

Hino celebrates 50 years in New Zealand

Hino Distributors (NZ) Ltd are revving up for their biggest year yet – 2014 marks 50 years of Hino trucks delivered to New Zealand’s transport industry, and celebrations are planned throughout the year.

The Hino story started in 1964, when Clyde Engineering Ltd imported two bonneted 195hp diesel trucks from Japan. Assembled in Auckland, they were sold to Rotorua logging operators. Truck Investments Limited purchased the shares in Hino Distributors (NZ) Ltd from Clyde Industries (NZ) Ltd in 1984. From Clyde’s 30 commissioned trucks in their first three years, Hino sold its 10,000th unit in 2003, and now sells over 450 trucks annually. In 2004 the Sime Darby Group purchased Hino Distributors (NZ) Ltd. The same year saw the introduction of the Hino 700 Series, to complement their light duty 300 series and medium 500 series trucks.

As well as recognising Hino’s half-century milestone, acknowledgement of the industries they work with will comprise a major part of the 2014 celebrations. A high percentage of freight is moved by the road transport industry. Trucks play a vital role in New Zealand’s economic performance, and Hino are a significant contributor. Their trucks, used in a vast range of industries and applications, can now be found everywhere.

Hino are known for their reliability on the road and as a business partner. As well as assisting customers to choose the right specifications, they have partnered with a number of body builders and suppliers to find specialised solutions; from stock trucks, logging operators and the prominent use of the 500 series in the construction and waste industries; to cherry pickers, vehicle transporters, earth movers, horse floats and everything in between.

Fifty years in terms of New Zealand’s trucking history is relatively short.



The second Hino sold in New Zealand, this ZM went into logging for Charlie Shallcrass of Rotorua in 1964.

New Zealand’s population reached 2,617,000 in 1964, and more people could afford their own private vehicles. Throughout the decades Hino have remained innovative and flexible. Today, in a time where environmental considerations have become a major factor in business, Hino continue to lead the

view specifications, compare models and get in touch with Hino from any device.

Throughout 2014 numerous activities are planned, the highlights of which include a Hino 700 travelling the length of the country, spending time with clients and the community and having a bit of old fashioned fun.

Hino’s success isn’t just because of product quality; it is also due to the people they’ve worked with through the decades. “We have clients and staff that have been with Hino from the start,” says Hino Distributors NZ Ltd general manager,

Ray Roberts. “Kiwis are a loyal bunch. When they find something that exceeds their expectations they stick with it. These people are a true testament of Hino’s durability, and we will cap off the year with a special event to thank them.”

Roberts says Hino will continue to adapt and evolve over the next 50 years. “Some things will remain constant though – our commitment to our clients, the industry, economy and environment”. □



way, introducing a 300 series hybrid in 2006, and being the first manufacturer to comply with the next level of strict emission requirements. As a company, Hino are committed to reducing the adverse effects of the transport industry on our natural surroundings.

The 50th anniversary celebrations preparation began with the launch of Hino’s new website in November. The shift to a responsive site that is more flexible and has been designed with the end user in mind means anyone can