

Castleton and Hino Trucks

A sign of increasing success



Toyota is the world's largest and most successful car maker. In 2001 it acquired Hino Motors, with plans to double exports of its Hino Truck range and make it one of the world's top five truck manufacturers.

The sales strategy for Hino trucks of the UK and Ireland distributor J Harris Assemblers Ltd is unique in the industry. By maintaining extensive stocks of fully-built chassis, cabs and bodies it avoids the long lead times of other manufacturers. This enables operators to manage their changing fleet needs more effectively.

The Services

Hino trucks are designed and engineered in Japan and assembled in the Republic of Ireland by J Harris. We were appointed signage contractor by Harris as they set about establishing a new dealer network in the UK.

Our remit covers the manufacture and installation of corporate signage, in accordance with design and specification guidelines set down by Hino in Japan.

With each new dealership, we initially visit the site and discuss signage requirements with the local management team. The challenge is to explore a signage scheme that will optimise the Hino Trucks brand and identity alongside any existing brands carried by the dealer.

During the visit we carry out a full photographic survey of the site. Layout proposals are then produced and forwarded to all parties. Once these are approved, signs are manufactured and installed, liaising with the local management at all times.

The Benefits

Working closely with the individual dealerships, Castleton provides a full survey, manufacturing and installation service. Our project management ensures that each stage is meticulously planned and executed, addressing local site and dealer needs while also safeguarding the overall Hino Trucks brand and identity. The end result is continuity of specification, quality and image as the dealer network continues to grow.

The Products

Corporate ID
Fascia banding
Secondary signs
Internal signs
Totem signs