



Financial Results for Second Quarter of FY2010

(From April 1, 2009 to September 30, 2009)

October 28, 2009

Hino Motors, Ltd.



1. Sales Turnover

Japan's Truck and Bus Market



(Units)

		FY2010 2Q ('09/4-9)	FY2009 2Q ('08/4-9)	Change	Change (%)
Hino Registered	Heavy-duty trucks (share)	3,067 (30.0%)	6,393 (30.3%)	-3,326 (-0.3p)	-52.0%
	Medium-duty trucks (share)	2,834 (37.1%)	5,372 (34.1%)	-2,538 (+3.0p)	-47.2%
	Total havy- and mideum-duty trucks (share)	5,901 (33.0%)	11,765 (31.9%)	-5,864 (+1.1p)	-49.8%
	Light-duty trucks (share)	3,708 (16.7%)	6,088 (15.7%)	-2,380 (+1.0p)	-39.1%
	Buses (share)	964 (27.7%)	1,357 (27.6%)	-393 (+0.1p)	-29.0%
	Total	10,573	19,210	-8,637	-45.0%
Japan's Market	Heavy-duty trucks	10,216	21,123	-10,907	-51.6%
	Medium-duty trucks	7,641	15,732	-8,091	-51.4%
	Total havy- and mideum-duty trucks	17,857	36,855	-18,998	-51.5%
	Light-duty trucks	22,157	38,881	-16,724	-43.0%
	Buses	3,475	4,918	-1,443	-29.3%
Total	43,489	80,654	-37,165	-46.1%	

Overseas Unit Sales



(Units)

		FY2010 2Q (^{'09} /4-9)	FY2009 2Q (^{'08} /4-9)	Change	Change (%)
Overseas	Asia	17,347	19,874	-2,527	-12.7%
	Central and South America	4,337	5,680	-1,343	-23.6%
	Oceania	2,701	3,586	-885	-24.7%
	North America	1,600	2,753	-1,153	-41.9%
	Europe/Africa	1,446	1,832	-386	-21.1%
	Middle East	1,212	3,171	-1,959	-61.8%
	Total	28,643	36,896	-8,253	-22.4%

Consolidated Unit Sales



		FY2010 2Q (^{'09} /4-9)	FY2009 2Q (^{'08} /4-9)	Change	Change (%)
(Units)					
Japan	Heavy-duty trucks	3,184	6,862	-3,678	-53.6%
	Medium-duty trucks	2,839	5,471	-2,632	-48.1%
	Total heavy- and medium-duty trucks	6,023	12,333	-6,310	-51.2%
	Light-duty trucks	3,909	6,117	-2,208	-36.1%
	Buses	995	1,377	-382	-27.7%
	Total	10,927	19,827	-8,900	-44.9%
Overseas	Asia	16,418	20,393	-3,975	-19.5%
	Oceania	2,612	3,430	-818	-23.8%
	Central and South America	2,499	5,816	-3,317	-57.0%
	North America	1,389	2,320	-931	-40.1%
	Europe/Africa	520	2,220	-1,700	-76.6%
	Middle East	407	2,584	-2,177	-84.2%
	Total	23,845	36,763	-12,918	-35.1%
Total	34,772	56,590	-21,818	-38.6%	

KD parts (set) for Guangqi Hino	384	—	+384	—
------------------------------------	-----	---	------	---

Toyota Brand Vehicles and Engines



(Units)

		FY2010 2Q ('09/4-9)	FY2009 2Q ('08/4-9)	Change	Change (%)
Toyota Brand	SUV	22,051	59,870	-37,819	-63.2%
	Loading Vehicles	16,257	25,435	-9,178	-36.1%
	Total	38,308	85,305	-46,997	-55.1%

(Units)

		FY2010 2Q ('09/4-9)	FY2009 2Q ('08/4-9)	Change	Change (%)
Engines	Japan	3,786	10,440	-6,654	-63.7%
	Overseas	6,693	6,039	+654	+10.8%
	Total	10,479	16,479	-6,000	-36.4%



2. Consolidated Financial Results

Consolidated Income (Loss) Statement



(Billions of yen)

Item	FY2010 2Q ('09/4-9)	FY2009 2Q ('08/4-9)	Change	Change (%)
Net sales	392.5	645.3	-252.8	-39.2%
Operating income (loss)	-5.6% (22.0)	1.3% 8.3	-6.9p -30.3	-
Non-operating income (loss)	(0.3)	(1.1)	0.8	-
Equity income (loss)	(3.4)	(0.2)	-3.2	-
Ordinary income (loss)	-6.6% (25.7)	1.1% 7.0	-7.7p -32.7	-
Extraordinary income	0.2	2.3	-2.1	-89.9%
Extraordinary loss	1.3	1.2	0.1	+6.6%
Net income (loss) before taxes and minority interests	-6.8% (26.8)	1.3% 8.1	-8.1p -34.9	-
Net income (loss)	-7.4% (29.0)	0.5% 3.0	-7.9p -32.0	-

Consolidated Net Sales



(Billions of yen)

Products		FY2010 2Q ('09/4-9)	FY2009 2Q ('08/4-9)	Change	Change (%)
Japan	Heavy-duty trucks	36.6	72.6	-36.0	-49.6%
	Medium-duty trucks	16.4	28.7	-12.3	-42.7%
	Total heavy- and medium-duty trucks	53.0	101.3	-48.3	-47.7%
	Light-duty trucks	13.7	20.4	-6.7	-33.0%
	Buses	16.6	22.5	-5.9	-26.1%
	Total	83.3	144.2	-60.9	-42.2%
Overseas	Vehicles	87.3	146.5	-59.2	-40.4%
	Parts for production	0.4	—	+0.4	—
	Total	87.7	146.5	-58.8	-40.2%
Total trucks and buses		171.0	290.7	-119.7	-41.2%
Service parts		32.4	36.1	-3.7	-10.2%
Others		74.4	95.7	-21.3	-22.3%
Toyota	Vehicles	65.8	149.6	-83.8	-56.0%
	Overseas unit supplier business	34.7	53.9	-19.2	-35.7%
	Others	14.2	19.3	-5.1	-26.4%
	Total	114.7	222.8	-108.1	-48.5%
Total net sales		392.5	645.3	-252.8	-39.2%

Consolidated Net Sales and Operating Income (Loss) by Segments



(Billions of yen)

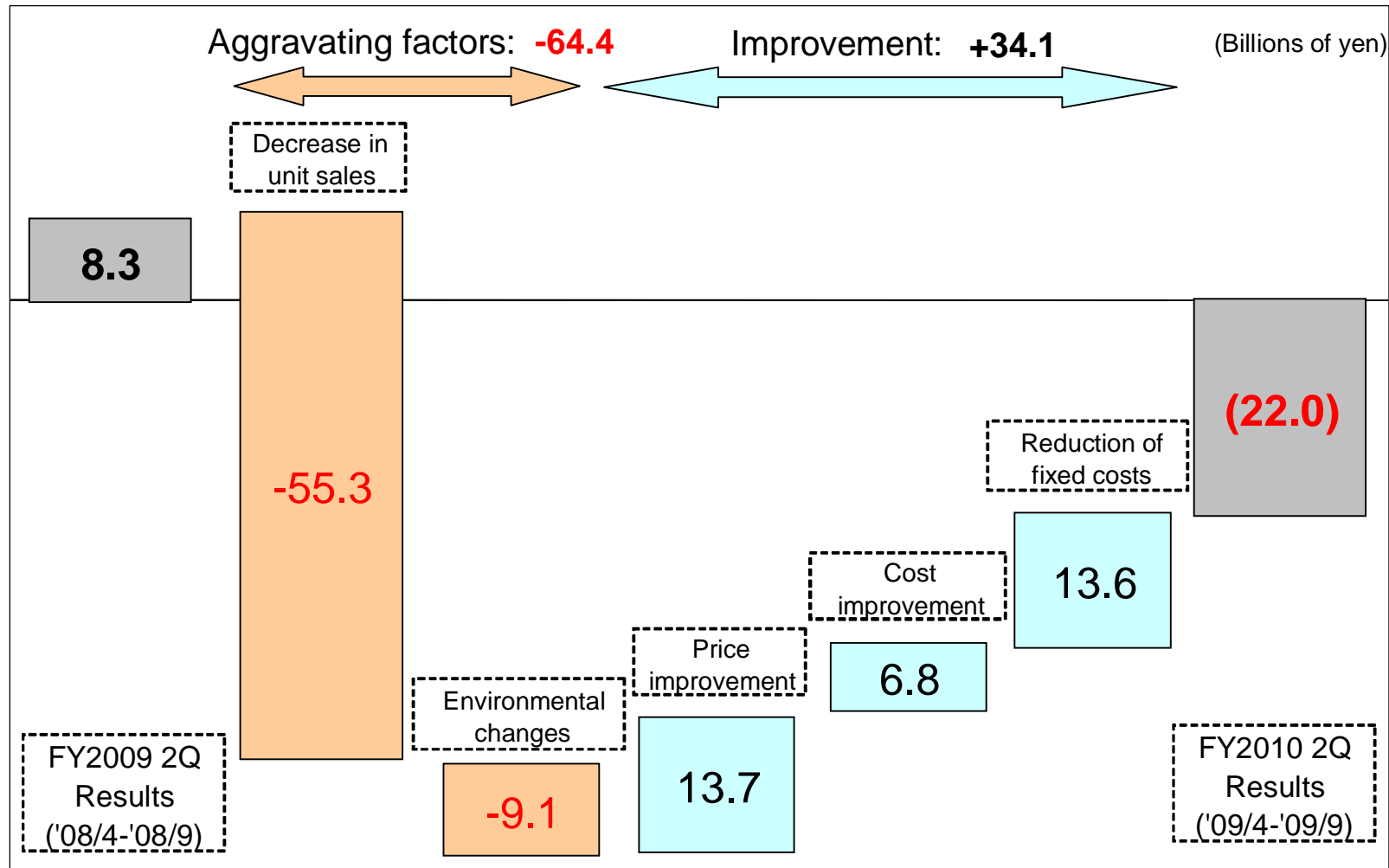
	FY2010 2Q ('09/4-9)		FY2009 2Q ('08/4-9)		Change	
	Net sales	Operating income (loss)	Net sales	Operating income (loss)	Net sales	Operating income (loss)
Hino	260.3	<-9.9%> (25.7)	489.1	<0.6%> 2.7	<-46.8%> -228.8	- -28.4
Domestic Suppliers	48.3	<-4.3%> (2.1)	87.5	<3.2%> 2.8	<-44.7%> -39.2	- -4.9
Overseas Subsidiaries	139.9	<2.0%> 2.9	170.5	<2.8%> 4.8	<-18.0%> -30.6	-40.5% -1.9
Domestic Dealers	115.7	<0.6%> 0.7	171.4	<-0.2%> (0.3)	<-32.5%> -55.7	- +1.0
Consolidated adjustment	(171.7)	2.2	(273.2)	(1.7)	+101.5	+3.9
Total	392.5	<-5.6%> (22.0)	645.3	<1.3%> 8.3	<-39.2%> -252.8	- -30.3

Note: Figures with < > indicate operating income (loss) margins. Percentages in Change column show change rate from the previous year.

Analysis of Consolidated Operating Income (Loss)



Decrease in operating income: ¥ -30.3 billion (¥ 8.3 billion to ¥ -22.0 billion)

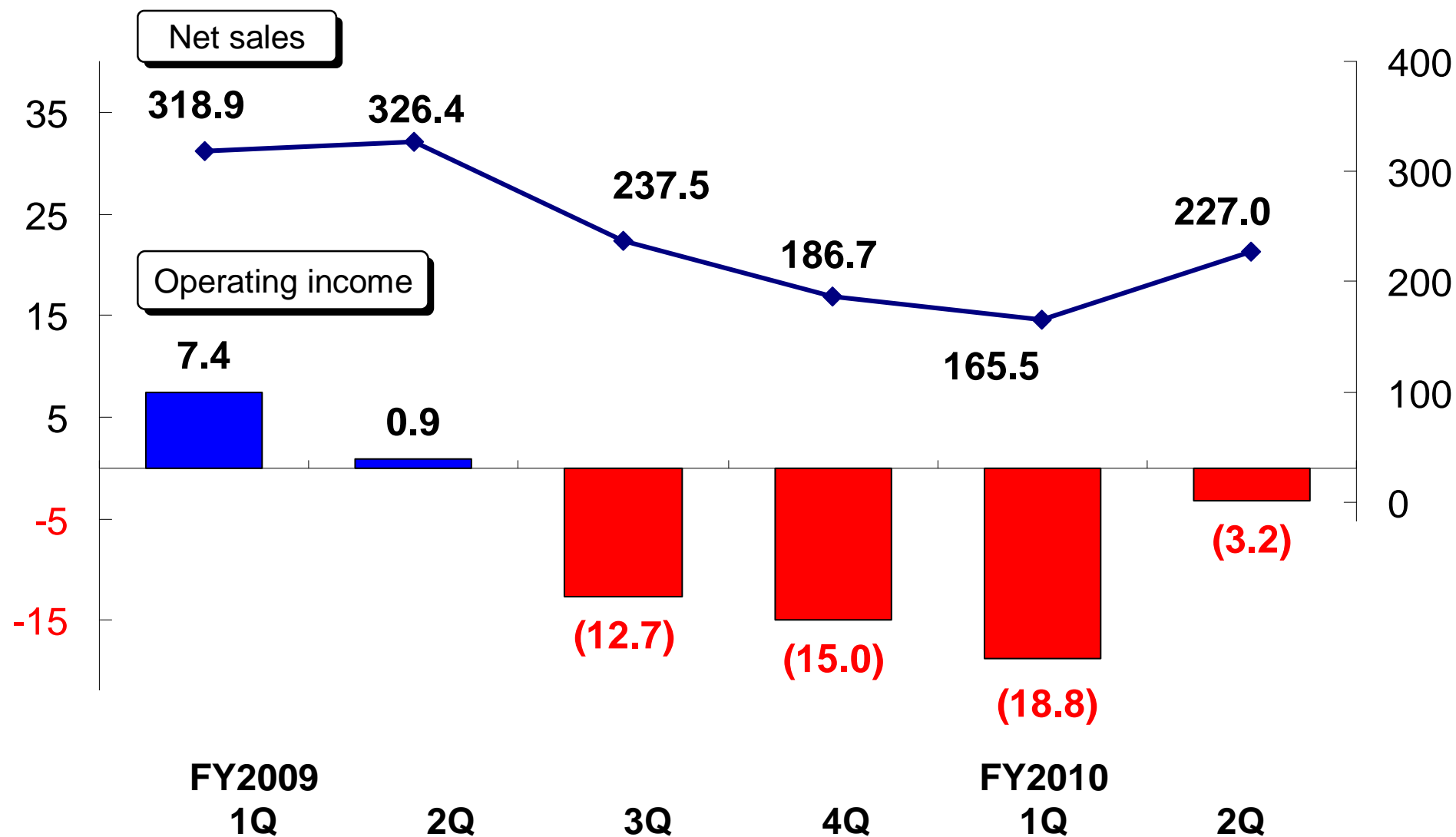


Consolidated Net Sales and Operating Income (Loss)



Operating income
(Billions of yen)

Net sales
(Billions of yen)



Factors Changing Consolidated Ordinary Income (Loss) and Net Income (Loss)



(Billions of yen)

	FY2010 2Q ('09/4-9)	FY2009 2Q ('08/4-9)	Change
Operating income (loss)	(22.0)	8.3	-30.3
Ordinary income (loss)	(25.7)	7.0	-32.7
Net income (loss) before taxes and minority interests	(26.8)	8.1	-34.9
Net income (loss)	(29.0)	3.0	-32.0

Factors of net income (loss)

(1) Decrease in operating income.....	-30.3
(2) Improvement of foreign exchange gain/loss (-0.4 0.6).....	+1.0
(3) Investment loss on equity method (-0.2 -3.4).....	-3.2
(4) Gain on sales of investment securities (2.1 0.0).....	-2.1
(5) Decrease of corporate tax, etc.(3.9 1.5).....	+2.4
(6) Minority interests +0.5 (-1.3 -0.8), etc.....	+0.2
Difference: Change in net income (loss)	-32.0



3. Sales Prospects for FY2010

Japan's Truck and Bus Market



		(Units)			
		FY2010 Prospects ('09/4 - '10/3)	FY2009 Results ('08/4 - '09/3)	Change	Change (%)
Hino Registered	Heavy-duty trucks (share)	8,600 (30.7%)	11,112 (30.6%)	-2,512 (+ 0.1p)	-22.6%
	Medium-duty trucks (share)	7,400 (37.0%)	9,333 (35.1%)	-1,933 (+ 1.9p)	-20.7%
	Total heavy- and medium-duty trucks (Share)	16,000 (33.3%)	20,445 (32.5%)	-4,445 (+ 0.8p)	-21.7%
	Light-duty trucks (share)	10,000 (17.2%)	11,441 (16.3%)	-1,441 (+ 0.9p)	-12.6%
	Buses (share)	2,500 (29.4%)	2,910 (28.8%)	-410 (+ 0.6p)	-14.1%
	Total	28,500	34,796	-6,296	-18.1%
Japan's Market	Heavy-duty trucks	28,000	36,352	-8,352	-23.0%
	Medium-duty trucks	20,000	26,612	-6,612	-24.8%
	Total heavy- and medium-duty trucks	48,000	62,964	-14,964	-23.8%
	Light-duty trucks	58,000	70,058	-12,058	-17.2%
	Buses	8,500	10,096	-1,596	-15.8%
Total	114,500	143,118	-28,618	-20.0%	

Overseas Unit Sales



(Units)

		FY2010 Prospects (<i>'09/4 - '10/3</i>)	FY2009 Results (<i>'08/4 - '09/3</i>)	Change	Change (%)
Overseas	Asia	35,600	33,195	+2,405	+7.2%
	Central and South America	8,800	10,002	-1,202	-12.0%
	Oceania	5,500	5,989	-489	-8.2%
	Middle East	4,000	4,917	-917	-18.6%
	North America	3,900	5,465	-1,565	-28.6%
	Europe/Africa	3,200	3,197	+3	+0.1%
	Total	61,000	62,765	-1,765	-2.8%

Consolidated Net Sales



(Units)

		FY2010 Prospects (^{'09/4} - ^{'10/3})	FY2009 Results (^{'08/4} - ^{'09/3})	Change	Change (%)
Japan	Heavy-duty trucks	8,600	11,174	-2,574	-23.0%
	Medium-duty trucks	7,400	9,242	-1,842	-19.9%
	Total heavy- and medium- duty trucks	16,000	20,416	-4,416	-21.6%
	Light-duty trucks	10,100	11,426	-1,326	-11.6%
	Buses	2,500	2,895	-395	-13.6%
	Subtotal	28,600	34,737	-6,137	-17.7%
Overseas	Asia	33,830	35,262	-1,432	-4.1%
	Central and South America	7,000	9,642	-2,642	-27.4%
	Oceania	5,290	5,464	-174	-3.2%
	North America	3,900	4,991	-1,091	-21.9%
	Middle East	2,650	4,710	-2,060	-43.7%
	Europe/Africa	1,930	3,727	-1,797	-48.2%
	Subtotal	54,600	63,796	-9,196	-14.4%
Total Trucks and Buses		83,200	98,533	-15,333	-15.6%
KD parts (set) for Guangqi Hino		1,200	—	+1,200	—
Toyota Brand Vehicles		113,000	120,271	-7,271	-6.0%



4. Consolidated Financial Prospects for FY2010

Consolidated Income (Loss) Statement



(Billions of yen)

Item	FY2010 Prospects ('09/4 - '10/3)	FY2009 Results ('08/4 - '09/3)	Change	Change (%)
Net sales	950.0	1,069.5	-119.5	-11.2%
Operating income (loss)	-1.3% (12.0)	-1.8% (19.4)	0.5p +7.4	-
Ordinary income (loss)	-2.0% (19.0)	-2.8% (30.4)	0.8p +11.4	-
Net income (loss) before taxes and minority interests	-2.2% (20.6)	-3.3% (35.0)	1.1p +14.4	-
Net income (loss)	-2.6% (24.5)	-5.8% (61.8)	3.2p +37.3	-

Consolidated Net Sales / Operating Income (Loss) by Segments



(Billions of yen)

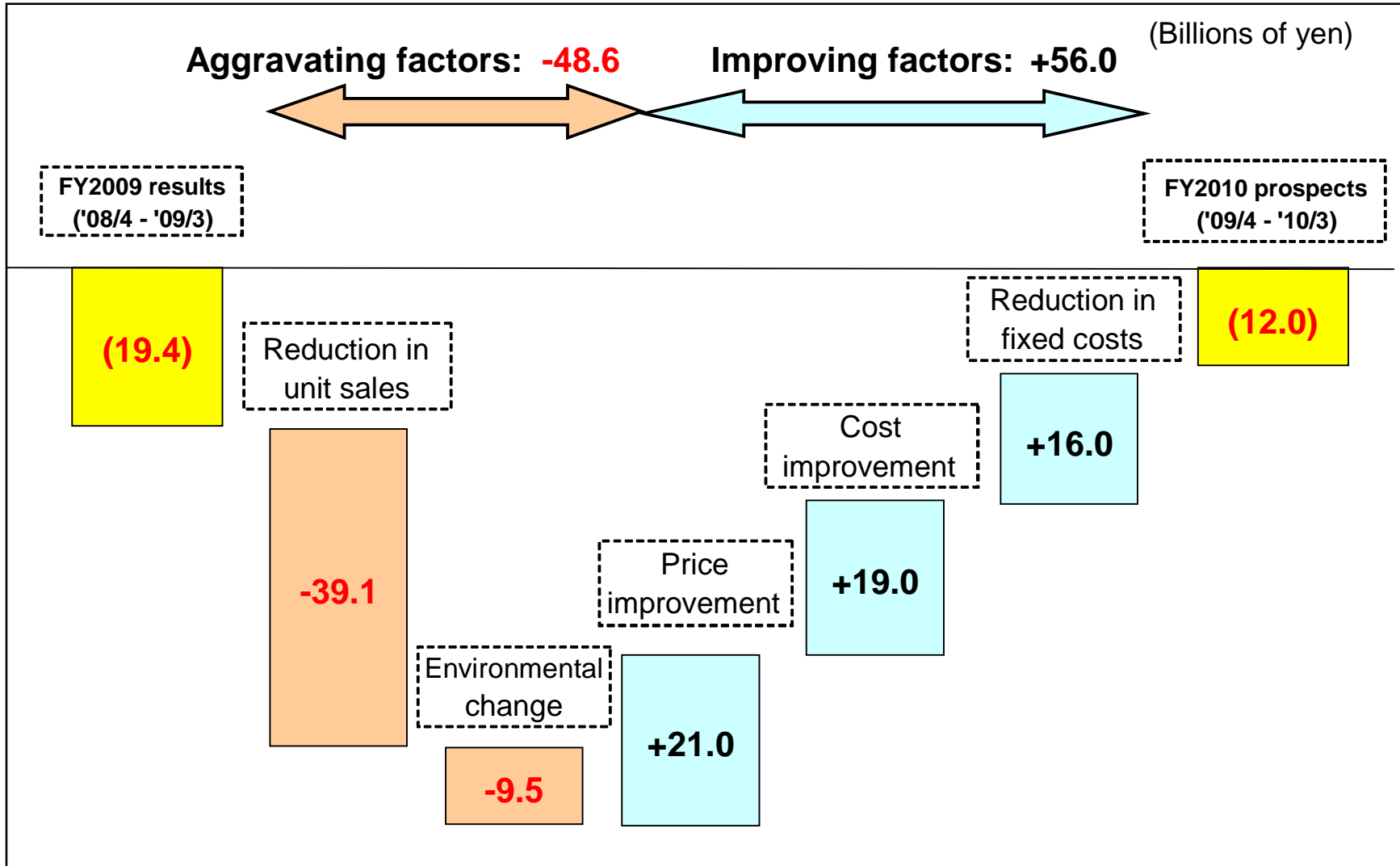
	FY2010 Prospects ('09/4 - '10/3)		FY2009 Results ('08/4 - '09/3)		Change	
	Net sales	Operating income (loss)	Net sales	Operating income (loss)	Net sales	Operating income (loss)
Hino	695.0	<-2.4%> (17.0)	776.1	<-4.0%> (30.8)	-10.4% -81.1	- +13.8
Suppliers	110.0	<-0.9%> (1.0)	147.9	<0.5%> 0.8	-25.6% -37.9	- -1.8
Overseas	280.0	<2.1%> 6.0	287.6	<2.5%> 7.2	-2.7% -7.6	-16.4% -1.2
Dealers	255.0	<0.6%> 1.5	321.8	<-0.2%> (0.6)	-20.8% -66.8	- +2.1
Consolidated adjustment	(390.0)	(1.5)	-463.9	4.0	+73.9	-5.5
Total	950.0	<-1.3%> (12.0)	1,069.5	<-1.8%> (19.4)	-11.2% -119.5	- +7.4

Note: Figures with < > indicate operating income (loss) margins. Percentages in Change column show change rate from the previous year.

Analysis of Consolidated Operating Loss



Decrease in operating loss: ¥ +7.4 billion (¥ -19.4 billion to ¥ -12.0 billion)



Factors Changing Consolidated Ordinary Loss and Net Loss



(Billions of yen)

	FY2010 Prospects ('09/4 - '10/3)	FY2009 Results ('08/4 - '09/3)	Change
Operating loss	(12.0)	(19.4)	+7.4
Ordinary loss	(19.0)	(30.4)	+11.4
Net loss before taxes and minority interests	(20.6)	(35.0)	+14.4
Net loss	(24.5)	(61.8)	+37.3

Factors of net loss

(1) Increase of operating income·····	+7.4
(2) Improvement of foreign exchange gain/loss··	+7.0
(3) Decrease of corporate tax, etc.·····	+23.4
(4) Others·····	-0.5
Difference: Change in net loss	+37.3



E N D