

# ENTERING THE LIGHT-DUTY TRUCK MARKET



1

The DUTRO features a stylish design with a flash surface for improved aerodynamics.

2

A spectacular debut at the May 20, 1999 launching ceremony

3

The DUTRO is an ideal light-duty truck offered by Hino Motors.

# HINO MOTORS leaps onto a new stage — light-duty trucks.



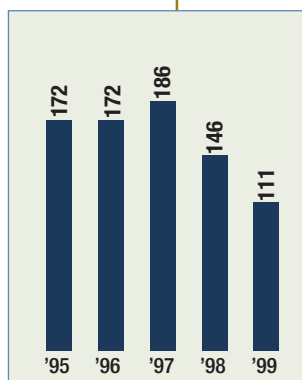
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In May 1999, Hino Motors introduced the new light-duty truck DUTRO, marking the Company's full-fledged entry into the light-duty truck market. The new truck completes our full lineup of heavy-, medium- and light-duty trucks, affirming Hino Motors' reputation as a comprehensive truck manufacturer.

The new light-duty truck, jointly developed with Toyota, crystallizes the strong product development capabilities and technologies of both companies. Based on data from detailed market surveys, development started by taking into account the distribution trends and features that would benefit customers most. As a result, we created an ideal light-duty truck to satisfy future distribution needs while featuring easy operation.

DUTRO is an entirely new concept light-duty truck that embodies the full meaning of economy. Improvements include higher overall vehicle endurance through the employment of a stiff frame and highly durable suspension, enhanced fuel and payload efficiency and diverse engine varieties. As a high-value-added product, DUTRO is expected to receive positive market valuation and develop into a mainstay vehicle for Hino Motors.

Total Domestic Demand for  
Light-Duty Trucks  
(thousand units)



3

