

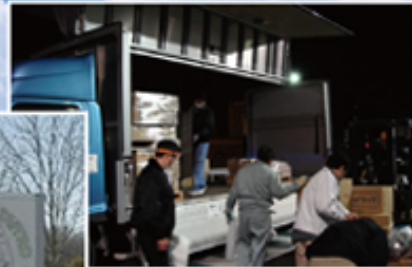


CSR Report Highlight

The Great East Japan Earthquake Relief Efforts Fulfilling the Mission of a Commercial Vehicle Manufacturer

The Great East Japan Earthquake that occurred on March 11, 2011, resulted in tragic human loss and large-scale devastation.

As the country faces an unprecedented crisis, Hino Motors recognizes its social responsibility as a manufacturer of commercial trucks and buses to provide customers with vehicles that can be put to work. In response, the Company has been striving to return its operations to normal to contribute toward the rebuilding of disaster areas and the recovery of Japan's economy.



To assist in rebuilding, the supply of trucks—such as dump trucks for rubble removal and construction, concrete pump trucks, mobile crane trucks, garbage trucks, power supply trucks, fire engines, and vehicles to transport and sell food—is essential. However, the supply of parts was disrupted by the earthquake, and the Company was forced to suspend truck production. Hino Motors worked tirelessly to resolve supply-related issues and restarted production as quickly as possible; normal operations resumed by the beginning of June 2011. The Company also worked with its dealers located in the disaster areas, where many vehicles required repairs owing to the earthquake and tsunamis, to set up a repair service system to meet the needs of local customers.

At the end of May, Hino Motors received a letter from the Ministry of the Economy, Trade and Industry of Japan expressing appreciation for the Company's cooperation and contributions in dealing with the earthquake disaster.

1. Damage to operations caused by the earthquake

The earthquake damaged sections of Hino Motors' dealer subsidiary offices, namely Aomori Hino Motor Ltd., Iwate Hino Motor Ltd., Miyagi Hino Motor Ltd., and Fukushima Hino Motor Ltd. The factory of Fukushima Steel Work Co., Ltd., a supplier subsidiary, also sustained damage. Hino Motors provided assistance in repairing equipment and facilities at all of these companies; with the exception of a few subsidiary offices, they returned to normal operations at the beginning of April 2011.



Damage sustained at Miyagi Hino Motor Ltd.



Damage sustained at Fukushima Steel Work Co., Ltd.

2. Response to the earthquake and recovery efforts

Immediately following the earthquake, Hino Motors set up an emergency headquarters and instructed all employees to return to their homes. Those unable to do so were provided with company cafeterias and available dormitory rooms for use. On the following day, March 12, the Company established regional emergency headquarters in areas affected by the disaster to provide support for its suppliers and dealers, and facilitate cooperation between all companies involved to quickly gather information and take necessary measures.

On March 23, a special edition of the company newsletter was issued to all employees with a message from president Yoshio Shirai outlining company-wide efforts to address the crisis and provide support to disaster areas. Hino Motors Group companies also carried out activities to help disaster-affected areas. Donations were received from overseas subsidiaries along with messages of support for Japan from employees of a subsidiary in Mexico and school children living in the areas of the Company's U.S. subsidiaries.

3. Activities to support disaster areas

Over 3,000 volunteer slots were filled for full time or assignment work at Hino Motors' dealers, suppliers and business partners in northern Japan where the earthquake struck. Group companies have been dedicated to clearing large amounts of rubble and removing mud and sludge from parts factories and offices, while working to provide humanitarian assistance and resume business operations as soon as possible. Hino Motors has also dispatched highly skilled mechanics from other prefectures in Japan to assist with any vehicle repairs required by dealers in the disaster-stricken areas.



Clearing rubble



Resuming manufacturing at Fukushima Steel Work



Cleaning mud inside an office

Monetary donations

Toward the recovery of areas affected by the earthquake, 81 companies of the Hino Motors Group, comprising suppliers and dealers in Japan and local subsidiaries and distributors overseas, donated a total of ¥130 million (approx. US\$1.6 million) to the Japanese Red Cross Society and the Central Community Chest of Japan. Hino Motors, Ltd., contributed ¥30 million (approx. US\$370,000) to the total amount.

Provision of trucks free of charge to facilitate transport

To help assist the rebuilding of disaster areas, Hino Motors donated 43 trucks to the Japanese government. The Company provides 50 Hino Dutro light-duty trucks to municipal governments in disaster-affected areas in Iwate, Miyagi, and Fukushima prefectures for one year free of charge (excluding fuel expenses).



A letter from the Japanese government thanking the Company for its efforts in response to the disaster



Deployment of the “Dr. Dutro”

To assist people experiencing vehicle breakdowns while transporting relief supplies to disaster areas, Hino Motors dispatched skilled mechanics via its Dr. Dutro light-duty truck to carry out emergency repair work on the Tohoku Expressway around the Nasu Highlands service area in the Tohoku region. The emergency repair service was not only offered for Hino brand trucks, but to a wide array of vehicles in need of repairs.



The Dr. Dutro was deployed at a service area on the Tohoku Expressway



Company employees load up relief supplies

Provision of essential relief supplies

In cooperation with dealers and suppliers over Japan, Hino Motors provided relief supplies such as food and water to its Group companies affected by the disaster as well as nearby residents. Employees transported relief supplies worth a total of ¥55 million (approx. US\$676,900) to companies in the disaster areas, particularly Hino Motors' supplier, Fukushima Steel Work Co., Ltd., and its dealers, Iwate Hino Motor Ltd., Miyagi Hino Motor Ltd., and Fukushima Hino Motor Ltd. The supplies included 40 tons of food products and water, 16 tons of rice, blankets and other items for keeping warm, and daily necessities such as diapers and batteries.

Community support from a Hino Motors supplier

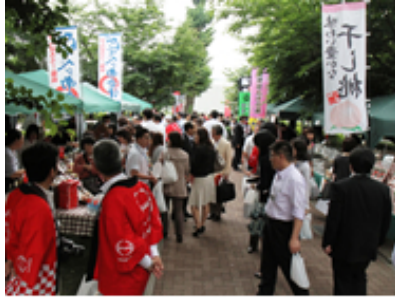
Fukushima Steel Work Co., Ltd., is located in Fukushima City, Fukushima Prefecture, an area affected by the earthquake. As the city's water supply was cut off due to the earthquake, the company began providing well water from its head office to local residents living in the vicinity from the day after the earthquake. It continued to provide as much water as necessary for three days until the water supply was restored, prompting praise from the local newspaper, The Fukushima Minyu Shimbun, in its March 14 edition.



Thank you letter and goods for supplying water received from the neighborhood.

Use of company cafeteria food and food fairs to aid disaster areas

Many farms and food-related companies in the Tohoku and Kanto regions sustained damage by the Great East Japan Earthquake; furthermore, their businesses were negatively affected by rumors and reports that products had been contaminated as a result of the nuclear reactor accident in Fukushima Prefecture. To provide support to these farmers and businesses, Hino Motors started using food products grown in the regions at its employee cafeterias from mid-May, and began holding occasional sales of specialized products from the regions at onsite food fairs from June.



Fukushima food market



Ibaraki food market



Message board

Initiatives to save electricity

In the earthquake's aftermath, Hino Motors has been working to reduce its electricity consumption on a daily basis at its business sites by turning off unused lights, suspending the use of automatic doors and elevators, restricting air conditioning use, and requiring men to wear light, casual clothes in the summer months from May, as part of the government's "Cool Biz" initiative. The Company intends to reduce its standard amount of electricity consumption in the summertime by 15%. Furthermore, in accordance with policies set by the Japan Automobile Manufacturers Association, Hino Motors will conduct operations on Saturday and Sunday instead of Thursday and Friday from July to September, in order to help reduce electricity consumption during peak periods. Weekend child care support services have been established for the duration of initiative.