



1

The number of Hino trucks is increasing in the North American market on the strength of the Company's new emblem—a symbol of reliability.

2

The Hino Diesel Trucks (U.S.A.), Inc. headquarters functions as a sales base in the U.S. market.

OVERSEAS MARKETS

During the fiscal year under review, a recovery in our principal export markets of Southeast Asia failed to materialize. Sales of trucks and buses in Southeast Asia plummeted from slightly more than 9,500 units in the previous term to nearly 400 in the term under review—only 1.8% of the 22,000 units sold two years prior. In total, exports to Asia dropped 75.1% to 3,672 units. In other primary markets, sales climbed 22.4% to 2,482 units in North America, 16.9% to 2,804 units in Latin America and 14.4% to 2,267 units in Oceania. The scale of these increases was insufficient to cover the recession in Asian markets, however, leading to a 43.7% fall in total overseas sales to 13,768 units.

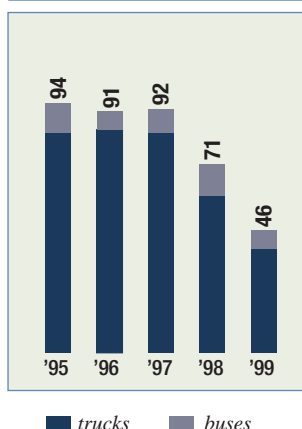
Demand for industrial diesel engines was up 3.8% to 2,180 units, approximately the same as the previous fiscal year. Aggregate sales of overseas original equipment manufacturing (OEM) components and parts supplied to overseas markets declined 33.2% to ¥8,820 million despite a substantial increase in shipments of components and parts for overseas production. As a result, total overseas sales decreased 36.6% to ¥59,213 million.

2

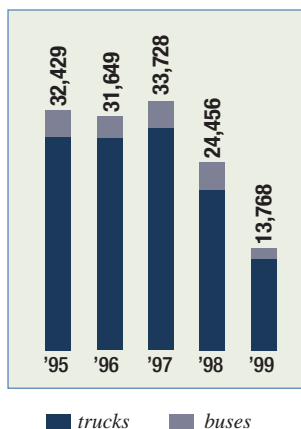


To reorganize overseas businesses, Hino Motors has formulated measures in response to the operating environment of each region. In Asian countries, we implemented measures that include business restructuring to strengthen the foundations of local subsidiaries. With a high ratio of overseas sales in Southeast Asia, the Company is intensifying efforts to reinforce its operating foundation. Against a background of remarkable economic growth in the United States, demand continued to grow in the Americas as a result of efforts to expand sales by boosting product strength. Hino Motors will aggressively introduce competitive products in each market, reinforce its sales structure and stimulate demand to foster primary markets that support overseas business.

Total Export Demand from Japan for Trucks and Buses
(thousand units)



Hino Motors' Sales of Trucks and Buses in Overseas Markets
(units)



Sales in Overseas Markets
(¥ millions)

