



FUN FACTS ABOUT THE HESS TOY TRUCK

- * In 1964, Leon Hess, founder of Hess Oil, began offering toy trucks as a thank you to loyal customers.
- * To celebrate the Hess Toy Truck's 50th anniversary, Hess is releasing two toy trucks: a commemorative Collector's Edition Hess Toy Truck and a 2014 Hess Toy Truck.
- * The complete Hess Toy Truck collection includes 44 full-size trucks and 17 mini toy trucks.
- * Collectors typically purchase two Hess Toy Trucks each year – one for play, the other for safe keeping.
- * In 1998, Hess introduced the Collectible Miniature Series featuring small-scale, fully detailed versions of the trucks.
- * For many years, the annual holiday toy is announced in TV and radio advertisements with a well-known commercial, featuring the lyrics "The Hess Truck's back and it's better than ever...." The commercial's lyrics are based on the 1963 hit song "My Boyfriend's Back" by The Angels.
- * TV commercials have spanned back to the 1980s with a variety of rock 'n' roll songs including the memorable "My Boyfriend's Back".
- * Hess Toy Trucks are showcased as the centerpiece of the "Hess Bridge To The Future" float in the nationally broadcast Macy's Thanksgiving Day Parade since 2000.
- * From the very first truck offered in 1964, Leon Hess set strict standards for the Hess Toy Truck that are still followed today: the highest quality materials and workmanship, exacting attention to detail, safety and durability, an affordable price, and batteries must always be included.
- * During his life, Leon Hess was personally involved in every detail of each and every Toy Truck, from design concept through finished product. Today, company CEO and Hess' son John Hess continues that tradition.
- * From concept to finished product, each new model is a highly guarded secret.
- * Each model takes several years to design and produce because of the attention to detail and quality.
- * Hess has donated thousands of Hess Toy Trucks to the Marine Toys for Tots program, to bring some joy to so many underserved children as well as those impacted by large scale natural disasters.
- * Hess Corporation has donated more than 740,000 Toy Trucks to Marine Toys for Tots, as well as to families living in areas struck by disaster. For example, families affected by Hurricanes Katrina, Rita and Sandy, and tornado victims in Illinois have received Hess Toy Trucks over the years.
- * \$1.29 was the retail price of the first Hess Toy Truck in 1964.
- * The first Hess Toy Truck was a Tanker Truck that could be filled with water and emptied through its delivery hose. It had working headlights and taillights and retailed for \$1.29 – including batteries.
- * In addition to being the first Hess Toy Truck, the 1964 toy was the very first truck to include an "accessory" – a funnel that was used to fill the tanker with water.
- * The 1982 Hess Toy Truck, a 1933 Chevrolet Fuel Oil Delivery Truck, is a replica of the first delivery truck driven by Leon Hess, the founder of Hess Oil. It featured a rubber oil delivery hose that pulls out of the side and easily rewinds on its spool.
- * The 1984 Tanker Truck was the first to double as a bank.
- * The 1988 Hess Toy Truck was the first time the company created two toys in one – a trailer truck with a friction-powered race car in the rear. That year was also the first time Hess added the date to the license plate, making it easier for customers to identify the truck model by year.
- * The 1993 Patrol Car was the fastest selling Hess Toy Truck and it wasn't even a truck. It was the first year Hess featured a car instead of a truck. It featured flashing lights and authentic sounding emergency sirens.
- * The 1999 Flatbed Truck with Space Shuttle & Satellite was the most complex vehicle created. It took six years from concept to model.

- * In 2004, in celebration of the 40th anniversary of the Hess Toy Truck, the company issued for sale a limited number of commemorative paperback Toy Truck books with a full color photo and detailed description of each truck in the fleet, as well as a poster with a full color photo of each truck manufactured up to that point.
- * Complete collections are displayed in many of the company's offices worldwide, including New York and Woodbridge, NJ.
- * In 2010, Hess launched the very first Hess Toy Truck game app – Hess Jet game was based on the 2010 Hess Toy Truck and Jet.
- * In 2013, Hess created a direct link between the physical 2013 Toy Truck and that year's mobile game application: by honking the horn on the truck, players could unlock bonus points in the mobile game.
- * At a football game in the early 1960s, Leon Hess shared his toy truck idea with a longtime friend who was a toy manufacturer. Soon afterward, the two were collaborating on a prototype.
- * Hess made history creating one of the first toy trucks with lights and sound, and the first to come complete with batteries.
- * Each model Hess Toy Truck is made in limited quantity.
- * Hess Toy Trucks are available for sale at participating Hess and Hess Express Retail stores as well as online nationwide. The online sales began in 2012.
- * For many years, the first day of sales was on Thanksgiving Day, and many people waited in long lines to ensure they were able to get a toy. In 1995, to avoid long lines and allow people to spend more of the Thanksgiving holiday with their families, Hess moved up the first day of sales. Currently, the Toy Truck goes on sale within the first two weeks of November.
- * Hess Toy Trucks are subject to rigorous quality, safety and durability testing. Specific tests are designed to cover both safety and durability for each Toy Truck each year. Besides "Hess-specific" tests, testing always includes adherence to ASTM F-963, which is a toy industry standard, covering a range of safety issues.
- * The Hess Toy Truck is among one of the most popular selling toys in America and captures nearly 10 percent of the entire annual toy truck market during the holiday season.
- * Launched in 1964, the Hess Toy Truck is one of the longest-running toy brands on the market.

