

# HINO TODAY

HINO MOTORS, LTD.

'66/'67

1



HINO vehicles are attention getters at any auto show.



"WHY?" BECAUSE TECHNICAL PERFECTION AND A SOPHISTICATED SENSE OF BEAUTY ARE CRYSTALIZED INTO PRODUCT.

HINO VEHICLES, IN FACT, FASCINATE EVERYONE WHO SEES THEM, AND ARE OBJECTS OF EXCITEMENT AND ADMIRATION.

SHOWN IN THE PHOTO IS A HINO BUS WAS DISPLAYED RECENTLY IN THE BARCELONA AUTO SHOW IN SPAIN. ITS PRESENCE LENT TO THE GAY AND COLORFUL ATMOSPHERE THAT PERVADED THE EXHIBITION HALL.

**Hino**

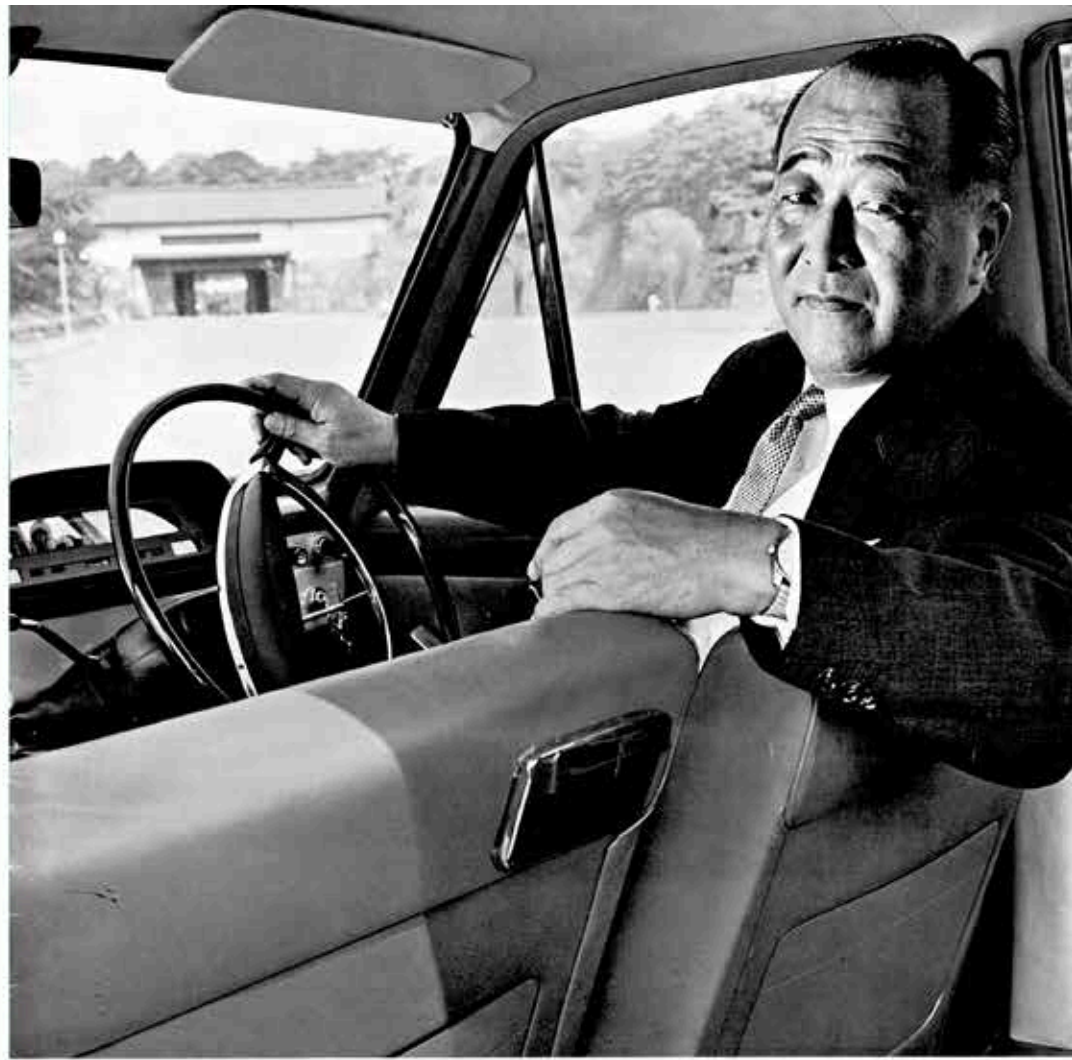
HINO MOTORS, LTD.

NO. 4, TORI 2-CHOME, NIHONBASHI, CHUO-KU, TOKYO, JAPAN  
TELEX HINDLTO TK2948 CABLE ADDRESS "HINOMOTOR TOKYO"

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## HINO Motors Contributing to Demands for a Better Life

Economists, when asked to describe the growth of the Japanese economy over the past 20 years, most often respond with "Fantastic." A large share of the credit for this economic miracle must go to the automotive industry.

As part of this industry, HINO Motor's contribution to the economic rebirth of Japan was tremendous. And we made our contribution while simultaneously expanding our business and introducing a steady succession of top quality motor vehicles.

In the transportation and construction fields, vehicles bearing the HINO trade mark are a familiar sight around the world, facilitating Japan's march towards a greater economic capacity.

HINO's growing exports, now covering more than 70 countries, are unmistakable

proof that HINO has risen above the status of a purely domestic enterprise and is now ranked as one of the leading international automakers.

In modern society industrialization and motorization are linked closely to each other. The automotive industry's responsibilities are vast and endless. Since 1910 HINO motors has responded to the calling of the automotive industry, and we have concentrated the full force of our technical experience upon the task of creating products for the betterment of life and the enrichment of society.

Our effort can bear fruit, however, only when we win your understanding of our overall aims. To gain this understanding we hopefully and proudly present our brochure, "HINO TODAY" to you.

## What is the secret of HINO Motors' swift rise to prominence as a leading automaker?



## Art and cars



Pleased owners of HINO automobiles or trucks and buses, or, sometimes, visitors to our modern assembly plants, often ask this question.

Everytime were asked, we confess that we are slightly puzzled by this reaction. What may be termed "success" with us is really not keyed to any secret. And the only answer that we can give has no aura of mystery.

Our "secret," if it may be called that, is this: We've been making top grade motor cars for decades. We research constantly, as do our competitors. And we are forever striving to put a better car or truck on the

road than anyone else.

Our "secret," therefore, is that we are successful in our effort to place at our customers' disposal the best automotive product on wheels.

HINO Motors is Japan's oldest automaker, and as early as 1918 it was making the two-ton CHIYODA truck, the great grandfather of all the high-performance HINO workhorse trucks in service around the world today.

Production and automotive technology advanced hand in hand, and today, particularly in the field of diesel-powered buses and trucks, HINO has left its nearest competitor

far behind.

In 1953 HINO motors began passenger car production by introducing to Japan the popular French RENAULT passenger car, under license from the French automaker. In the early 1960s, with the experience thus gained HINO Motors introduced a model of its own and named it the CONTESSA.

The CONTESSA series of passenger cars have met with wide public acceptance. But HINO also turns out small and medium-size trucks, too. Along with HINO's main product line, the large-sized trucks and buses, Hino shapes up as a well-rounded, versatile, general purpose automaker.

The ancient Greeks incorporated the terms "fine arts" and "technology" into a single word... "art". It was the belief of the Greeks that true beauty also incorporated superb technology.

When the HINO CONTESSA series won both the Grand Prix and the 1st place prize at the International Automobile Elegance Contest in Italy in 1965 over 104 selected entries from all over the world, we realized that our own interpretation of true beauty as reflected in our automobiles was appreciated by the world.

The Grand Prix, which in reality bestowed the title of "masterpiece of science" on the CONTESSA series, created by the Italian car designer Michelotti, was possible

because of HINO Motors' own superb technology, coupled with the careful selection of top-grade parts and the tender, loving care lavished on each product in the assembly line.

HINO Motors, one of the world's most traditional automakers, is proud to produce the CONTESSA - a car that is sophisticated both in styling and in performance, the result of the ideal combination of fine technology and a refined sense of beauty.

The wide acceptance of the CONTESSA series has convinced us that we have an automotive product that is distinct and individualized as well as popular. And we attribute this to the discerning tastes of Hino owners around the world who, in their own

way, are just as selective as lovers of art who, in choosing a fine painting, go beyond the surface of the works, searching for its inner beauty.

# HINO World-wide Automotive Attention Getter



For HINO Motors' engineers, the ultimate goal of their research is to raise automotive performance to the very limit of modern technology. The results of their collective efforts are reflected in the high reputation which HINO vehicles have won in Japan and abroad.

As one example of their technological achievements, we can point proudly to the diesel engines that power our trucks and buses. Our diesels have more power per unit weight, and operate more quietly than those of any other truck or bus builder in the world. In recent years we have exported more than 7,000 large-size heavy duty trucks powered by quiet HINO diesel engines.

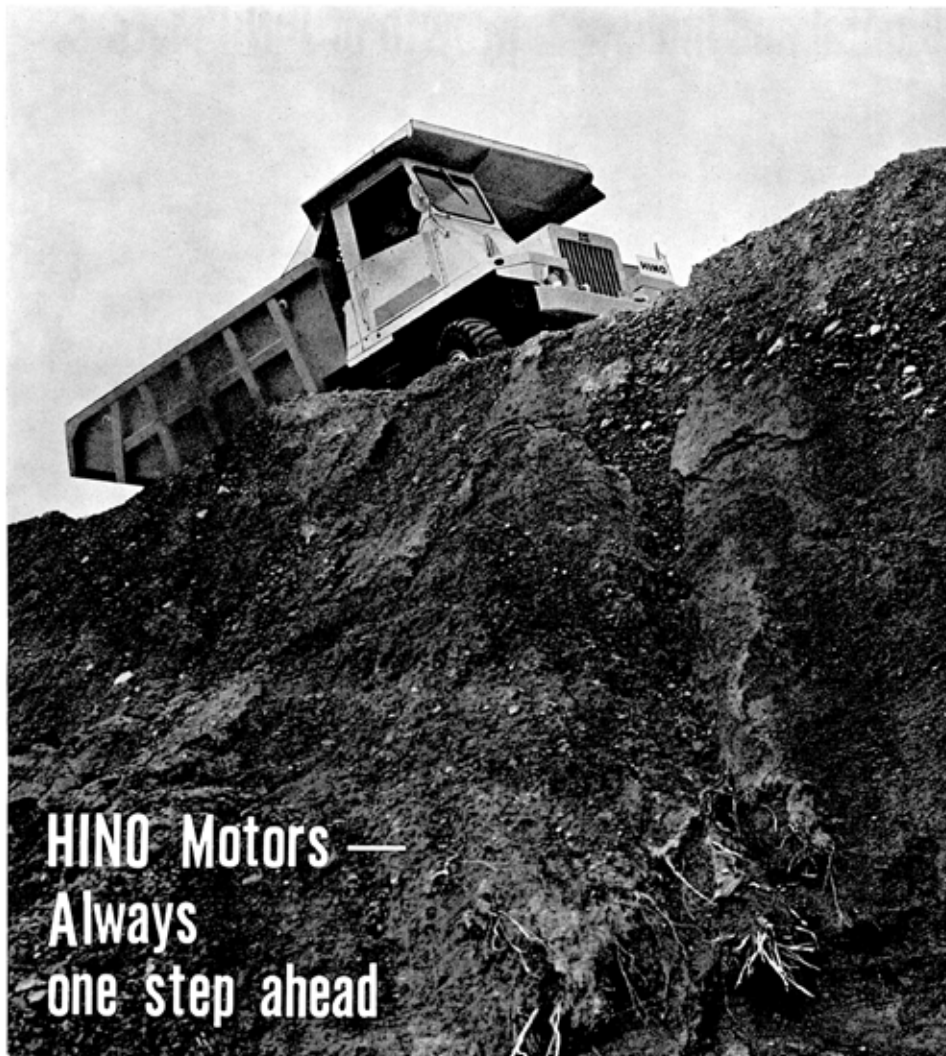
We are among the first of the world automakers to foresee the potential of diesel power for buses. We were a pioneer to develop a diesel engine that can be mounted under the floor of the bus, thus providing wider visibility and making driving easier. This also helps increase pay-load space above the floor, or seating space for passengers. Some of our buses also use the air suspension system.

We have recently added a new model to the HINO bus line, mounting a 320 HP diesel engine, the world's largest, that is capable of developing 142 kilometers per hour, also the world's fastest bus speed.

Three thousand HINO buses are now in foreign countries.

A favorite of our HINO overall line is the CONTESSA 1300. This rear-engined 5-passenger Sedan was introduced a little over three years ago. Its popularity was immediate and overwhelming, and it has been exported in considerable numbers.

A small truck, the BRISKA, is also being manufactured, based on technological know-how gained from the CONTESSA Series.



Progress and expansion have been the keys to the remarkable niche HINO Motors has carved for itself among the world's automotive enterprises.

In many parts of the world outside Japan HINO products are being assembled through joint tie-ups with local business concerns.

The expansion program, of course, that has been fostered abroad began at home, and in Japan HINO is setting a torrid pace for its competitors in the burgeoning Japanese automobile industry.

HINO's main plant in Japan is located in the city of the same name some 25 kilometers north of Tokyo.

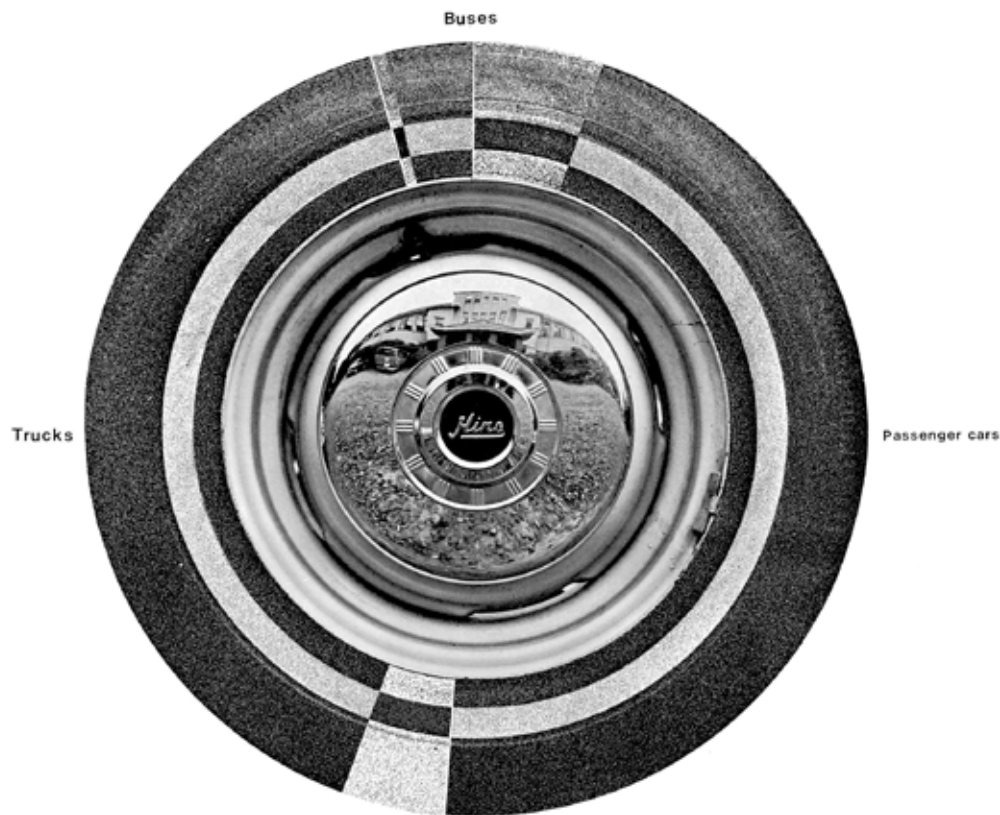
But a tract of land that has been purchased by HINO Motors 15 km north of the present main plant site is twice as large as

the original. Covering 750,000 square meters, ground-breaking ceremonies were recently held for the construction of a new plant, with completion scheduled in 1968.

The future of HINO Motors, always bright, is now brighter than ever before... HINO Motors is constantly striving to perfect new techniques and increase its automaking skill, and at the same time, enhance the living and working environments of its workers.

Each individual, by his or her diligence and desire to contribute to this "HINO-always-one-step-ahead" image, is consciously contributing to fulfillment of the Japanese automobile industry's desire, and indeed, obligation, to enrich tomorrow's society.

# Capital and Industrial Growth of HINO Motors.



The Capital of HINO Motors has been on the increase since 1942. In 1954, it showed a 20-fold increase, and at present a 250-fold rise. Expansion is the primary goal of every manufacturing enterprise, and HINO's swift expansion towards the sprawling automotive manufacturing complex of today has been described as "astounding."

Capital expansion has gone hand in hand with growth in sales. Annual sales also multiplied about 6 times during the past 10 years. The growing export performance during the past few years are shown in the chart on a separate page.

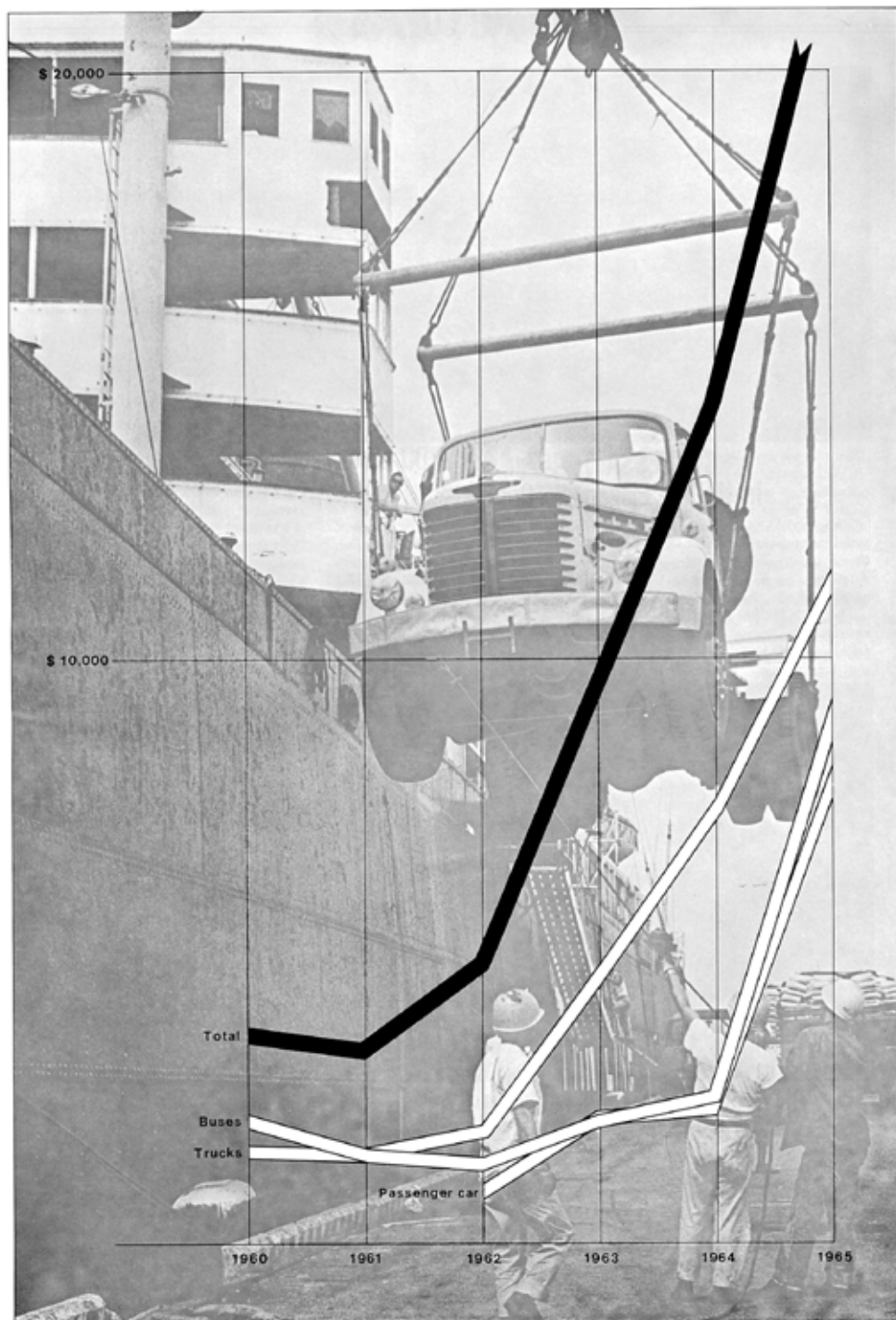
HINO vehicles come in many types and models. Among them are large-size diesel-

powered buses, the passenger model CONTESSA created through advanced technology, large-size, muscular, diesel-powered trucks, and the mini-truck BRISKA.

Unlike other mass producing automakers, HINO Motors is manufacturing vehicles under the more-variety-same-high-quality-policy to satisfy the widely varied requirements of customers.

Every individual unit rolled out of the assembly line at HINO receives Tender Loving Care. This meticulous attention to detail is comparable to that involved in turning out pure, flawless cultured pearls, another product for which Japan is famous around the world.

1. The above graph depicts the ratio of total turnout and the production of Passenger cars, buses and trucks, and also indicates the ratio of total production and number of exports. The exports are shown in the white portion.
2. The graph on the right shows the increase of the export Value of Passenger Vehicles in the five-year period from 1960.





### CONTESSA 1st, 2nd in Italian 'Elegance' Contest

Two models of CONTESSA automobiles were awarded top honors at the *Concorso Internazionale di eleganza per autovetture* on July 10 and 11, 1965, at near San Remo, Italy.

The CONTESSA 1300 Coupé was awarded the *Premio d'onore*, the top prize, and a CONTESSA 1300 Sedan won the first place, the second highest

award, at the Italian elegance contest.

The Italian event is world-renowned, and entries from all over the world are closely scrutinized for their sleek styling and sophisticated designing as well as efficient performance.

World's leading automakers participated in the contest including Fiat and Alfa Romeo, both of Italy; Mercedes

Benz of West Germany; Simca and Renault of France; B.M.C. of Britain; and Chrysler of U.S. Competing models reached a total of more than 100.

The deciding factors in favor of the CONTESSA were the sleek appearance, roomy interior, etc., by which judges were obviously impressed.

The CONTESSA series are the prestige passenger models produced by HINO Motors, the forerunner of tomorrow's dream cars.

He told interviewers after the contest that he was very happy about the whole thing and that selling a car he admired so much and that performed so well was a very pleasant and easy task.



### CONTESSA 1300 Tops Forty on Cyprus

The CONTESSA 1300 Sedan walked away with top honors in the Happy Valley Automotive performance contest, held annually on the island of Cyprus. This year's event took place on January 16.

The winning driver, Andreas Tricomitis, is also president of Tricomitis Corporation, the HINO distributor on Cyprus.

The CONTESSA's road-holding characteristics, powerful engine and rugged construction were vital factors in its win over 40 other vehicles from many countries of the world.

Tricomitis refused to take credit for his driving skill and preferred instead to attribute his victory to the outstanding performance of his CONTESSA.

### CONTESSA 1300 Coupé and sedan Awarded "Diplome D'Honneur" in Belgium

The HINO Motors' prestige CONTESSA 1300 Coupé and sedan were awarded the "Diplome D'Elegance" held in Belgium in July, 1966.

The time-honored, authoritative automobile styling contest held in Europe is noted for its rigid judging standards. This year, more than 80 select models from the world's leading automakers including such big names as Mercedes-Benz, Jaguar, Ford and Toyota were entered.

It marks the 2nd time top honors have been awarded to the CONTESSA's sleek styling and top performance, which are being acknowledged the world over.



### President De Gaulle praises the CONTESSA Cars

President De Gaulle expressed admiration for the advanced Japanese automotive industry. HINO representatives in turn briefed him on the current state of Japan's auto industry and the important role HINO Motors is playing in it.

He was surprised when he learned that HINO Motors imported passenger car manufacturing technology from a French car maker and within a dozen years advanced to a level that made it possible to create such a beautiful and highly efficient model as the CONTESSA.

President Charles De Gaulle of France visited the 52nd "Salon International De L'automobile" which opened in Paris in October 1965.

He stopped in front of the HINO Motors' booth where the CONTESSA 1300 Coupé and CONTESSA 1300 Sedan were proudly displayed.

Apparently impressed by the sleek styling of the CONTESSA series, President De Gaulle had a long conversation with HINO representatives, and asked many questions about the HINO passenger cars.



### Italian Trade and Industry Minister hails the CONTESSA as a combination of Talent and Industry

"This is a rare and perfect combination of talent and industry," said Italian Trade and Industry Minister of Medici, commenting on the CONTESSA 1300 Sedan displayed at the motor show held in Trino, Italy. The Trino Auto Show is a world-renowned annual auto event in which world automakers eagerly participate.

After attending the opening ceremony, the Italian Trade and Industry Minister, accompanied by Japanese Ambassador

Nakagawa to Italy, visited the booth where the CONTESSA 1300, the only entry from Japan, was on display.

Obviously fascinated by its unique styling by Italian car stylist Michelotti and also by the HINO's advanced automaking technology which produced the car, Mr. Medici showered questions about the performance and design on HINO Motors' Overseas Technical Division Sub-Manager Kurando Eto and Mr. Michelotti, who were present.



### HINO Motors Takes Part in British Exhibition in Tokyo

HINO Motors displayed its KM Model truck at the British Exhibition held in Tokyo in September, 1965.

The British Exhibition, the first trade fair organized and conducted in the Orient by Britain to promote overseas sales, featured an extensive range of British goods, a London double-decker bus, lectures by British scientists, Miss World of 1965, and other colorful events.

The exhibition was visited by Princess Alexandra and her husband, Angus Ogilvy who flew in to Tokyo on September 20 for that purpose.

HINO Motors' participation in the exhibition was due to long and cordial business relations with Perkins Corporation, a noted British engine manufacturer.



### T. Saeki wins in the 14th International Apprentice Competition

Vying with 200 contestants from 10 countries, Tadashi Saeki, an embossed sheet metal processing expert of HINO Motors, turned in an outstanding performance that won him first place in the 14th International Apprentice Competition opened in Glasgow, Scotland, from July 19 to 29, 1965.

It was the 5th straight year Japan had entered the contest, since 1961, as the only participating nation from Asia.

Saeki noted that the dexterity unique to the Japanese people was chiefly responsible for winning the contest. He also said he was happy to be able to use his skill and craftsmanship in producing HINO vehicles that are in use around the world.



## A Holiday in Tokyo

Mr. Alshagga, the director and sales manager of Y.S.A.B., the HINO sales agency in Aden, took time out from a tightly-packed business schedule for a sightseeing and shopping trip along the Ginza, the most fashionable street in Tokyo, during his visit here.

After a leisurely stroll along the back streets where the traditional Japanese eating establishments stand side by side with the sophisticated Western-style speciality shops, he said: "it is a rare blend of East and West. The trip was an unusual experience for me."

Mr. Alshagga visited Japan in July 1965 to discuss sales promotional matters with top executives of the parent company.

During his stay here, he visited HINO's head offices in downtown Tokyo and the main plant in the suburban city of Hino.

Y.S.A.B., a rapidly-growing HINO agency and one of Arabia's most progressive automobile dealers, has recently opened a showroom and established service facilities to promote the sales of HINO vehicles.

## Lions watch people at play at Tokyo's Tama Zoo

Animal lovers who visit the sprawling Tama Zoo on the outskirts of Tokyo are in for somewhat of a surprise. King Leo the Lion, always a crowd pleaser wherever he appears, is installed there in a habitat befitting his long-recognized regal status.

For, thanks to a suggestion by HINO Motors, the tables have been turned on zoo-goers, and the animals at Tama can rightfully be described as "people-watchers."

The HINO idea was this—why not let the wild animals roam the zoo grounds



## A four-year-old wins CONTESSA

Approximately 700 people, representing Tokyo's diplomatic corps, high-ranking government officials, business leaders, and foreign residents, attending the annual charity fund-raising Cherry Blossom Ball at the Hotel New Otani, the plushest hotel in town, in April, 1966, saw a gleaming snow-white CONTESSA Deluxe raffled off to a name that turned out to be that of four-year-old Eriko Sato of Tokyo's Ota Ward.

The CONTESSA Sedan was donated by HINO Motors of Japan as the first prize in a raffle of various products held in conjunction with the Ball.

The winning name was drawn by Her Imperial Highness Princess Hitachi. A

burst of applause filled the hotel ballroom when the lucky ticket holder was identified as a child, and a small one at that.

The Cherry Blossom Ball is an annual event sponsored by the International Womens' Welfare Association, a charitable group, which this year is headed by Mrs. Kimie Shiina, wife of Japan's Foreign Minister.

The association was founded in 1953 to raise funds for orphanages, hospitals, and homes for the aged by sponsoring society parties. It now has a membership of 300 in 50 countries, and funds raised have reached a total of ¥68 million.



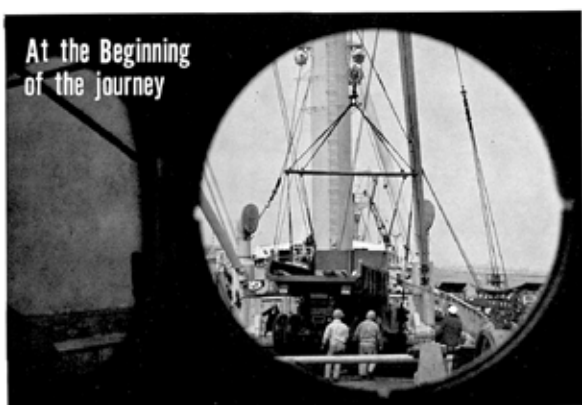
at will, and let the people travel the grounds in "cages" on wheels, or so-called "animal-watching" buses?

The idea has proven a tremendous success.

Thousands of visitors to Tama Zoo have toured the zoo in large-windowed, slow-moving sightseeing buses. There, with the humans inside their automotive confines, the lions exhibit more than a passing interest in the strange two-legged animals who are paraded in front of them.

The buses have the shortest possible turning radius, and the engines used are exceptionally quiet so as not to frighten or disturb the animals.

HINO Motors designed the buses used at Tama Zoo. The prime consideration, of course, in the design, was to make it possible for the passengers to get a full, close, and unobstructed view of the animals. Or was it really, as some have suggested, to allow the lions to get a full, close, and unobstructed view of the passengers inside the buses?



## HINO Are Exported To More Than 70 Countries

Everyday, a great number of our vehicles just rolled off the assembly line wait in queues at a bustling Japanese port to be loaded onto a ship for a journey to many countries of the world.

Aboard the freighter, moored at the pier, crewmembers and longshoremen vigorously take part in the loading. In a day or two, the ship will set out on what could be called a maiden voyage for our products.

For our vehicles new world horizons are opening everywhere. Soon some will be climbing rugged mountains, others will speed along freeways, fulfilling the single purpose of contributing to the enrichment of our society.



## HINO TOPICS

### HINO vehicles are citizens of the world

You may have frequent chances of watching HINO vehicles operating under a scorching tropical sun or in a piercing mountain snowstorm.

Almost anywhere an earth you may encounter a HINO vehicle, at work or at play.

It may be a large HINO truck carrying a load of gravel up a mountain road, or a nifty CONTESSA carrying a happy family on an outing.

To meet to customers' patronage with quick and efficient service, HINO Motors maintains numerous sales agencies at strategic points in the world. You can rest assured of quality service and products.



Model HF concrete mixer trucks lined up for work on the island of Okinawa where a large-scale construction project is underway.



These KM trucks were the first to roll off the assembly line of Automobiel Fabriek Nederland, newly established assembly and sales operation for the Benelux nations.



Mr. Huang, a taxidriver, parks his Contessa 1300 alongside the St. Francisco castle wall in the city of Macao as Portuguese soldiers atop the wall watch with interest.



The HINO sales agency on the outskirts of Geneva, Switzerland.

## HINO TOPICS



The Contessa 1300 in the sunny Caribbean city of Willemstad (Willemstad), the capital city of the island of Curacao, noted as one of the world's leading oil refinery centers.



John Michael, president of Michael's Stores, watches construction work in progress on his new company headquarters building in the city of Bo, Sierra Leone, West Africa. Michael will deliver new HINO Motors large-size buses and trucks to customers engaged in building and developing the new nation.



The HINO Model BG bus plies a route on the streets of Athens, ancient and modern capital city of Greece, often called the birthplace of Western civilization.



HINO Model BD buses are serving in the city-wide transit system in Bangkok, Thailand. Here one pulls away from a bus stop in the sun-drenched Southeast Asian capital.



HINO's Model KA dump truck on an excavating site in the Peruvian desert, South America.



A Hino Contessa 1300 is shown outside a French autodrome (raceway) in its first public appearance in France. Automaking technology imported from a French automaker was developed to a level that enable HINO to produce this sophisticated passenger model within a dozen years.



The Contessa 1300 is silhouetted against a towering golden-spired Buddhist pagoda in Rangoon, Burma.



## Passenger Cars

Have a pleasant time  
driving the car designed  
for pleasure  
the CONTESSA

The CONTESSA 1300 series, HINO Motors' prestige passenger model, is one of the nation's most sophisticated lines of cars.

It features a rear engine that reduces noise to a minimum and eliminates the propeller shaft providing more passenger room and roadholding. The radius arms also improve the rolling ratio.

The CONTESSA 1300 is light, and positive in steering due to the heavier rear weight and power. A rack and pinion gear further improves control efficiency.

The 5-bearing engine crankshaft, the latest development, is inclined 30 degrees for better cooling and power efficiency.

The CONTESSA 1300 has the shortest possible turning radius, and excellent acceleration from a standing start.

### CONTESSA 1300 COUPÉ

Max. Speed: 145 km/h  
Engine: 1,251 cc. 4 cyl. 55 HP  
Seating Capacity: 4  
No. of Forward Speeds: 4  
Min. Turning Radius: 4,600 mm

### CONTESSA 1300 SEDAN

Max. Speed: 130 km/h  
Engine: 1,251 cc. 4 cyl. 55 HP  
Seating Capacity: 5  
No. of Forward Speeds: 3 or 4  
Min. Turning Radius: 4,600 mm



## HINO VEHICLES SERVE THE WORLD





# Buses

# HINO VEHICLES SERVE THE WORLD



Model RL



Model RA



Model RB

A ride in a HINO bus is a refreshing, comfortable experience from start to finish

There are two types of HINO Motors' buses: one is the rear, underfloor engine type with a monocoque body and the other the center-underfloor engine type.

In size, they come in a variety of models, ranging from the micro bus to giants, mounting diesel engines more powerful than any other of their size produced by world bus builders, and capable of developing the world's fastest speeds.

From the viewpoint of suspension mechanisms, there are the air suspension type and the leaf spring type. Automatic transmissions are optional.

HINO Motors can provide any type of bus to satisfy the wide-ranging requirements of customers.

<p><b>BM</b> 300, 400</p>	<p><b>LIGHT BUS</b> Seating Capacity: 29 Engine: 50HP, Diesel No. of Forward Speeds: 4 (3-synchro) Wheelbase: 4,300mm Overall Length: 7,825mm Suspensions: Leaf</p>	<p><b>AL</b> 100, 200/120, 220</p>	<p><b>CENTER UNDER FLOOR ENGINE BUS</b> Seating Capacity: 53/57 Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 5,500/5,800mm Overall Length: 10,500/11,500mm Suspensions: Leaf</p>
<p><b>BT</b> 51, 61</p>	<p><b>CENTER UNDER FLOOR ENGINE BUS</b> Seating Capacity: 41 Engine: 100HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,300mm Overall Length: 9,120mm Suspensions: Leaf</p>	<p><b>RB</b> 10, 20/120</p>	<p><b>REAR UNDER FLOOR ENGINE BUS</b> Seating Capacity: 48/53 Engine: 100HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,815/5,500mm Overall Length: 10,820/10,705mm Suspensions: Leaf or Air</p>
<p><b>BD</b> 15</p>	<p><b>CENTER UNDER FLOOR ENGINE BUS</b> Seating Capacity: 45 Engine: 100HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,800mm Overall Length: 10,300mm Suspensions: Leaf</p>	<p><b>RC</b> 100, 200/120</p>	<p><b>REAR UNDER FLOOR ENGINE BUS</b> Seating Capacity: 53/49 Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 5,500/4,815mm Overall Length: 10,705/10,820mm Suspensions: Leaf or Air</p>
<p><b>BG</b> 13, 24</p>	<p><b>CENTER UNDER FLOOR ENGINE BUS</b> Seating Capacity: 53 Engine: 100HP, Diesel No. of Forward Speeds: 5 Wheelbase: 5,500mm Overall Length: 10,870mm Suspensions: Leaf</p>	<p><b>RA</b> 100/120</p>	<p><b>REAR UNDER FLOOR ENGINE BUS</b> Seating Capacity: 48/40 Engine: 320HP, Diesel No. of Forward Speeds: 5 Wheelbase: 6,250/5,800mm Overall Length: 11,950/11,500mm Suspensions: Leaf or Air</p>

# Trucks

## Hino trucks -- Powerful, and Untiring

HINO Motors' ever-progressing diesel engine manufacturing technology has been an attention-getter in the world automaking industry over the past 50 years.

Today, HINO diesel engines are vital parts of medium and large-size trucks. For small-size trucks, HINO Motors has developed high performance gasoline engines.

All HINO trucks, ranging from one ton up to 25 tons in capacity with trailer, bonnet type or cabover type, are always available.

Excellent maneuverability through a unique air brake system and power steering device provides fatigue-free driving.



Model KA



Model TE

# HINO VEHICLES SERVE THE WORLD



Model TH



Model ZM



Model FH (BRISKA 1300)



















Model KM



Model TH



Model TE

<p><b>FH</b></p> <p>100(RH) 200(LH)</p> <p><b>1t<sup>®</sup></b></p>	<p>TRUCK/BRISA 1300</p>  <p>G.V.W Rating: 2,245kg Engine: 55HP, Petrol No. of Forward Speeds: 4 Wheelbase: 2,520mm 3-Synchro</p>	<p><b>WB</b></p> <p>100(RH)</p> <p><b>4.3t</b></p>	<p>TRUCK 4x4</p>  <p>G.V.W Rating: 7,500kg Engine: 50HP, Diesel No. of Forward Speeds: 5 Wheelbase: 2,850mm Distance from Cab Rear end to Rear Axle Center: 2,850mm with 2-Speed Transfer</p>	<p><b>KM</b></p> <p>300(220)RH 400(420)LH</p> <p><b>4.5t 4.6t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 6,800kg Engine: 50HP, Diesel No. of Forward Speeds: 4 Wheelbase: 3,300/2,850mm Distance from Cab Rear end to Rear Axle Center: 2,825/2,185mm 3-Synchro</p>	<p><b>WA</b></p> <p>100 (RH)</p> <p><b>6.4t</b></p>	<p>TRUCK 4x4</p>  <p>G.V.W Rating: 12,800kg Engine: 140HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,300mm Distance from Cab Rear end to Rear Axle Center: 2,780mm with 2-Speed Transfer</p>
<p><b>KE</b></p> <p>101(RH) 201(LH)</p> <p><b>8.1t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 13,800kg Engine: 140HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,500mm Distance from Cab Rear end to Rear Axle Center: 2,970mm</p>	<p><b>TE</b></p> <p>111(RH) 211(LH)</p> <p><b>8.8t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 12,800kg Engine: 140HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,300mm Distance from Cab Rear end to Rear Axle Center: 2,770mm</p>	<p><b>KA</b></p> <p>300(RH) 400(LH)</p> <p><b>9.6t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 15,500kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,800mm Distance from Cab Rear end to Rear Axle: 4,100mm with 2-Speed Rear Axle</p>	<p><b>TH</b></p> <p>340(280/320)RH 400(LH)</p> <p><b>9.7t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 14,500kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 3,500/4,800/5,200mm Distance from Cab Rear end to Rear Axle Center: 2,800/4,180/4,580mm 320/340 (With 2-Speed Rear Axle)</p>
<p><b>TA</b></p> <p>141(RH) 241(LH)</p> <p><b>9.7t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 14,500kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,700mm Distance from Cab Rear end to Rear Axle Center: 2,630mm</p>	<p><b>KA</b></p> <p>100(120)RH 200(220)LH</p> <p><b>9.9t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 15,500kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,850/4,200mm Distance from Cab Rear end to Rear Axle Center: 3,350/2,700mm with 2-Speed Rear Axle</p>	<p><b>TH</b></p> <p>171(RH) 271(LH)</p> <p><b>10t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 14,500kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,800mm Distance from Cab Rear end to Rear Axle Center: 3,230mm</p>	<p><b>TC</b></p> <p>320(RH) 420(LH)</p> <p><b>11.4t</b></p>	<p>TRUCK</p>  <p>G.V.W Rating: 17,800kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 6,000mm Distance from Cab Rear end to Rear Axle Center: 5,820mm with 2-Speed Rear Axle</p>
<p><b>ZG</b></p> <p>120(RH)</p> <p><b>13.5t<sup>®</sup></b></p>	<p>BUMP TRUCK</p>  <p>G.V.W Rating: 27,000kg Engine: 175HP, Diesel No. of Forward Speeds: 6 Wheelbase: 3,600mm Struck measure 8.0m<sup>3</sup></p>	<p><b>ZM</b></p> <p>120(RH) 220(LH)</p> <p><b>13.6t</b></p>	<p>TRUCK 6x4</p>  <p>G.V.W Rating: 21,000kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,900mm Distance from Cab Rear end to Rear Axle Center: 3,400mm with 4-Speed Aux. Gear Box</p>	<p><b>HE</b></p> <p>100(RH) 200 (LH)</p> <p><b>19.4t</b></p>	<p>TRACTOR</p>  <p>G.V.W Rating: 25,000kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 3,500mm with 2-Speed Rear Axle</p>	<p><b>HF</b></p> <p>1000(RH) 200 (LH)</p> <p><b>27.5t</b></p>	<p>TRACTOR 6x4</p>  <p>G.V.W Rating: 35,000kg Engine: 195HP, Diesel No. of Forward Speeds: 5 Wheelbase: 4,200mm with 4-Speed Aux. Gear Box</p>



True worth of  
Hino products is  
most deeply  
appreciated when  
they are used



Model KB



Model TK



Model PD (CONTESSA 1300)



Model PD (CONTESSA 1300)



Model FH (BROOKA 1300)



Model JH



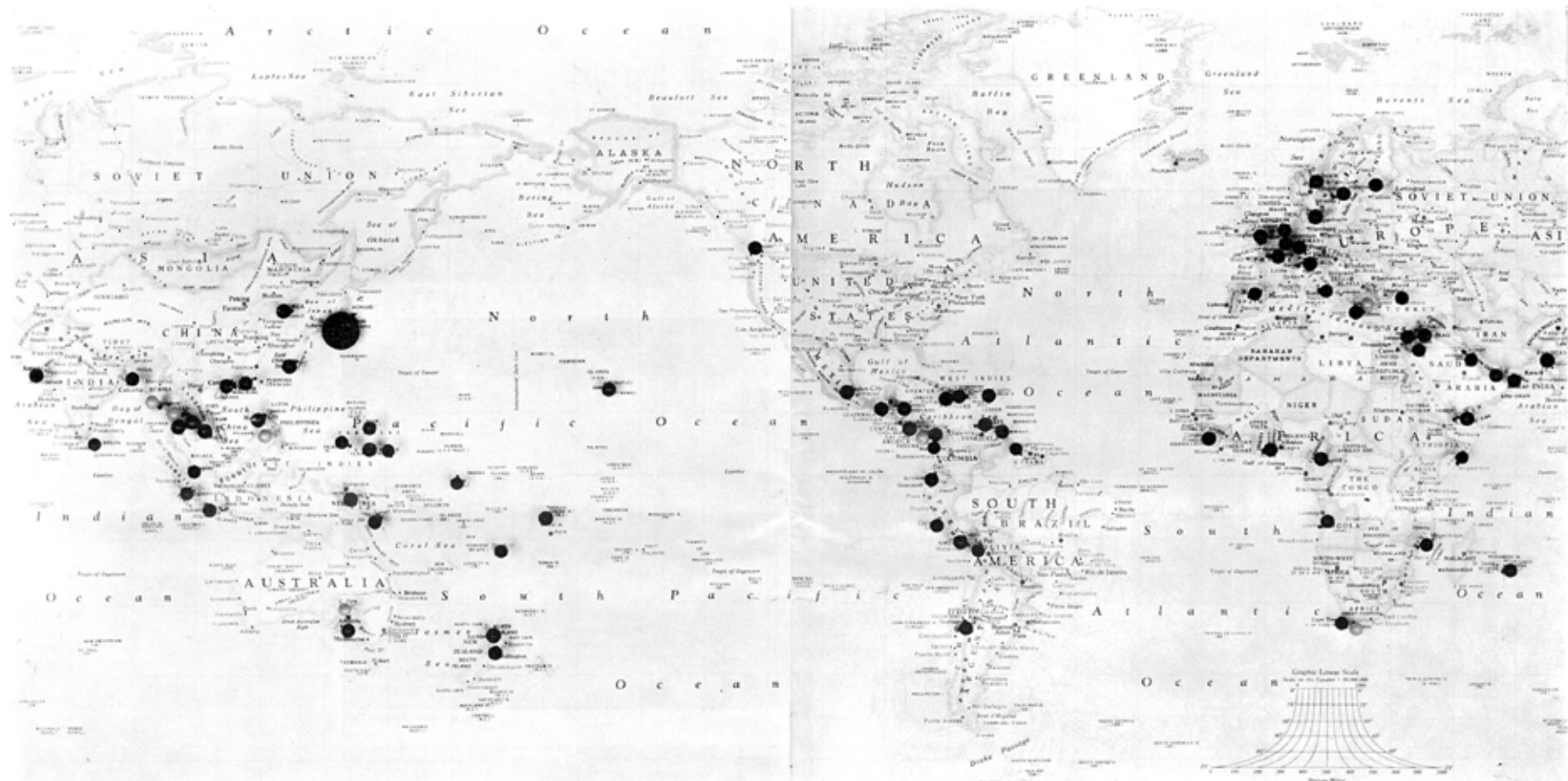
Model KB



Model TH

# HINO'S WORLD-WIDE SALES NET-WORK

A WELL-ORGANIZED WORLD-WIDE NETWORK OF REPAIR FACILITIES, PARTS SUPPLY DEPOTS, DISTRIBUTORS AND ASSEMBLY PLANTS IS ALWAYS AT YOUR DISPOSAL.



## DISTRIBUTOR

**FAR EAST**  
 Okinawa Okinawa Hino Motor Co., Ltd.  
 Hong Kong Far East Motors Ltd.  
 U.S.A.F. General Products, Corp.  
 Taiwan Ho-Tai Trading Co., Ltd.

**SOUTH EAST ASIA**  
 Philippines Hino Motors, (Phil.) Inc.  
 Hino Motor Sales, Inc.  
 Thailand Victory Automobiles Co., Ltd.  
 Thai-Hino Industry Co., Ltd.  
 Malaysia Federal Auto Co., Ltd.  
 Singapore Federal Auto Co., Ltd.  
 Indonesia Indonesian Service Co.  
 Cambodia Cambodian Commercial Co., Ltd.  
 Vietnam La Societe Indochinoise de Transport

**SOUTH WEST ASIA**  
 West Pakistan Kurshid Ahmad Agencies  
 East Pakistan Oriental Automobiles Ltd.

**SOUTH PACIFIC**  
 Australia Freighter-Hino Pty. Ltd.  
 New Zealand Campbell Motors Ltd.  
 Campbell Industries Ltd.  
 Clyde Engineering Ltd.  
 Clyde Engineering/Rotors/Ltd.  
 New Guinea New Guinea Gold Field Co., Ltd.  
 E. E. Kriewalds & Co., Ltd.  
 A. A. Thica (Goroka) Pty. Ltd.  
 J. C. Tenorio Enterprises  
 Insular Products Co., (Guam), Inc.  
 Yap Trading Co., Ltd.  
 Koror Kukamai Rudiech  
 Truk Christopher Store  
 Nauru The Nauru Co-operative Society  
 Western Samoa Gold Stars Transport Co., Ltd.  
 American Samoa Nia-Marie & Company  
 Fiji Island Ba Motor Parts Ltd.

**NORTH AMERICA**  
 Canada Fred Deely Ltd.  
 Hawaii Shelly Motors, Ltd.

**CENTRAL & SOUTH AMERICA**  
 Panama Motores Confessa, S.A.  
 Peru Maquinarias, S.A. (Maquical)  
 Ramos S.A. (Arequipa)  
 Suzuki Peruana S.A.  
 Importadora Del Caribe, C. Por. A. (DELCA)  
 Dominica Clemando Joseph Charles  
 Haiti Compania Oriemotors Inc.  
 Puerto Rico R.H. Eyles & Sons, Ltd.  
 British Honduras Constantino Marinakis  
 Honduras Almacen Juan Elias Field  
 Autocomiones S.A.  
 Nicaragua Compania Oriental Automotriz S.A.  
 Costa Rica Galmeier's Auto Parts  
 Curacao, N.A. Trinidad Transport Enterprise Ltd.  
 Trinidad CUDECOM  
 Colombia Union Nacional Importadora C.A. (Uniez Poston)  
 Ecuador Guyana Import-Export Ltd.  
 British Guiana General Sabater S.A.  
 El Salvador Toyota Boliviana, Ltd.  
 Bolivia

**EUROPE**  
 Holland Automobil Industrie Hino Nederland N.V.  
 Belgium  
 Luxembourg  
 France E. Du Jardin S.A.  
 Switzerland Hino Automobiles S.A.  
 Italy Palmi  
 Spain Compania General de Tabacos de Filipinas, S.A.  
 Greece E. Kamenos S.A.  
 Finland Kone-Tukku Oy

**AFRICA**  
 Mozambique Ciclo Motor, Ltd.  
 Angola Sociedade Comercial e Industrial de Angola, Ltda. (SOCCOINA)  
 Republic of South Africa Vanroux Motors, Ltd.  
 Motor and Industrial Investments, Ltd.  
 Sierra Leone Michael's Stores  
 West Cameroon Meyyoli Motors Co., Ltd.  
 Ghana The Ghana Farmbare & Manufacturing Co., Ltd.  
 Somali Jana Abdouhali Challo & Co.  
 Mauritius A.C. Nabke & Co.

**MIDDLE AND NEAR EAST**  
 Aden Yeslam Salem Alshagga & Bros.  
 Kuwait Abdulla Sayid Hashim Al-Gharbally  
 Trucial Oman Mohamed Abdullah Haji Yoosef Khory  
 Mohamed & Khadem Sons of Hamed  
 Qatar Mohamed Bin Rashid Al Asiri & Sons  
 Lebanon Central Lebanese Co.  
 Turkey Nejat Akcay Corp.  
 Cyprus A. Tricembis  
 Israel E. Ilin Industries, Ltd.

## HINO'S OVERSEAS OFFICES

AUSTRALIA  
 BURMA  
 GREECE  
 PHILIPPINES  
 REPUBLIC OF SOUTH AFRICA  
 REPUBLIC OF PANAMA  
 THAILAND



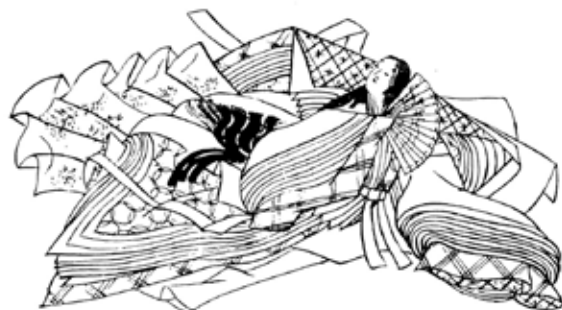
# FROM THE CARRIAGE-LESS HORSE TO THE HORSE-LESS CARRIAGE

## THE 2<sup>nd</sup> CENTURY — THE 8<sup>th</sup>.

From the 2nd century to the 8th, the horse was the only means of transportation. People travelled on horseback with their luggage tied to it. The carriage was not used yet.

For the Japanese people, it was a period of rapid development. The foreign civilization began streaming into Japan for the first time from China and Korea, and delicately mingled with the Japanese culture to enrich it.

In costume, the Korean-style garment had been in vogue up to the 5th century. After that, it gave way to the Chinese clothes, and people loved wearing a necklace and ear rings.

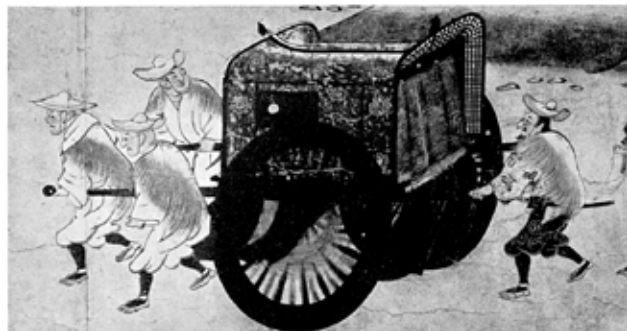


## THE 9<sup>th</sup> CENTURY — THE 12<sup>th</sup>.

From around the end of the 8th century when Kyoto was selected as the permanent capital of the Emperor, the colorful aristocratic culture began flourishing revolving around the Court.

Costumes of court nobles and ladies became unspeakably gay and colorful, and turned unique and original in style. The kimono which is widely in use today by Japanese women is a simplified variation of the garment in those days.

Court nobles and ladies leisurely travelled the thoroughfares of the ancient capital for pastime, riding on a cart dragged by oxen which represented a status symbol.



## THE 10<sup>th</sup> CENTURY — THE 19<sup>th</sup>

In the days when the ox-cart was a status symbol of court nobles and ladies, the palanquin was used to transport criminals. Confined in a bamboo cage and carried on the shoulder, they were taken to a place of exile.

But the convenience of the palanquin was soon recognized far and wide. It gradually found its way in the general public, and became a popular conveyance. There appeared even those which were elaborately and lavishly decorated.

From the 17th century onward, tastes of the general public held great sway over the fashion trend as the standard of living was raised. The advanced dyeing techniques produced excellent style and good design.



# THE 19<sup>th</sup> CENTURY — THE 20<sup>th</sup>



About a hundred years ago, Japan was trying her hardest to absorb the most vital parts of Western civilization at the quickest possible pace, throwing her doors wide open to the world, which had been tightly closed for some 300 years.

The Riki-cha is said to have borrowed its idea from the European coach. When it made its first appearance on the streets of Tokyo in 1870, it swiftly gained widespread popularity. It was soon exported to China and Europe, and established itself as a "celebrity" around the world.

European clothes were adopted as a business costume, but it took some time before it finally became home wear. Contrary to the trend of the Edo era, people preferred the quiet dress to gay costumes.



# PRESENT

First-time visitors to Japan have always who have little or no background knowledge of the country are, almost without exception, surprised at what they discover: ... sleek, ultra-modern hotels and other buildings, well-stocked and the frameworks of high-rise edifices here and there, dominate the skyline. Japanese people drive mass walks of life, soccer to and from the downtown streets, and nearly all are fashionably attired in Western clothes.

Times change. Tokyo has become the world's most heavily populated, one man of six men, thriving metropolis.

The Tokaido rail system, with highways and buses and boats linking every line, modern and modern overland, limited-area highways and wide multi-lane streets, also are sources of wild amazement to visitors.

Most of the traffic on Tokyo streets is made up of automobiles from Motors imported in Japanese motor vehicle manufacturing. The first vehicle was introduced only a few years after the first U.S. vehicle was introduced.

However, the traditional Japanese garment, the kimono, remains unaffected by the fast changing modern trends of living. The kimono, colorful and graceful, is enjoying ever wider popularity today than ever before. It is used as a costume for formal occasions such as social events, weddings, and festivals. The splendor and tradition that has been retained in the design of the kimono has been rediscovered and the garment is seen in increasing vogue here all over Japan.





**IYOMANTE (Hokkaido)**

Now settling down to a life of peace and tranquility as Japanese, citizens the Ainu aborigines were originally considered an alien race, living in the northern parts of the Japanese Islands. They had a language and culture of their own. The Iyomante is one of their traditional festivals in which they pray to God for a better catch of bears, a principal part of their meat diet.



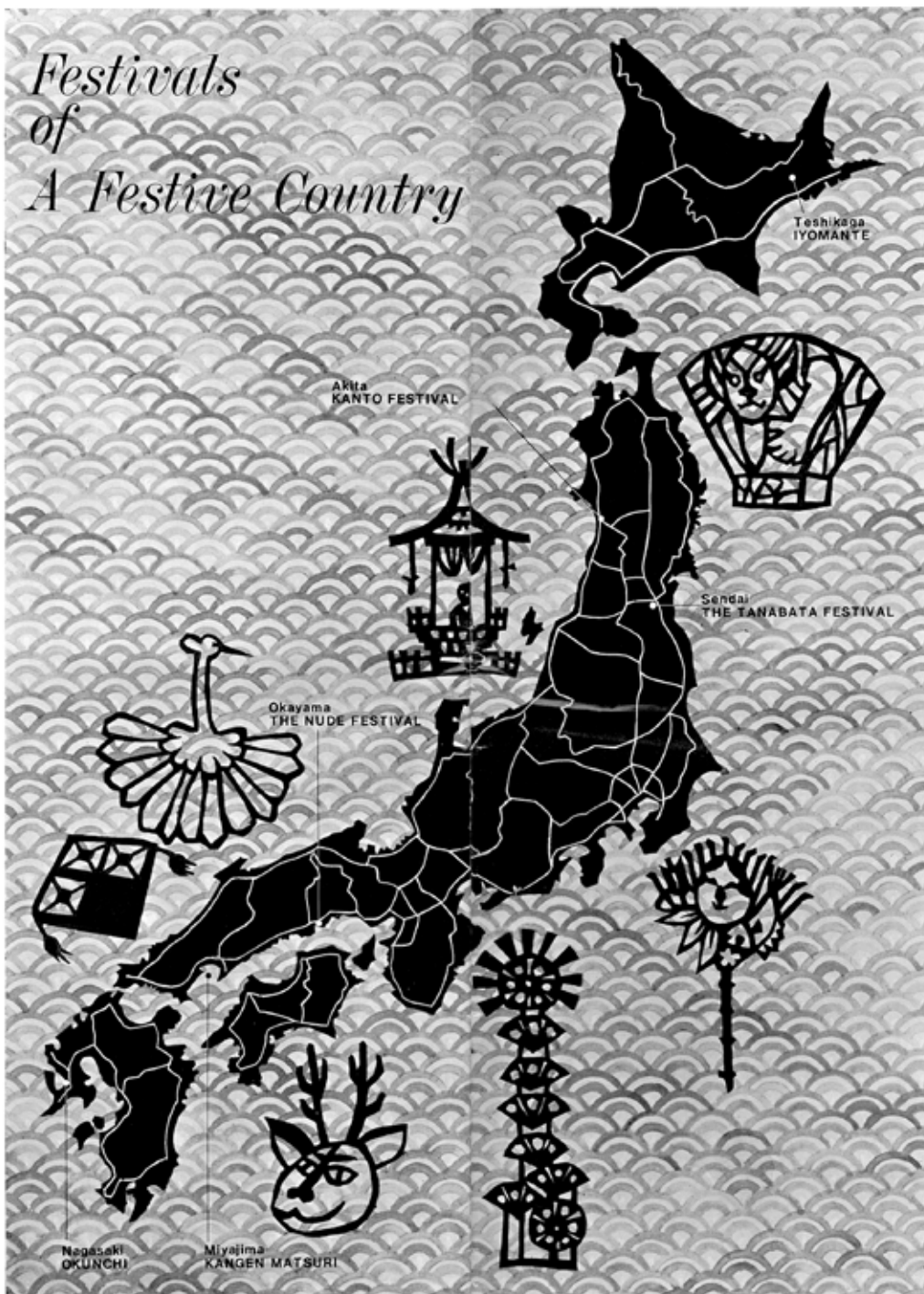
**KANTO (Akita-shi)**

It is traditionally said that if you pray to the star on July 7th of the lunar calendar, your wishes will be fulfilled. Scores of strips of paper in various beautiful colors, on which wishes are written, are tied to a green bamboo pole. The gaily decorated bamboo pole is displayed vertically on the doorstep from evening to midnight.



**THE TANABATA FESTIVAL (Sendai-shi)**

Bamboo poles assembled onto a frame with 24 to 48 lanterns hanging are called the Kanto. When night falls, all lanterns on the Kanto are brightly lit, and a group of youths march through the permitted to streets in a procession carrying it on their shoulders. The Kanto is believed to have a magic power to get rid of evil spirits.



**THE "NUDE" FESTIVAL (Okayama Prefecture)**

At midnight in winter, semi-naked males, young and old, throng to the Saidaiji Temple to catch amulets thrown by the temple monks. They are unclothed except for their loincloths. They are not permitted to approach the temple compound until they cleanse their bodies in river water.



**KANGEN MATSURI (Miyajima)**

The goddess enshrined at Miyajima on the Seto Inland Sea coast once a year makes a ritual parade over the sea aboard a ship. Amid Japanese classical music, the vessel with the goddess aboard, and decorated with curtains and lanterns, slowly proceeds over the sea.



**OKUNCHI (Nagasaki-shi)**

During the Edo era when Japan remained isolated from the rest of the world, Nagasaki flourished as the only gateway to Japan that introduced Western culture. It is because of this that manners and customs now remaining in Nagasaki are rich in exotic flavor.

The Okunchi (a festival day), featuring dragon dancing dedicated to God, is also colored with the Chinese touch.

WING'S WIDE-RANGING AUTO-MAKING INTERESTS CONCENTRATED IN HUGE PLANT





All automotive products made by Hino Motors, from the huge high-speed buses to handy light trucks, and from luxurious passenger models to diesel engines, are manufactured by the company's two plants. One is in the city of HINO, and the other in Hamura, both on the outskirts of Tokyo.

The combined site area taken up by the two plants totals 1,337,000 square meters. The actual plant floor space adds up to 257,000 square meters. More than 6,000 pieces of machinery used in auto, bus, and truck manufacturing are installed in the two plants.

Hino is already a large-scale auto producing complex but constant emphasis is put on continuing modernization and rationalization of production facilities.

The use of up-to-the-minute equipment is also one of the reasons why Hino is able to compete so successfully with western automakers on the international markets.

To raise technological standards, a training center has been set up to provide training in the form of special courses and off-the-job training. Production line workers are also encouraged to attend seminars held outside the company.

Special attention is given to quality control. Modern testing equipment and instruments help guarantee the top quality of all Hino vehicles.

Next future plans call for the Hino plant to specialize in producing large vehicles while the Hamura plant will concentrate on the production of smaller vehicles.

The Hino plant, the company's major factory, uses transfer machines and 1,400 ton triple-action presses, both among the most technologically advanced automaking machinery in use anywhere in the world today.



1. Assembly of a heavy-duty truck
2. Foundry of cylinder blocks
3. Machine shop for parts processing
4. Assembly line of gasoline engine for passenger cars and small size truck
5. Bench test room for diesel engines





6	7
8	
9	10
11	12

- 6, 8, 7. Press shop.
- 8. Paint shop for passenger cars.
- 9. Assembly line of passenger cars.
- 10. Assembly line of medium size trucks.
- 11, 12. Final inspection line of finished passenger cars.



HINO vehicles can't talk...  
 Their owners can.  
 And from the way our sales  
 are growing, a lot of people are listening.

