



Press Release

J.D. Power Asia Pacific Reports:

Hino Ranks Highest in Customer Satisfaction among Manufacturers of Commercial Light-Duty Trucks In Japan

Maintaining Frequent Contact with Customers Is Key to Improving Customer Satisfaction

TOKYO: 24 November 2009 — Hino improves notably from 2008 to rank highest in customer satisfaction with commercial light-duty trucks in Japan, according to the J.D. Power Asia Pacific 2009 Japan Light-Duty Truck Ownership Satisfaction StudySM.

The study, now in its fourth year, measures customer satisfaction with light-duty truck manufacturers and their respective local authorized truck dealers by examining four factors (listed in order of importance): after-sales service experience (56%), purchase experience (21%), total cost of ownership (13%) and product quality and performance (10%).

Among the six manufacturers included in the study, Hino ranks highest with a score of 643 on a 1,000-point scale, improving by 16 points from 2008. Hino performs particularly well in three of four factors: after-sales service experience; purchase experience; and product quality and performance. Following Hino in the rankings are Toyota (637), Nissan Diesel (628) and Isuzu (624).

“Hino has improved most notably in 2009, compared with 2008, in various aspects of the after-sales service factor, including providing rapid response in the event of a breakdown or accident and business hours,” said Hiroaki Endo, general manager at J.D. Power Asia Pacific, Tokyo. “In addition, Hino’s customers indicate that they are highly satisfied by the frequency and number of post-sales follow-up visits.”

In light of stagnant sales in the light-duty truck market, manufacturers and dealers seem to be attempting to strengthen ties with customers by increasing the frequency of visits. The study finds that the more often a sales representative visits customers, the higher the customers’ levels of satisfaction, on average. In particular, there is a notable difference in satisfaction levels between customers who indicate that a representative from their manufacturer visited two to three times a month or more, compared with customers who report being visited approximately once a month.

“When paying visits to customers, sales representatives would benefit from performing more than standard work duties such as the collecting payments,” said Endo. “There is particularly strong positive effect on customer satisfaction when sales representatives demonstrate interest in improving customer operations and business, including following up on customer concerns about their vehicles and exchanging information about industry trends.”

The study also finds that improving satisfaction levels may not only help manufacturers differentiate themselves from their competitors, but also may positively impact customer retention and loyalty rates.

The 2009 Japan Light-Duty Truck Ownership Satisfaction Study is based on responses from 2,159 fleet managers of commercial fleets nationwide. Respondents provided evaluations for up to two manufacturers. The study was fielded between July and August 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: shizue_hidaka@jdpower.co.jp

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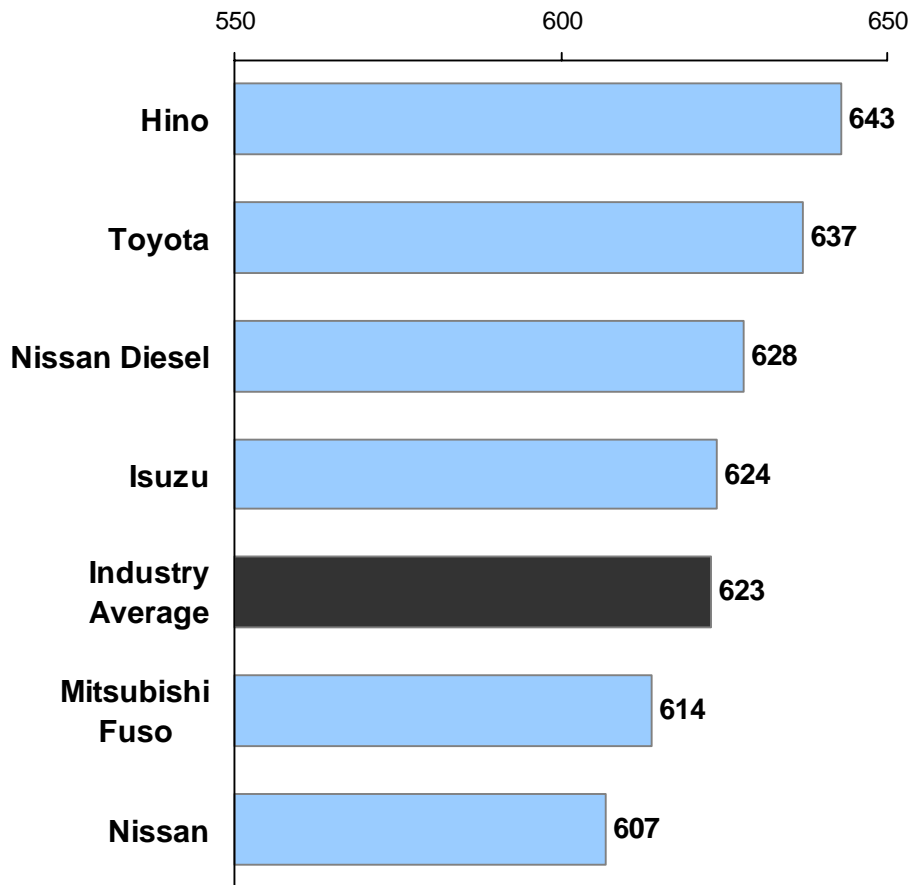
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2009 Japan Light-Duty Truck Ownership Satisfaction StudySM

Ownership Satisfaction Index Ranking



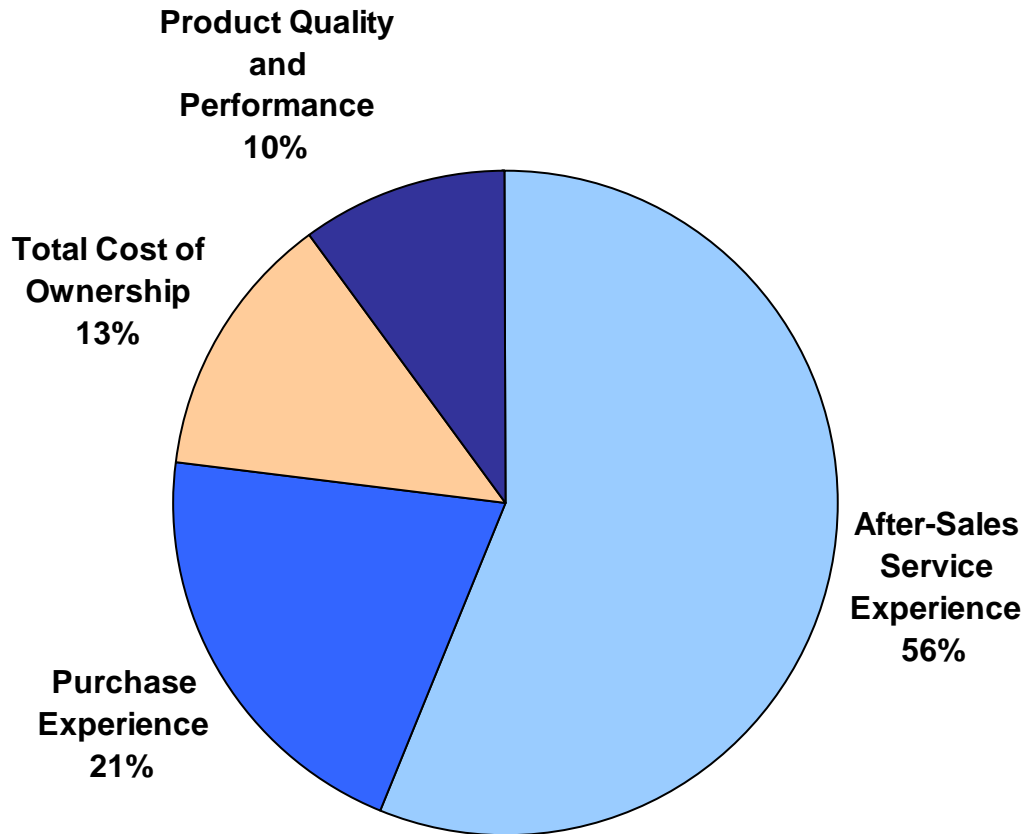
NOTE: Mazda was included in the study, but not ranked due to small sample size.

Source: J.D. Power Asia Pacific 2009 Japan Light-Duty Truck Ownership Satisfaction StudySM

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Factors Contributing to Overall Satisfaction



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