



# Dakar 2010



Hino 500 Series ● Hino Team Sugawara

19th Consecutive Finish in the Dakar Rally,  
Winning Double Victories in Both Series

Production Trucks and Challenge Under 10 Liters





# Dakar 2010 ■ 1/1-17 — Hino Team Sugawara

## Conquest in a Survival Rally More Grueling Than That in Africa

### Double Victories in Both Series

### Production Trucks and Challenge Under 10 liters

Hino Motors, Ltd. (Hino) participated in the Production category in the Truck Division of the Dakar 2010, with two Hino 500 Series vehicles. Car 1 (driven by Yoshimasa Sugawara and Katsumi Hamura) and Car 2 (driven by Teruhito Sugawara and Seiichi Suzuki) were supported by a mechanic team consisting of one from the Overseas Parts & Service Division (Takayuki Monma) and the other 4 from Hino Dealers throughout Japan (Shinobu Kitamura, Takashi Yamazaki, Jun Mizuno, and Naoya Nakano). The route of Dakar 2010 through Argentina and Chile in South America, for the second time following the 2009 rally, had the length of 9,026 km, with the SS (Special Stage) of 4,806 km. A loop course, similar to the last year, again starting from and finishing in Buenos Aires, had more drive in Chilean territories and gave greater load to the vehicle due to many severe dune crossings.



The superior maneuverability of the Hino 500 Series let the vehicle safely clear the narrow track.



Extreme heat and massive dunes tortured the vehicle.

Hino team vehicles took the lead and put up a good fight from right after the rally start on the 2nd of January: Car 2 joined top ranking among vehicles with an engine displacement of under 10 liters and also ranked high even within the Production category. On the 10th of January, on the first day of the latter half of the rally, Car 2 broke through to top rank in both the Series Production Trucks and in the challenge under 10 liters. While Car 1 was regrettably sidelined on the



Mechanics that fully supported the drivability of the Hino 500 Series.

Intensive service works at bivouacs often continued throughout the night.



next day due to exhaust system trouble, Car 2 further widened its lead in the field to reach its goal in Buenos Aires on the 16th, attaining the high rank of 7th in the overall Truck Division including many heavy-duty modified trucks. Car 2 won clear double victories with a 6:09:29 lead over the second place entrant in the Series Production Trucks, and a huge lead of 17:23:29 over the second place entrant in the challenge under 10 liters. The victory in the Production category, in which limited modification is allowed, demonstrated the Hino 500 Series vehicles' high durability and reliability. This is also a clear indication of the overall capabilities of the entire team. In fact, only 28 units among 52 trucks reached the goal: a rally completion ratio of 53.8% indicates how difficult and severe the Dakar 2010 was.



Team members celebrating the good fight they put up at the goal ceremony.

#### Standings in the Overall Truck Division

Rank No.	Driver (Nationality)	Make	Time
1	501 CHAGIN (RUS)	KAMAZ	55:04:47
2	500 KABIROV (RUS)	KAMAZ	56:17:55
3	508 VAN VLIET (NLD)	GINAF	65:48:07
4	506 MACIK (CZE)	LIAZ	67:26:08
5	505 MARDEEV (RUS)	KAMAZ	70:04:16
6	503 VAN GINKEL (NLD)	GINAF	70:34:03
☆7	514 SUGAWARA (JPN)	HINO	72:34:24
8	523 OLIVERAS (AND)	MERCEDES	78:43:53
9	511 JUVANTENY (ESP)	MAN	79:20:14
10	518 CLAUDIO (ITA)	GINAF	81:51:59

☆=No. 1 in the Production category, No. 1 in the Challenge under 10 liters.  
 \*AND = Andorra CZE = Czech ESP = Spain ITA = Italy JPN = Japan  
 NLD = Netherlands RUS = Russia

#### Drivers



**Yoshimasa SUGAWARA**  
 ●Born in 1941

Started participating in races in Japan in 1965, he drove 59 races in 17 years. Trained in adventurous drives (e.g., across the Sahara Desert) he

participated in the Dakar Rally (the then Paris-Dakar Rally) for the first time riding a motorcycle. After entering the Car Division 7 times, from 1992 he started taking part in the rally using a Hino truck. He finished 2nd in the Overall Truck Division 6 times and won a victory 7 times in the class with an engine displacement of under 10 liters, marking 100% complete finishes in the Truck Division up to 2009. The world records he made completing his "26th consecutive entry" and "20th consecutive course finish" in the Dakar Rally were officially recognized by the Guinness Book of World Records in April 2009. Chairman of Japan Racing Management Co., Ltd.



**Teruhito SUGAWARA**  
 ●Born in 1972

Initially participated in the Dakar Rally as a mechanic of Team Sugawara (the name then used) in 1998. The following year, he became Yoshimasa's (his father's)

navigator. In parallel, he accumulated experience, competing in off-road races in Japan and joined Rally Raid Mongol (currently Rally Mongolia) as a driver of camion balai, which is a truck to pick up the retired entrants from the course. He won a victory in the Overall Truck Division using the Hino 500 Series in the Pharaohs Rally in 2003. From 2005 he participated in the Dakar Rally as a driver with his father, using two Hino 500 Series vehicles, which helped enhance his skill quickly. He won the victory in the challenge under 10 liters in 2007. President of Japan Racing Management Co., Ltd.

#### Vehicle Development



#### Challenging to the Grueling Rally by the Whole Company

Hino participated in the Dakar Rally, the most grueling rally in the world, for the first time in 1991, as the first Japanese truck manufacturer in the Dakar. Achieved 19th consecutive course finishes up to Dakar 2010 (except for the rally in 2008 which was canceled). Marked a complete first-to-third finish in the Overall Truck Division for the first time in its history in 1997. Hino has been enjoying high awareness and is well-known with respects by its overwhelming strength demonstrated in the challenge under 10 liters. For Hino, Dakar Rally is the event for experiencing challenges met with dream and passion; it really symbolizes the Hino spirit of continuous challenge.

Immediately after the Dakar 2009 ended, the company started preparing for the Dakar 2010 with a concerted effort on the part of the whole company: the Corporate Planning Division was in

charge of the overall project, with the Technical Management Division looking after the vehicle development team, the Overseas Parts & Service Division taking care of the prototype and local service team, and the Logistics Planning Division taking charge of transportation. Vehicle was developed not only by the Hino Group, but also working with the related parties, and the specifications were determined after the Rally Mongolia in August, which was participated for the purpose of vehicle test. The team of mechanics for the 2010 rally, selected from among the applicants from Hino Dealers, joined the vehicle development in September. The two vehicles were completed by the end of October, after the driving tests enforced in Japan in September that confirmed the results of revisions. The vehicles were shipped to South America in the beginning of November.

#### Hino's History of Participation in the Dakar Rally

No. of Entries	Rally Year	Route / Total Distance	Result Truck Division / under 10-liter class
19	2010	Buenos Aires~Antofagasta~Buenos Aires 9,026km	Car 2: 7th / <b>Winner (production class winner)</b> Car 1: Sidelined due to regulations
18	2009	Buenos Aires~Buenos Aires 9,574km	14th, 26th / 2nd, 6th
	2008	The Rally was cancelled for the first time	
17	2007	Lisbon~Dakar 7,915km	9th, 13th / <b>Winner</b> (only the winner was awarded)
16	2006	Lisbon~Dakar 9,043km	5th, 7th / NA
15	2005	Barcelona~Dakar 8,956km	2nd, 6th / <b>Winner</b> (only the winner was awarded)
14	2004	Clermont-Ferrand~Dakar 10,411km	5th / NA
13	2003	Marseille~Sharm El Sheikh 8,602km	5th / NA
12	2002	Arras~Madrid~Dakar 9,440km	3rd / <b>Winner</b> (7th consecutive victory in this class)
11	2001	Paris~Dakar 10,873km	2nd / <b>Winner</b>
10	2000	Dakar~Cairo 7,880km	5th / <b>Winner</b>
9	1999	Granada~Dakar 9,441km	4th / <b>Winner</b>
8	1998	Paris~Granada~Dakar 10,570km	2nd / <b>Winner</b>
7	1997	Dakar~Agades~Dakar 8,051km	<b>Winner, 2nd, 3rd / Winner, 2nd, 3rd</b> (First dominant victory recorded in the Truck Division)
6	1996	Granada~Dakar 7,579km	6th, 11th / <b>Winner, 2nd</b>
5	1995	Granada~Dakar 10,067km	2nd / NA
4	1994	Paris~Dakar~Paris 13,398km	2nd / NA
3	1993	Paris~Dakar 8,877km	6th / NA
2	1992	Paris~Sirte~Cape Town 13,015km	4th, 5th, 6th, 10th / NA
1	1991	Paris~Tripoli~Dakar 9,186km	7th, 10th, 14th / NA (The first entrant from among all the Japanese truck manufacturers)