

COMPETITIVE COMPARISON



2011 HINO 268/268A



2011 FORD F-650

HINO 268/268A vs. FORD F-650

THE HINO ADVANTAGE – KEEPS YOUR BUSINESS IN MOTION

In 2010, for the third straight year, the Hino 268 earned the J.D. Power & Associates' highest ranking in customer satisfaction for trucks with conventional medium duty engines and transmissions. And the momentum rolls on. The 2011 Hino 268 continues to deliver the best real world advantages in the industry to truck drivers and fleet owners. Hino understands that, in the real world, you need trucks that show up and tackle the job, day in and day out. Trucks that deliver superior performance and create competitive advantages. Trucks that deliver some of the lowest lifetime costs of ownership in the industry.

Trucks engineered – like the 2011 Hino 268 – to keep your business in motion.

Key Hino 268 advantages over Ford F-650:

- Stronger frame, more flexible mounting options
- Higher standard capacity axles and suspension
- Better maneuverability
- Superior driver visibility
- Superior cab design
- More standard features vs. costly options on Ford F-650
- Higher in customer satisfaction ranking
- Higher residual value

Learn more at **WWW.HINO.COM**

IN THE REAL WORLD

YOU NEED ADVANTAGES

If you're a fleet owner or driver, you know this truth, first-hand: in the real world, marketing speak doesn't mean a thing. All that matters is whether or not your equipment performs, on the road, on the job. It's got to live up to its promises.

Here are some real world advantages that help the Hino 268 keep its promise of superior performance over the Ford F-650/750.

■ ENGINE PROTECTION

The HINO JO8E-VC engine is protected by a hefty, meaty warranty: five years/250,000 miles. This is a full year longer than the Ford F-650 Cummins engine warranty.



For fleet managers faced with the constant pressure of containing and managing operating costs... ADVANTAGE HINO.

■ FRAME STRENGTH

The Hino 268 has a stronger frame than Ford F-650: with a greater Resisting Bending Moment – 1,031,900 in.-lb. vs. 917,600 in.-lb. Hino's frame is also more durable with 60% greater strength, meaning the truck is able to carry more weight with less strain on the frame, providing the reliability needed for heavy loads.



HINO 268



FORD F-650

Greater payload capacity translates into greater profit potential per load. And that translates into more money... ADVANTAGE HINO.

■ GREATER MOUNTING VERSATILITY

The Hino 268 powder-coated frame includes extra laser-cut holes to aid body builders and give Hino owners a wider variety of loading and body installation options. These mounting points are not included on the Ford F-650/750 frame.



HINO 268



FORD F-650

Every application is different. Extra laser cut frame holes make it easier and less expensive to put the body you need on your truck. In addition, a powder coated frame is more corrosion resistant than a painted frame... ADVANTAGE HINO.

■ **HIGHER HORSEPOWER**

The Hino 268 has 20 more standard horsepower than Ford F-650 at no extra cost, which is important for acceleration performance and preventing excessive engine wear.

With ample power to get the job done the Hino 268 doesn't need to strain. Plus, an overworked engine is more likely to fail... ADVANTAGE HINO.

■ **ENGINE SIZE – DON'T SEND A BOY TO DO A MAN'S JOB**

The Hino J08E-VC 7.8L engine is designed and engineered specifically for use in a professional medium-duty truck. The Cummins 6.7L engine used in the Ford F-650 shares the architecture and displacement size of a Class 2 and Class 3 pickup truck engine.

There is no substitute for Iron. An engine with a larger displacement doesn't have to work as hard to pull the same load as a smaller engine. This puts less stress on the engine and helps it to last longer before it needs an overhaul... ADVANTAGE HINO.

■ **HEAVIER DUTY SUSPENSION**

The Hino 268 features a standard 12,000-lb. front suspension while the Ford F-650 has a standard 8,500-lb. front suspension. Hino's 3,500 pound front suspension advantage provides the durability needed for front-heavy equipment without having to pay over \$500 for an upgraded suspension from Ford that is still less than Hino's capacity.



Don't let lightweight suspension limit your options when it comes to outfitting your Class 6 truck with task-specific equipment... ADVANTAGE HINO.

■ **HIGHER REAR-AXLE CAPACITY**

The Hino 268 features a standard 19,000-lb. high-capacity rear axle that contributes to Hino's overall durability and provides load carrying flexibility and longer body length options. The Ford F-650 has a standard 13,500-lb. rear axle.



Flexibility and more rugged durability translates into greater operational versatility... ADVANTAGE HINO.

■ **OIL-FILLED HUBS**

Oil-filled hubs protect the wheel bearings and reduce maintenance costs and down time. Oil-filled hubs are a standard feature on Hino 268 and keep drivers on the road. This is an extra-cost option on the Ford F-650.



Why pay extra for essential features engineered to keep operating and maintenance costs down? ADVANTAGE HINO.

IN THE REAL WORLD

YOU NEED ADVANTAGES

■ LONGER WHEEL BASE

Hino 268 is available with a 271-inch wheelbase and the longest wheelbase offered on Ford F-650 is 260-inches.



Hino can handle a wider range of bodies and weight distributions to satisfy more customers and enable more owner/operators with the right truck for the right job... ADVANTAGE HINO.

■ SUPERIOR MANEUVERABILITY

A greater wheel cut improves maneuverability and gives Hino the advantage getting into and out of tight locations. The maximum wheel cut on Hino 268 is 55 degrees. The maximum on Ford F-650 is 45 degrees. The Hino can turn in a smaller diameter, meaning less need for slow back-and-forth turning on deliveries and less time spent backing up, which is always a safety concern.



10 degrees may not sound like much, but drivers know that it may be the difference between making that alley delivery in downtown Chicago or making that turn onto a narrow side street in New York. Maneuverability means getting the job done right the first time, in less time, with fewer hassles... ADVANTAGE HINO.

■ SUPERIOR CAB & VISIBILITY

The Ford F-650 uses the same cab found in Ford light-duty pickups such as the F-250 and F-350. The result is a cab with a low seating position, resulting in a less-than-ideal driver's line of sight. The Hino 268 cab, with its large front windshield, facilitates an impressive forward line of sight. Plus, its tall seating position and sloping front hood all contribute to superior driver visibility.



Greater visibility is a safety multiplier: protecting drivers, reducing accidents, lowering dramatically total lifetime cost of ownership... ADVANTAGE HINO.

■ LARGER FUEL TANK

The Hino 268 features a standard aluminum 52-gallon fuel tank compared to the steel 45-gallon tank on the Ford F-650.



Larger fuel tanks can mean up to 70 more miles between fill-ups and less time off the job when you drive a Hino... ADVANTAGE HINO.

■ **ACCESSIBLE FUEL FILTER**

The Hino 268 fuel filter is easily accessible and transparent, making it easy to check and service. The Ford F-650 fuel filter is buried under the hood and is not transparent, requiring costly labor to visually inspect.



A clean fuel filter is critical to maintaining peak engine performance and life. Hino makes it quick, easy and less costly to inspect and change your truck's fuel filter without wasteful time disassembling engine components... ADVANTAGE HINO.

■ **HANDLING THE HOOD**

A damping strut assists when closing the Hino 268 hood. The Ford F-650 hood makes due with only a torsion bar assist.



Without a damping strut it's easy – and potentially dangerous – to slam the large, heavy hood. This can cause cracks or other damage that are costly to repair. The Hino hood closes slowly and smoothly every time... ADVANTAGE HINO.



■ **NO EXPOSED WIRES**

The superior build quality of the Hino 268 can easily be seen in the engine compartment, where you'll notice there are no exposed wires. This doesn't hold true for the Ford F-650.



Exposed wires may lead to eventual electrical problems and expensive downtime. Hino has always engineered every detail of the engine to perform at its best... ADVANTAGE HINO.

■ **NO EXPOSED WIRES – PART 2: HEATED MIRRORS**

Wires serving the Hino 268 heated mirrors are routed inside the mirror arms to protect against quality issues and give a professional appearance. The Ford F-650 heated mirrors have exposed wires, secured by plastic zip ties, which increases the risk for electrical problems.



Exposed wires and simple zip ties are more likely to get snagged or damaged and look cheap and unprofessional. The clean appearance and safe routing of the Hino wires ensures your truck looks great and won't be sidelined by an annoying wiring issue... ADVANTAGE HINO.

IN THE REAL WORLD

YOU NEED ADVANTAGES

■ CAB ENTRY/EXIT

Getting in and out of a Hino on a busy delivery schedule takes minimal effort. The Hino 268 doors open a full 80 degrees, with plenty of room and convenient interior grab handles for easy cab entry/exit. Ford F-650 doors open only 70 degrees, limiting cab access – especially with Ford’s low seating position.



Getting the essential things right is a Hino trademark. Driver health, safety and comfort are top-of-mind engineering priorities in evidence throughout the Hino 268... ADVANTAGE HINO.

■ DRIVER COMFORT & SAFETY – The Seat

Driver comfort and reduced fatigue after long hours on the road come standard with Hino. The Hino 268 features a standard suspension driver seat (coil on 268, air with 268A). The Ford F-650 features a non-suspension driver seat with a suspension driver seat as a \$488 extra-cost option.



Professional truck drivers spend more time in their trucks than they do in their own cars. A comfortable seat that keeps drivers more alert and focused on driving is VITAL equipment. Unlike its competitors, with Hino, VITAL comes standard... ADVANTAGE HINO.

■ **DRIVER COMFORT & SAFETY – The Wheel**

The Hino 268 features a standard tilt and telescoping steering wheel. The F-650 steering wheel tilts, but doesn't telescope.



Imagine this: You just made your 16th delivery of the day, you're tired and it's time to get back into your truck. The last thing you want is to have to wedge yourself into the seat, because the steering wheel won't telescope. Again, unlike its competitors, with Hino, VITAL comes standard... ADVANTAGE HINO.

■ **DRIVER COMFORT & SAFETY – Advanced Driver Information Display**

The Hino 268 features a standard advanced Driver Information Display showing instant and trip fuel consumption, DPR monitor, operation time (drive vs. idle time), percent/current acceleration and vehicle diagnostic information. It's very useful in optimizing truck performance and helps with driver retention. The F-650 does not offer a driver information display.



When you know exactly how your truck is performing in real time you can get the most out of your equipment. An Advanced Driver Information Display means you won't be surprised by maintenance issues – plus you can see how your driving affects fuel consumption and enables you to maximize performance... ADVANTAGE HINO.

■ **DRIVER COMFORT & SAFETY – The Brake Switch**

A standard exhaust brake switch is conveniently located on the Hino 268 windshield wiper stalk and can be operated while keeping your hands on the wheel. An exhaust brake is optional on Ford F-650 (\$915) and its switch is dashboard mounted and not ergonomically positioned for frequent use.



Exhaust brakes can save wear and tear on your truck. Less wear and tear means lower maintenance costs. More important, it puts the brake control right where you need it, next to the wheel... ADVANTAGE HINO.

■ **DRIVER COMFORT & SAFETY – Storage Space**

The Hino 268 has two large enclosed overhead storage compartments to secure contents in the cab. The Ford F-650 cab doesn't provide any overhead storage.



Having personal belongings and loose items rolling around in the cab is inconvenient and unsafe... ADVANTAGE HINO.

IN THE REAL WORLD

YOU NEED A HINO

■ GREATER RESALE VALUE

On average the Hino 268 commands a resale value of up to \$1,000 more than the Ford F-650*. Resale value is an important indicator of a truck's overall value and quality.

A higher resale value means you have a quality truck that provides more long-term value to your business... ADVANTAGE HINO.

* Based on Black Book analysis compiled Jan. 2011

■ ACCESSIBLE BY DESIGN

The Hino 268 windshield washer fluid is stored in the cab, under the passenger seat where it is protected from outside weather, visible for fluid checks, and easily filled. The washer fluid on the F-650 is inconveniently stored under the hood.

When you need to add windshield wiper fluid to your truck, you want it to be a fast and simple task. The Hino 268's wiper fluid level can be checked visually from the cab and filled without getting dirty under the hood... ADVANTAGE HINO.

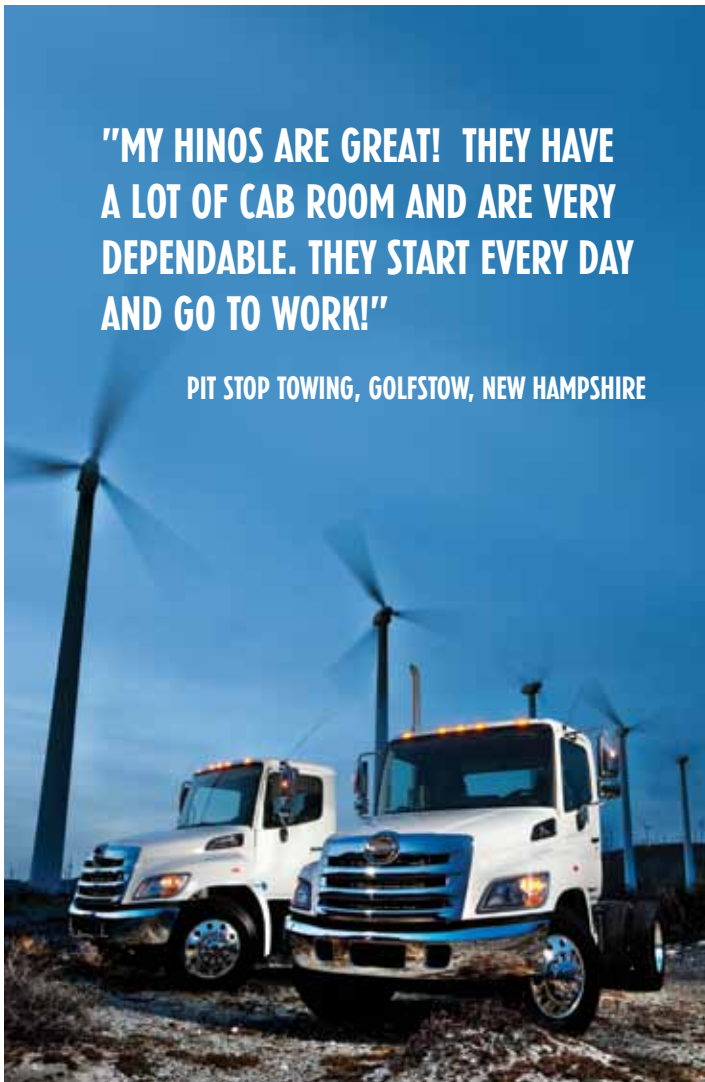
■ REMOVABLE SERVICE PANEL

Both trucks have a removable service panel in the floor of their cabs. This service panel can be easily accessed through the Hino's vinyl flooring, which is secured with Velcro®. The Ford F-650 flooring does not include such ease of accessibility. To gain the same access, a Ford service technician must first remove some plastic trim pieces before rolling back the vinyl flooring.

Removing trim to access the Ford's floor panel makes service more difficult. These extra service steps increase service costs... ADVANTAGE HINO.

"MY HINOS ARE GREAT! THEY HAVE A LOT OF CAB ROOM AND ARE VERY DEPENDABLE. THEY START EVERY DAY AND GO TO WORK!"

PIT STOP TOWING, GOLFSTOW, NEW HAMPSHIRE





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Specifications	2011 Hino 268/268A 4x2 Conventional Regular Cab		2010 Ford F-650 XLT 4x2 Conventional Regular Cab	Hino Advantage
	268	268A	F-650	
Model	268	268A	F-650	
GVWR (lb.)	25,950		26,000	
BBC (in.)	108		113	✓
Final assembly location	Williamstown, West Virginia, USA		Escobedo, Mexico	✓
FRAME				
Frame type	Straight C Channel		Straight C Channel	
Yield Strength (PSI)	80,000		50,000	✓
Frame Coating	Powder Coat		Paint	✓
Resisting Bending Moment (RBM) (in.-ib.)	1,031,900		917,600	✓
ENGINE				
Engine	Hino J08E-VC 8L Turbo Diesel Inline 6-cylinder		Cummins 6.7L ISB Turbo Diesel Inline 6-cylinder	✓
Fuel Injection Type	Common Rail (HP- 4)		Direct Injection high-pressure common rail	
Max. Horsepower (SAE net @ rpm)	220 @ 2,500		200 @ 2300	✓
Max. Torque (lb.-ft. @ rpm)	520 @ 1,500		520 @ 1600	✓
Oil Change Interval	16.2 quarts / 15,000 miles		16 quarts / 15,000 miles	
ELECTRICAL				
Alternator	12V, 130 Amp		12V, 185 Amp	
Batteries	2 @ 600 CCA		2 @ 625 CCA	
STEERING				
Steering system	TRW hydraulic recirculating ball		Ross TAS-40 recirculating ball	
Steering wheel adjustability	Standard tilt and telescopic		Standard tilt	✓
Wheel cut (degrees)	55°		45°	✓
BRAKES				
Front Brakes	Hydraulic discs with ABS	Full air, with ABS and air dryer	Hydraulic discs with ABS	
Rear Brakes	Hydraulic discs with ABS	Full air, with ABS and air dryer	Hydraulic discs with ABS	
TRANSMISSION				
Standard Transmission	Eaton FS5406A (6-speed manual)		Allison 2200 (5-speed automatic)	
Optional Transmission Choices	Allison 6-speed auto	Allison 6-speed auto	6-speed manual 7-speed manual	
	–	Eaton 6-speed auto manual	5-speed auto 6-speed auto	



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Specifications	2011 Hino 268/268A 4x2 Conventional Regular Cab		2010 Ford F-650 XLT 4x2 Conventional Regular Cab	Hino Advantage
WHEELS				
Wheel type	22.5-inch 10-stud, steel		22.5-inch 10-stud, steel	
Tire size	11R22.5		11R22.5	
FUEL TANK				
Standard	52 U.S. gal. (aluminum)		45 U.S. gal. (steel)	✓
AXLES/SUSPENSION				
Front Axle	Meritor MFS-10 series reversed Elliot I beam (oil lubricated type)		Meritor MFS-08-153B	
Standard weight capacity (lb.)	10,000		8,500	✓
Front Suspension	Hendrickson Taper-leaf springs with shock absorbers		Parabolic taper-leaf springs with shock absorbers	
Standard weight capacity (lb.)	12,000		8,500	✓
Rear Axle	Meritor RS19-145 series full-floating, single reduction, single-speed by hypoid gears		Single reduction	
Standard weight capacity (lb.)	19,000		17,500	✓
Rear Suspension	Hendrickson Semi-elliptic main and auxiliary helper spring with shock absorber	Hendrickson Semi-elliptic main and auxiliary helper- air spring	Multi-leaf, (includes 4,500-lb. auxiliary spring)	
Standard weight capacity (lb.)	19,000		18,500	✓
CAB				
Cab configurations/construction	Std. – regular/steel Opt. – extended/steel and fiberglass		Std. – regular/steel Opt. – extended/steel Opt. – crew cab/steel	
Door opening angle (degrees)	80°		70°	✓
SELECT FEATURES				
Cruise Control	Std.		Std.	
Std. driver seat/suspension type	Single/coil	Single/air	Non-suspension single	✓
Heated exterior mirrors	Opt.		Opt.	
Standard radio	AM/FM with CD		AM/FM with CD	
Oil-filled wheel hubs	Std.		Opt.	
Power take-off	Opt.		Opt.	
Advanced Driver Information Display	Std.		NA	✓
WARRANTY				
Base Warranty	24 months/unlimited mileage		24 months/unlimited mileage	
Engine Warranty	60 months/250,000 miles		36 months/150,000 miles	✓

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CHOOSE CONFIDENCE

Hino is the fastest growing medium duty truck nameplate in the U.S. Drivers, business owners and industry organizations continue to recognize Hino as a leader in medium duty trucking.



COMMERCIAL TRUCK OF THE YEAR

In April, the Hino Trucks 268 won the 2010 American Truck Dealers Commercial Truck of the Year award, beating out the Kenworth T370 Diesel-Electric Hybrid, Freightliner Business Class M2 112 Natural Gas, & Peterbilt Model 337.

HINOWATCH

24/7/365 assistance with our HinoWatch program gives you peace of mind. We'll help you get back on the road, whether it's simply a dead battery or a more serious problem. HinoWatch comes free-of-charge. Three-year unlimited mileage roadside assistance includes lockout, out of fuel, battery jumpstart, information and warranty towing.

WARRANTY/ROADSIDE ASSISTANCE

Hino Trucks are backed by a two-year bumper-to-bumper unlimited mileage warranty. Hino engines are backed by an incredible 5 year / 250,000 mile industry leading warranty. Hino also has you covered with our pledge of 24/7 roadside assistance. With nearly 200 dealers nationwide, you're never out of our coverage area.

CUSTOMER SATISFACTION

Hino Trucks ranks "Highest in Customer Satisfaction with Conventional Medium Duty Engine, Three Years in a Row." AND "Highest in Customer Satisfaction with Conventional Medium Duty Trucks."

Visit our website to find your local Hino dealer and learn more about the award winning 2011 Hino 268.

WWW.HINO.COM



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1. Hino received the highest numerical score among conventional medium duty engines and transmissions in the proprietary J.D. Power and Associates 2008-2010 Medium Duty Truck Engine and Transmission Customer Satisfaction StudySM. Study based on responses from 1,255 responses measuring 5 manufacturers. Survey was of primary maintainers and owner operators and measures opinions of primary maintainers of two-year-old (by model year) Medium Duty (Class 5, 6, and 7) trucks. Proprietary study results are based on experiences and perceptions of consumer surveyed in June-August 2010. Your experiences may vary. Visit jdpower.com.

2. Hino received the highest numerical score among conventional medium duty trucks in the proprietary J.D. Power and Associates 2010 Medium Duty Truck Engine and Transmission Customer Satisfaction StudySM. Study based on responses from 1,258 responses measuring 8 manufacturers. Survey was of primary maintainers and owner operators and measures opinions of primary maintainers of their new Medium Duty (Class 5, 6, and 7) trucks (2009 model year). Proprietary study results are based on experiences and perceptions of consumer surveyed in June-August 2010. Your experiences may vary. Visit jdpower.com.

Note: Specifications, descriptions and illustrative material in this comparison are as accurate as known at the time of publication, but are subject to change without notice. All specifications of the Hino products are with normal manufacturing allowances and tolerances. Hino Motors Sales U.S.A., Inc. reserves the right to alter specifications at any time without previous notice. Some optional items of equipment may require extra time due to the need for their adaption on the product line.