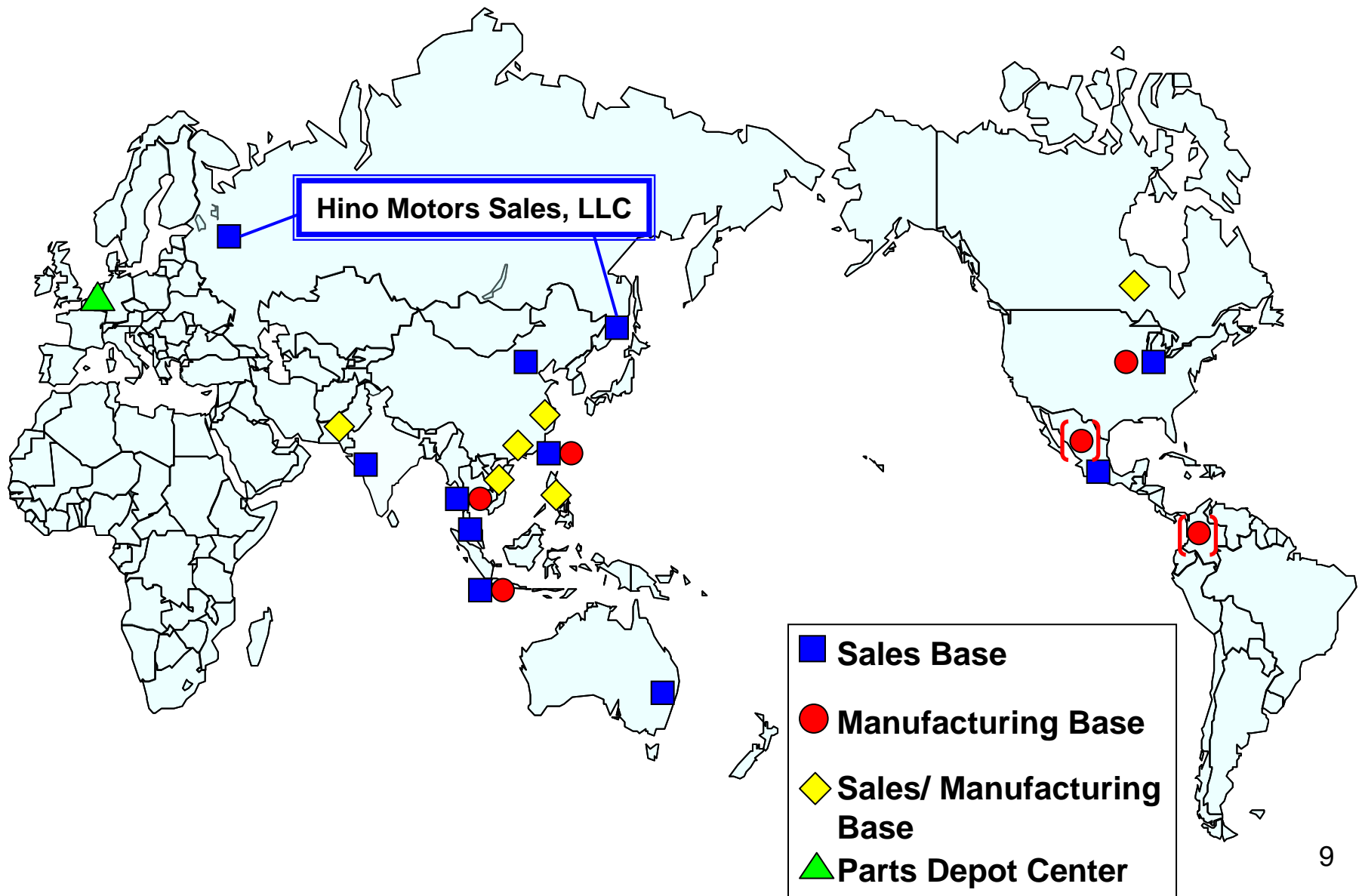
Accelerator for Large

model





Overseas Subsidiaries and Principal Affiliates



Our understanding of world markets

- **Japan, North America, Western Europe**
 - ➔ **Grown Market**
- **Markets of resource-rich countries**
 - ➔ **Hugely expanding**



Russia

- Huge growing market
- Rapid growth of logistics



Advantage of HINO

- **High environmental technologies**
- **Excellent QDR (Quality, Durability, Reliability) products**
- **Reliable service**

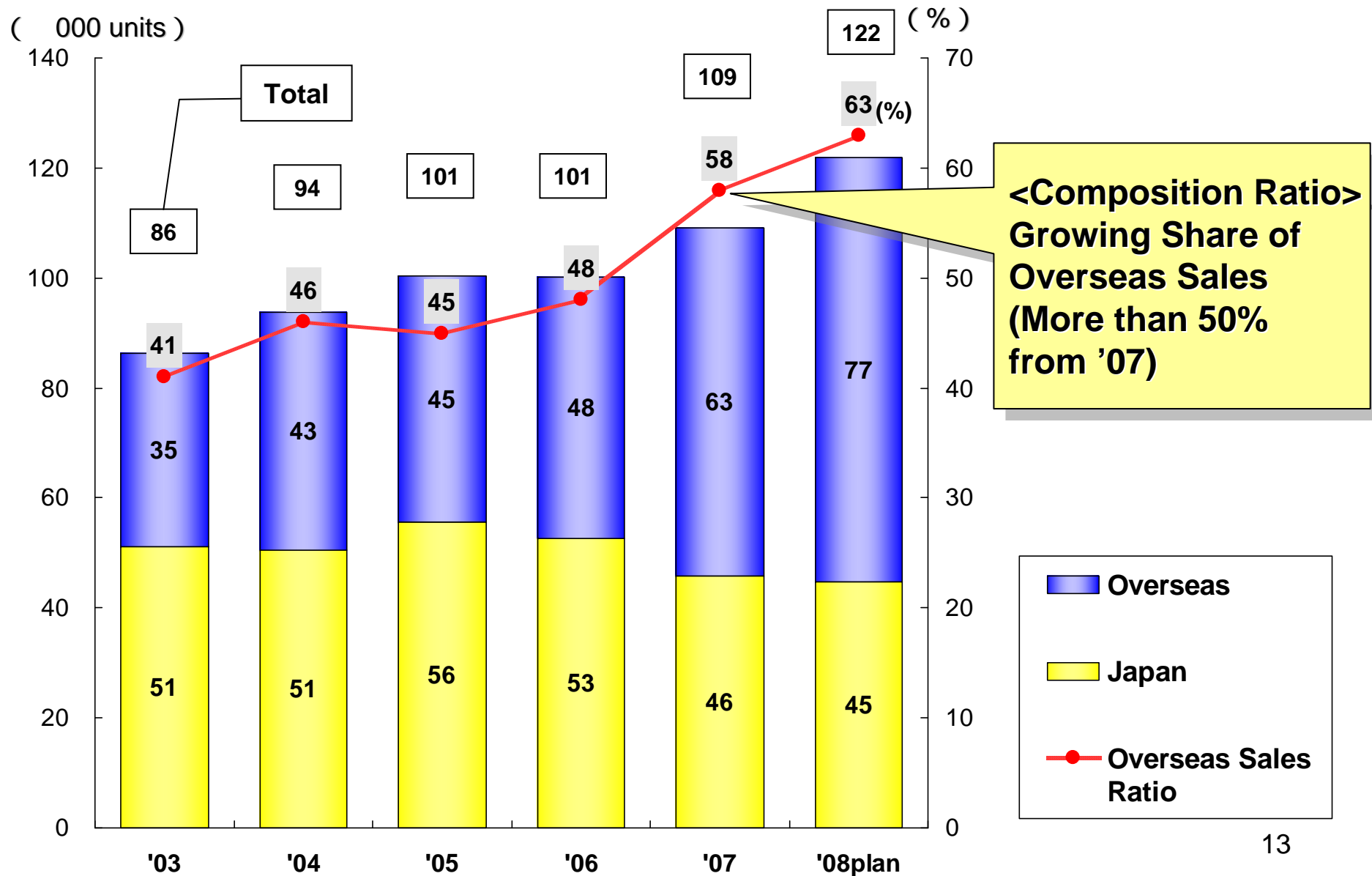


Introduce “best matching vehicles” with Sales & Service network to Russia

Sales Volume



Total Hino Sales (Japan/Overseas Market)





Hino Trucks - Inspiring customs in the world

North America
(City transportation)





Hino Trucks - Inspiring customs in the world

Indonesia

(Mining, Quarrying)





Hino Trucks - Inspiring customs in the world

Middle-East
(Road construction)





Hino Trucks - Inspiring customs in the world

Japan

(Small cargo delivery)





Hino in the Dakar Rally

- Completing the race for 17 years running
- Proof of durability and reliability



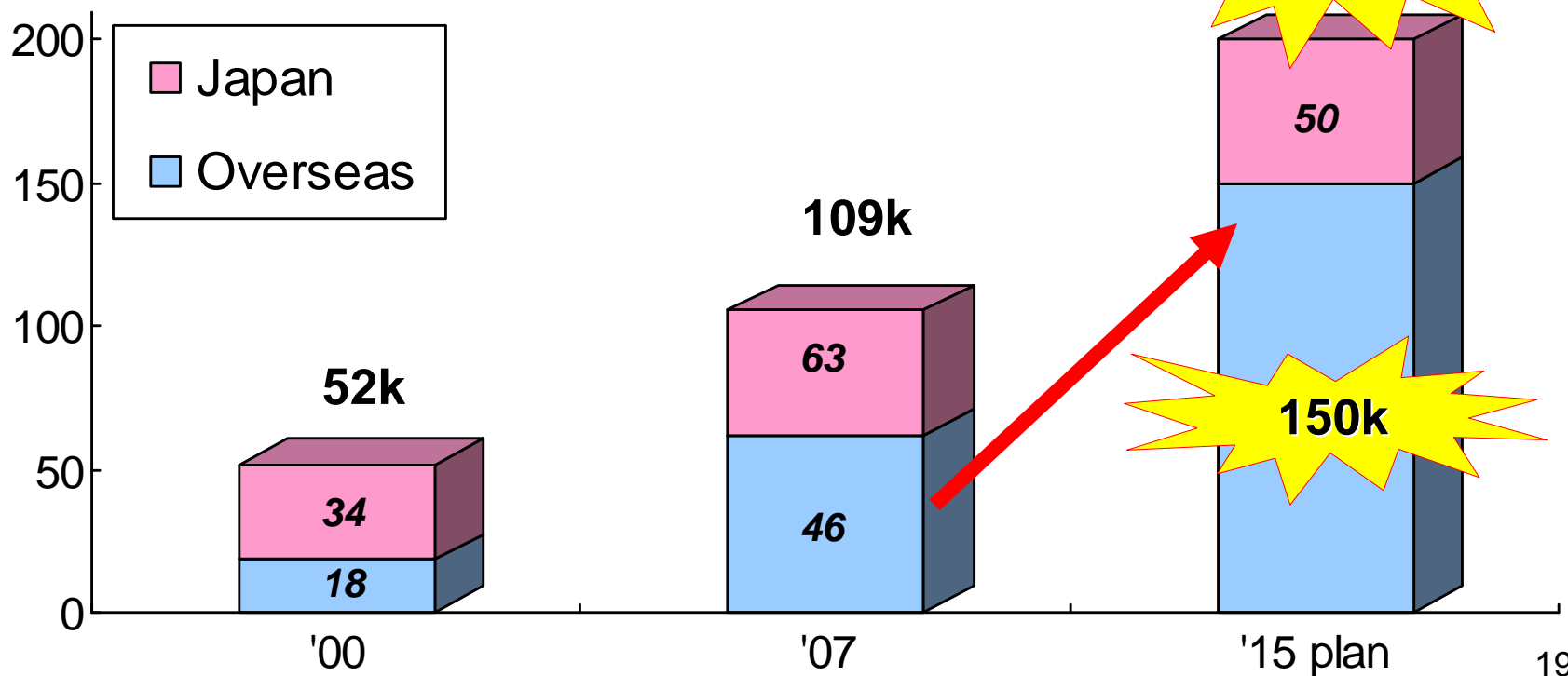


Sales Target

2015: Total Sales Volume 200k units (Overseas 150k)

A world major player in the commercial vehicle segment!

('000 units)



HINO Russia

Outline of the Company



HINO Russia – Company Information

Company Name : Hino Motors Sales, LLC
Established : July, 2008
Paid-in Capital : 90 mil. Russian Roubles
Shareholders : HINO 65%、 Mitsui 35%
Location : Head Quarters - Moscow
Branch - Vladivostok





Concept of our products

Best Specifications for Russian Market

Consideration for the Environment

Dependable Safety

Excellent Durability

High levels of Comfort and Performance



Products – Lineup

Heavy-Duty Trucks 700 series



Light-Duty Trucks 300 series



Medium-Duty Trucks 500 series

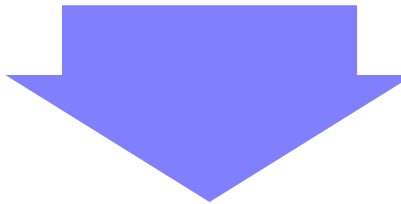




Sales Network – Road Map

1. 1st step: Establish network of Sales & Service
(from 2008) in Eastern Russia (Far East · Siberia · Ural)

2. 2nd step: Establish network of Sales & Service
(from 2009) in Western Russia (Central, Northwest, Volga, South)



Network of 3S dealers all over Russia



Sales Network (Plan)



10% Market share in 5 years !
(Targeted sales volume :15,000units in 2012)

