



## Why Use Hybrids as Commercial Vehicles?



President Yoshio Shirai discusses  
the advantages of adopting  
hybrid commercial vehicles for business



### 1 Looking Back on Hino Motors' Environmental Technologies Featured in the Previous Fiscal Year

Since manufacturing and marketing a bus equipped with the world's first hybrid system in 1991, I believe that Hino Motors has continually led the industry as one of the pioneers in the field. The Company's fiscal 2011 CSR report focused on the advantages of hybrid systems in a special highlight section outlining the acquisition and development of Hino Motors' technological expertise. Moving forward, Hino Motors intends to continue building on its expertise to lead the automobile industry in environmental technologies.

## Special Features of the New Hybrid System

- 1 The clutch is situated between the engine and electric motor, making it possible to run the electric motor independently when driving, thereby significantly improving battery recharging efficiency.
- 2 The system employs a new adaptive control system that learns driving patterns to provide an optimal degree of driving assistance.
- 3 Main components of the system have been made lighter and more compact.
- 4 The engine and transmission have been newly developed especially for the hybrid system.

※ Hino Motors developed this highly effective hybrid system with the goal to improve the fuel efficiency of its hybrid vehicles by 50% relative to diesel vehicles of comparable size and type under urban driving conditions where average vehicle speed is generally low due to frequent starts and stops.

☒ Excerpts from the Fiscal 2011 CSR Report

## 2 In a Magazine Interview, President Shirai Explains the Environmentally Friendly and Economical Advantages of Hybrid Commercial Vehicles



What can Hino Motors—one of leading manufacturers of commercial vehicles—do for customers with its hybrid commercial vehicles? According to company President Yoshio Shirai, "The mission of Hino Motors is to bring joy to a greater number of people by providing trucks and buses which are suitable to each market in the world and which are environmentally friendly." The president offered his views in a magazine interview with Hiroko Kiba, a television presenter and specially assigned professor at Department of Education, Chiba University with a strong interest in energy- and environment-related issues.

The feature presents fuel efficiency data for Hino Dutro Hybrid trucks, derived from driving tests that the Company conducted with customers. The president also discusses how adopting hybrid commercial vehicles can help customers enhance their environmental image and improve operations.

NIKKEI on 19th Jan, 2012.

☒ English translation of the article

## 3 Response from Users

Since their launch in July 2011, Hino Dutro Hybrid trucks have won acclaim for high fuel efficiency achieved through the Company's new hybrid system. According to Japanese government fuel efficiency standards for vehicles with a gross vehicle weight of over 2.5 tons\*, the system achieves fuel usage of up to 12.2 kilometers per liter.

Hino Motors solicits direct feedback from Hino Dutro Hybrid truck customers. The Company strives to reflect their suggestions in the development, design, and manufacturing stages with the aim to satisfy even more customers in the future.

\*The fuel standards are determined by Japan's Ministry of Land, Infrastructure, Transport and Tourism, calculated using simulation methods and based on measurements of engine fuel consumption under conditions and standard specifications set in laws and regulations.



## Response from Users

The truck's performance and handling are so good, **it feels like driving a car.**

Offers a **smooth ride**, even when the truck is fully loaded.

I can depend on the truck running quietly **even when I start driving in the early morning.**

You really appreciate the **low fuel consumption over time.**

We can **promote ourselves** as a business that uses fuel efficient hybrid vehicles.