

A NEWSLETTER FOR THE HESS TRUCK ENTHUSIAST

70

1962 Xmas promotion.

JUNE 20 TH, 1962

RE : HESS TOY PROMOTION POSSIBILITIES

Leon Hess feels that these possibilities offer a good amount of dollar volume

a model Hess oil barge

rocket fuel carrier

Hess- type derrick

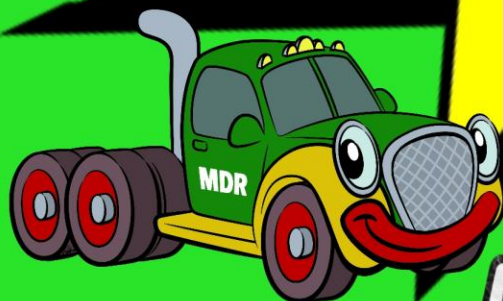
Hess Service Station(H.O. scale)

MINI FIRE TRUCK PROTOTYPES!



YouTube

2ND
EXCLUSIVE
HESS
INTERVIEW



MICHAEL ROBERTO

A NEWSLETTER FOR THE HESS TRUCK ENTHUSIAST

BY MICHAEL ROBERTO

NEWSLETTER #70 – JUNE 2022



Official 2022 HESS MINI Truck Press Release

1999 RED MINI PROTOTYPE

1999 WHITE PROTOTYPE

COMPARING the 1999 & 2022 MINI Fire Trucks

EXCLUSIVE 2nd HESS TOY TRUCK INTERVIEW 2022 NEW

EXCLUSIVE 1st HESS TOY TRUCK INTERVIEW (from 2020)

HESSTORICAL DOCUMENT from 1962

HOW MUCH MONEY DO THE HESS TRUCK BANKS HOLD?

NEWS: HESS TRUCK FANS ANNUAL “MEET & GREET” #7 IS LOOKING GOOD!

Stay Tuned for more details...



The 2022 HESS MINI Truck Collection

OFFICIAL PRESS RELEASE



EMBARGOED UNTIL 8 AM EDT JUNE 10

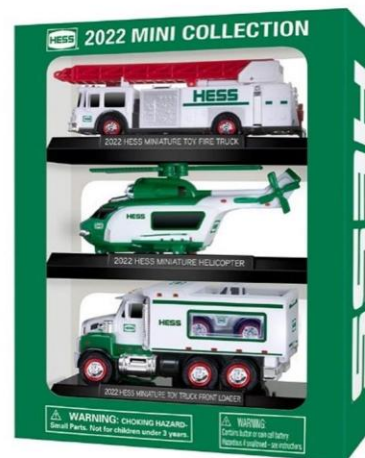
BIG THINGS COME IN MINI SIZES: JUNE 10th!

*This Summer's Limited-Production 4-in-one Hess Mini Collection Toy Trucks
Pays Tribute To 1989 Fire Truck, 2008 Truck
Front Loader Plus 2012 Helicopter*

New York, NY (June 10, 2022) – Hess Corporation announced its annual summer kick-off today with the release of its remarkably detailed small-scale vintage toy truck set. The **2022 Hess Mini Collection**, with four toys included, is on sale exclusively at HessToyTruck.com for \$31.99 with free standard shipping* and *Energizer*® batteries included

Hess Toy Truck fans know that no collection is complete without these awe-inspiring additions to the nearly 25-year history of the miniature fleet. Inside this three-tiered package are miniature toys from three different decades: the 1989 *Hess Fire Truck*, the 2008 *Hess Truck and Front Loader*, and the 2012 *Hess Helicopter*- a total of four toy trucks!

Each toy in the Hess 2022 Mini Collection remains true to the character and styling of its original full-sized version – including brilliant working lights, intricate details, and chrome accents. The display-ready packaging perfectly shows off the full collection, with each miniature mounted on a detachable display base with name plate.



Consumers will be impressed by the 50+ lights among the set's four vehicles plus a massive 11-inch multi-tiered 360-degree rotating ladder on the Fire Truck. Pretend play with rotating chrome search lights on the Helicopter will bring fun for kids big and small! The \$31.99 price includes free standard shipping and a total of 9 Energizer® batteries.

"We promise you will never get a call about your Hess Mini Toy Truck's extended warranty," jokes Hess Toy Truck General Manager Justin Mayer. "Our toys are built to last so they can be treasured for years and handed down to the newest generation."

Echoed customer Vincent Brady on Hess Toy Truck Facebook page (<https://www.facebook.com/hesstoytruck>), "started collecting in the 70s, not even a flat tire on any of my trucks."

2022 Hess Toy Truck Mini Collection • \$31.99 • Ages 3+

Available exclusively at www.HessToyTruck.com

Since 1998, the Minis have proved to be so popular that they sell out every year. This year's set includes the following:



Miniature Fire Truck

Inspired by the 1989 Fire Truck Bank, this rescue vehicle boasts a distinguished white exterior with red emergency lights. The 3-tiered ladder extends to 11-inches and rotates 360 degrees! Kids can count 10 total lights and note the chrome wheel caps, cab-top accents, tinted windows, and green side striping. 3 Energizer® 'A76' batteries are already pre-installed.

Miniature Toy Truck and Front Loader

This heavy-duty duo was inspired by the 2008 Holiday (release found on Hess' nostalgic website at <https://hesstoytruck.com/holiday-toys/>). Packed into this small sized version are 10 free rolling wheels on the Truck and an open-box bed to carry the Loader. The Loader features a fixed position forward bucket and free rolling wheels. There are 24 lights in this construction combo. The chrome accents really shine bright on the white bodies with green stripes. 3 Energizer® batteries are included.

Miniature Helicopter

This handsome miniature is based on the modern white 2012 Holiday chopper that has green and chrome accents. Free spinning main rotor with folding blades and rear propeller awaits an imaginative adventure. Kids of all ages will enjoy turning on the 17 lights and manually rotating the non-illuminating, chrome front end search lights. Look for tinted windows and 3 free rolling wheels. Kids won't see the pre-installed Energizer® 'A76' batteries but grownups will know they are included!

Also available, while supplies last, is the **My Plush Hess Truck: 2022 Choo-Choo Train**, designed especially for the youngest fans. Ideal for birthday or new baby gifts, the squeeze-activated soft toy is the third in the award-winning plush series from Hess, receiving high praise for its comforting lights and fun sing along songs from parent testers and judges alike. The plush collectible is also available online exclusively at HessToyTruck.com, for \$34.99. Like all Hess toys, free standard shipping* and Energizer® batteries are included.

In keeping with the annual holiday tradition, the highly anticipated 2022 Hess Toy Truck will be revealed when it goes on sale in October with a specific date and time to be announced later this year.

ABOUT HESS TOY TRUCKS The Hess Toy Truck, among the bestselling toys annually, is a highly sought-after collectible toy and a treasured holiday tradition shared among families since 1964. To stay up to date, text "HESS" to 437788 to sign up for mobile alerts, and follow Hess Toy Truck on [Facebook](#) and [Instagram](#).

* excludes Alaska, Hawaii and Puerto Rico.



Images used with permission from HESS Corporation

THE COMPLETE HESS *MINI* FIRE TRUCK COLLECTION



NOTE: Included above is the 2017 MINI because the 2005 truck was in fact originally designed as a FIRE TRUCK. HESS Marketing decided that five years was too close to the last fire truck release in 2000, so they just renamed it as an Emergency Truck. **WANT THE PROOF?** Prior to 2016 (when HESS no longer offered gasoline) **ALL the FIRE TRUCKS** in the Hess Toy Truck line were the **ONLY** vehicles **NOT** to say **GASOLINE** anywhere on them.

1999 MINI FIRE TRUCK (RED) PROTOTYPE



Green box: standard retail release

vs.

Red box: prototype truck



Prototype on left

Doesn't seem as "finished"
Rear step area is smooth
Rear logo is a sticker and does not light
There are no lights on this truck at all
License plate is a uneven sticker

Retail on right

Details seem more "finished"
Rear step is diamond plate pattern
Rear logo illuminates
"Taillights" illuminate
License plate is finished

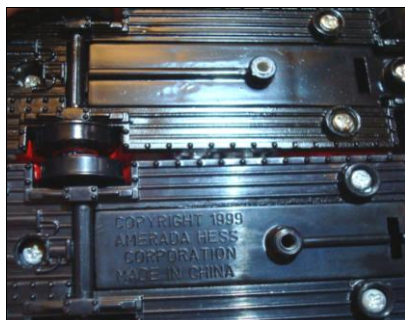


Retail on left

Cab is "smooth and finished"
"Windows" are all smooth
Door logos pad printed and illuminate
Tires "flat" finish, say HESS on them
Hubcaps have black detail

Prototype on right

Cab is not "smooth and finished"
"Windows" are all unfinished
Door logos are stickers, no light
No HESS on (shiny) tires
Hubcaps are not really finished



Retail version: on bottom both pics

On/off switch says "ON" and "OFF"
Battery cover has required information
Batt cover exhaust pipe toward front of truck
Inside battery cover are terminals and wiring



Prototype: on top both pics

Switch does not say "on" and "off"
Battery cover says nothing
Batt cover exhaust pipe runs towards rear
Inside battery cover no terminals or wiring



Retail version on left

HESS logo illuminates
"Headlights" illuminate
Ladder rest larger and higher
Windshield is smooth

prototype on right

HESS logo is sticker, no light
No lights or wiring at all
Ladder rest is smaller, lower
Windshield is unfinished

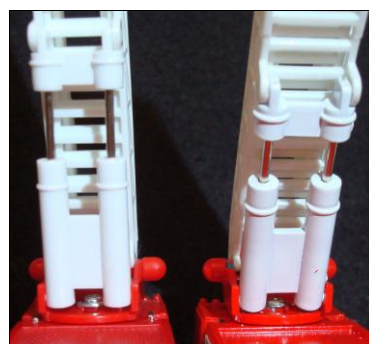


Retail version: top both pics

Behind cab has diamond plate pattern
Bright "flat" red, somewhat burgundy
Stabilizer has a diamond plate pattern

Prototype: bottom both pics

Behind cab is smooth
Brighter "glossy" type of red
Stabilizer is smooth at foot



Retail version on left both pics

Aerial ladder extends further
Pistons are all plastic



Prototype on right both pics

Ladder does not extend as far
Pistons possibly are metal

1999 MINI FIRE TRUCK (WHITE) PROTOTYPE

Courtesy of RaysHessToyTrucks.com

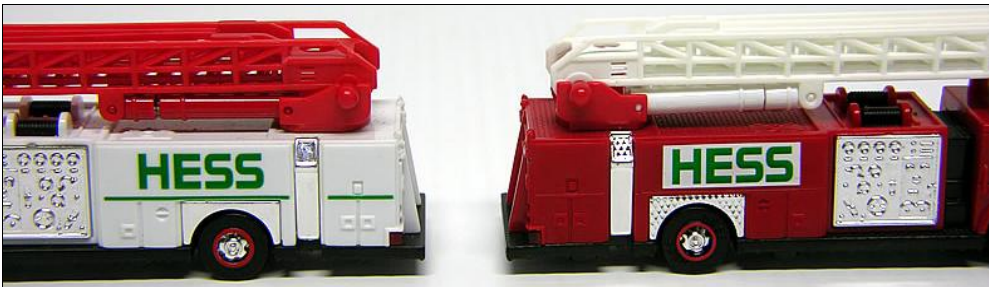


Original Red Prototype in custom box

Working White Prototype in a standard box and stand



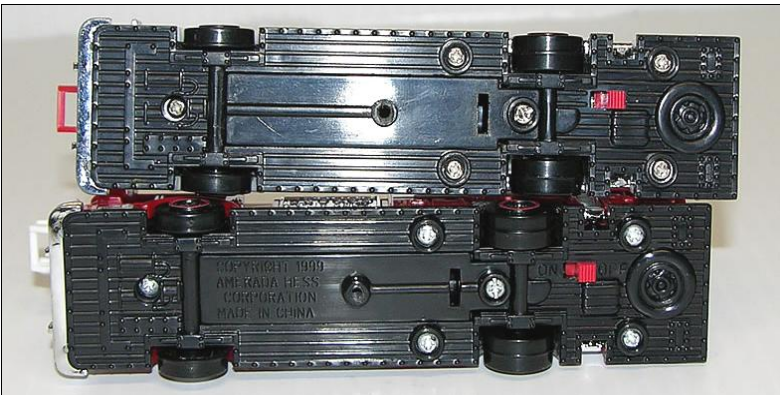
Box and stand appear to be standard



Prototype: No diamond plate on rear fender or outrigger. Ladder, pistons, and base all red. No HESS on tires.



White vs. Clear end protectors is different



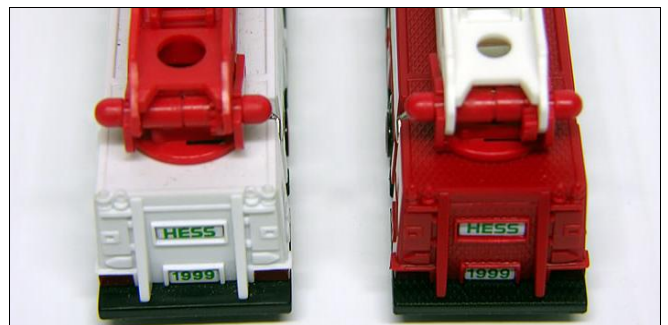
Prototype (top): Battery door cover blank and No On/Off writing near power switch



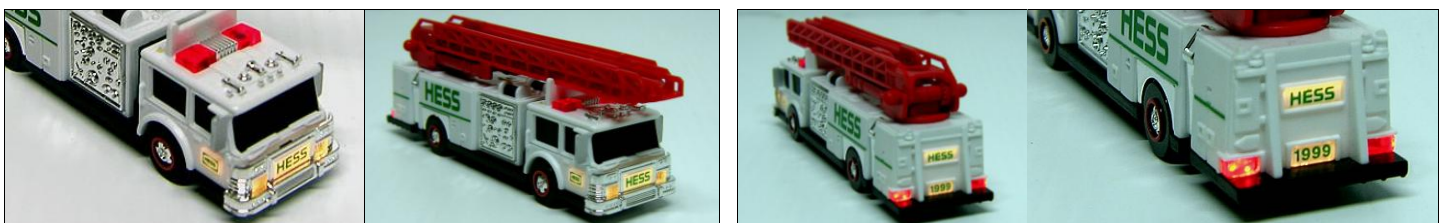
Ladder pistons do not extend as far as regular edition on left



Prototype ladder holder is shorter and its front grill under HESS is slightly taller



Proto has No diamond plate & bumper & Screw hole for ladder is larger



Unlike the previous prototype in red, this one made it to final production with working lights all around

COMPARING THE 1999 & 2022 MINI FIRE TRUCKS

Upon first glance it's easy to think HESS just re-released the mold from 1999, but with inversed colors, but that's not the case, the new model is completely re-done!



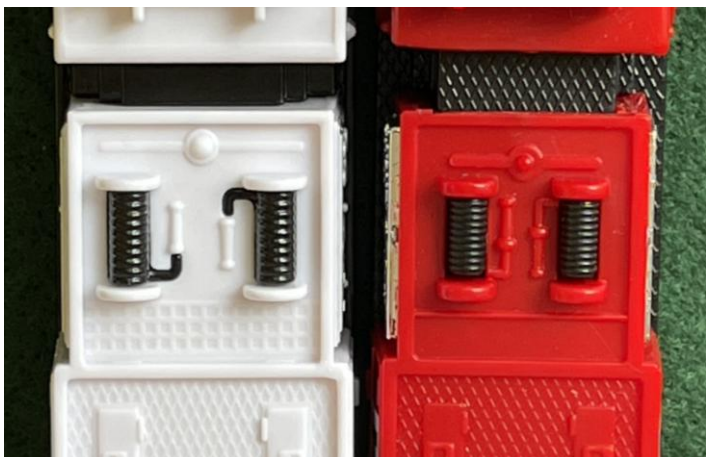
Besides the inversed colors, obviously the new version is also slightly larger, uses 3 LR44 batteries (instead of 1 AA), the lights are L.E.D. now, and here's a few more...



The chrome foot stabilizer does not fold down



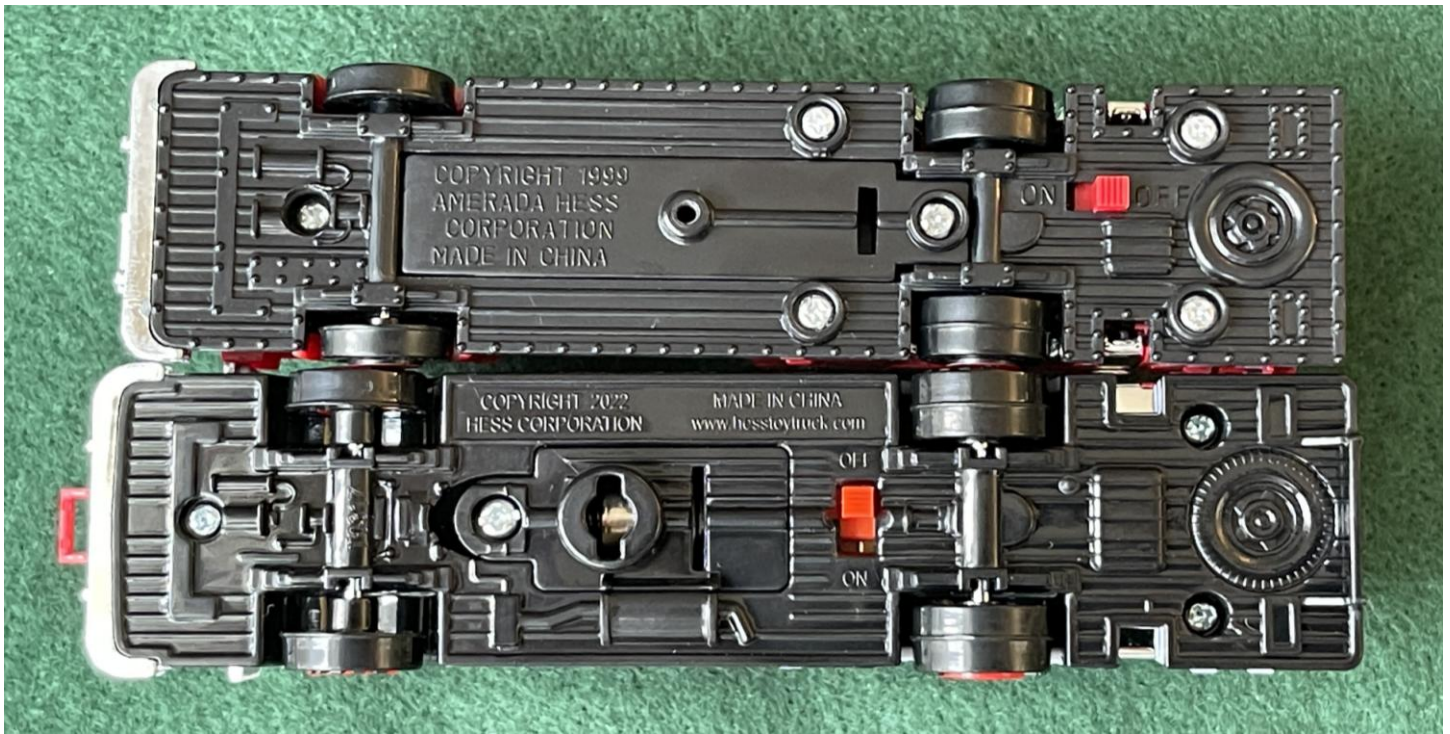
Chromed door and turn handle is a nice touch, plus different plate location



Hose "nozzles" are re-done, new grid pattern, no diamond plate on black area



Of course they had to make the ladder even bigger



Besides the year, changed name, website, placement of power switch etc. what other differences do you see? Oh look, still Made in China. Yay?!?



I found it odd that the side control panel is chrome-colored and *not* actually chromed. Also look above the rear wheel fender, same thing, again not actual chrome.

AND DON'T WORRY HESS TOY TRUCK MINI FANS...

Using HESS' own logic, I have deduced there's *AT LEAST* five/5 more years of existing Hess Truck MINIs in the pipeline.

Check out my 2nd Exclusive HESS TOY TRUCK Interview Reaction/Rebuttal video for MINI suggestions that I offered.

Video now available on our YouTube channel: <https://youtu.be/XWQA4odjYP4>



2nd **EXCLUSIVE HESS TOY TRUCK INTERVIEW**



With Justin Mayer, Director, Brand Marketing & General Manager of Hess Toy Truck at Hess Corporation, February 12th 2022

[Michael]: Justin, Once again, I'd like to welcome and thank you for taking the time to directly address the passionate fans of the Hess Toy Truck legacy. And just like last time, I've taken the liberty of gathering and sorting a general consensus of reasonable inquiries from the casual fan all the way to the super-collector-obsessionist. Without further ado let's begin!

[Michael]: 01. In our last interview you had stressed the importance of "consumer insights" and it seems they've really paid off with the long-requested fan-favorite Tow Truck and Ambulance releases in 2019 and 2020 respectively. Are there more fan-feedback models in the pipeline?

[HESS TOY TRUCK]: "Insights" includes more than just listening to fan requests for items. We consider a ton of information when it comes to considering what models we bring into the pipeline.

Examples of things we consider insights are: general toy trends, technology trends as it relates to how kids play, competitor toy company products, survey feedback we gather from both existing and prior customers, historical sales results for our own toys, and even upcoming entertainment releases which typically drive a lot of the toy trends.

All that tends to lead to a very big "toy chest" of ideas that we explore through the pipeline product development process so it's very likely that fan-feedback models (as you call it), are included in that broad pipeline.

But... whether they ultimately make it to marketing and how long that might take will depend on many other things such as manufacturing capabilities, cost, and ensuring we aren't 'repeating' products that have been released by us (at least for a long time and with enough changes to be a real differentiated improvement).

[Michael]: 02. What need was the PLUSH line of Hess Toy Trucks created to fill?

[HESS TOY TRUCK]: The Plush line of toys was created to allow the toy truck tradition to start at an even earlier age. Insights showed us that many kids under the age of 3 (which is the safety-age-rating for our toys) were playing with toys and sleeping with them as if they were their night-time buddy, using the bright lights to comfort them in an otherwise dark room.

We felt we could solve that need for our youngest fans with a plush that is safe for newborns, had age-appropriate sound effects, a mute feature to avoid accidentally startling them while sleeping, and the soothing night light feature with an auto-shutoff timer so batteries wouldn't be wasted.

It also allowed for gift givers to see immediate gratification at the holiday times vs. gifting a new baby their first Hess Truck but having to save it for a few years before they could play with it.

[Michael]: 03. 1964 started the HOLIDAY series, 1998 started the MINI series, and recently 2020 started the PLUSH series of Hess Toy Trucks. Any indicators of a 4th series, thus making Hess Toy Truck truly a year-round experience?

[HESS TOY TRUCK]: The introduction of the Plush has already made Hess a year-round gift giving opportunity. The plush is an ideal gift for baby showers, new baby birth, birthdays, and early-in-the-year holidays such as Valentine's Day and Easter. We aim to be able to shift the annual launch time of the Plush release earlier than we have the past few years once the supply chain normalizes and our product development cycle time improves with experience.

And of course, there could be additional programs from time to time such as the Collectors Editions that we did in 2014 and 2018 that would provide another purchase opportunity at a different time of the year.

[Michael]: 04. 1988 debuted the first "2 in 1", and in 1997 the first "3 in 1"... when can we expect the first "4 in 1" Hess Toy Truck model?

[HESS TOY TRUCK]: Did you miss it? We've had a 4-in-1 and a 5-in-1 mini set ☺. Assuming you really mean just to ask about the Holiday toy... when we think of new products, we don't necessarily think more = better. We want to ensure great quality and features like sounds, lights, and motors. Adding more standalone vehicles comes at an increasingly high cost. We are very sensitive to rising prices (especially since inflationary pressures are taking their toll on everyone these days), simply adding more items would drive the price up beyond a point we're comfortable with.

While it's possible many fans would rather have more items included at either a higher price, or at the tradeoff of sound or motors, we don't think that best represents the type of quality and play-value we want to provide. To deliver a set of toys that includes say 4, 5, 6+ vehicles we'd have to think differently about the scale, feature set, and/or price point - all things we constantly evaluate.

[Michael]: 05. Hess Toy Trucks have a history paying tribute to Emergency, Fire, and Rescue services, are there any plans in the future to represent our Armed Forces?

[HESS TOY TRUCK]: Many of our historical toys are inspired by armed forces vehicles. The Air Force specifically was the inspiration for the most recent 2021 Cargo Plane and Jet (as well as for the 2010 toy, and the two helicopters from the 2001 and 2012). And take a closer look at many of the SUV style vehicles we have released – the 2004 Toy Truck is heavily inspired by military vehicles. Secondary vehicles, such as those included in those helicopters as well as the rescue included with the 2020 Ambulance, were all heavily inspired by our Armed Forces. While our holiday spirited ads haven't specifically featured armed forces in action, we could not be bigger supporters of those who serve in our military. We give thanks every day for the sacrifices they and their loved ones make. They are all our heroes!

[Michael]: 06. Taking into consideration current Child Safety Laws and any known manufacturing limitations, is it possible to produce a new battery-powered HESS toy vehicle that floats?

[HESS TOY TRUCK]: Ok... here we go again ☺. We are well familiar with the fact that many folks sank their Voyagers to the abyss of their bathtubs in the 1960s and that was a clear “insight” that customers expect a boat should float. And yes, you are hitting on a key issue which is the mix of water and electronics. I will admit we’ve studied many bath toys to understand the durability and longevity of doing a battery-powered Hess boat that kids can play with in the tub or the pool.

The reality is that much would have to be sacrificed including very limited non-flashing lighting and no sounds. And even with those sacrifices we fear the life of the toy would not last long enough to pass to the next generation given most bath toys are subject to mold issues quite quickly. So, the long answer is, yes, it’s possible to make a battery powered toy that floats... but not one that meets the Hess standards.

[Michael]: 07. A pie chart has been crafted of the overall Hess Toy Truck audience, what percentages would be given to what populations?

[HESS TOY TRUCK]: Boy, do we have a lot of pie charts! We have them by age of buyer, age of gift recipient, geography, gender, income, length of purchase, length of collection, number of purchases, interests, hobbies, and even those who follow Mike Roberto vs. not ☺. Given all the possible ways to look at the Hess fan base, let’s just leave it at: there’s a lot of data and folks fall into many different categories on many different pie charts. No one statistic defines a customer, and no two customers are the same.

[Michael]: 08. Other than “widgets delivered”, how does HESS Corporation define a toy truck model year’s success?

[HESS TOY TRUCK]: In the early days of the program, success was measured around incremental gasoline volume coming from visits to the stations during the promotional period along with capturing new gas customers because of affinity for the toy and/or the Hess brand. Over the decades our view of success has really transitioned into the emotion and affinity for the toys that happens at the holidays between family members. Success is ensuring there is a Hess Toy available to put under the Christmas tree or gift at Hanukkah. Success is when a child gets their first Hess truck (or plush). Success is when grandpa bonds with their new grandchild over imaginative Hess-toy play. Success is when fans recommend new products that they would love. Success is seeing older kids show off their collection they’ve grown. Success is someone seeing the holiday commercial and immediately having a touching memory of a parent who has passed. Success is family and love that happens to involve the Hess Truck.

[Michael]: 09. Currently it appears the MINI Hess Toy Truck line would eventually come to an end (as previously released trucks would eventually all be covered in the next few years). What words of encouragement can you offer besides “don’t worry” that could ignite the imaginations, and fan the flames of anticipation for what MINIs to come?

[HESS TOY TRUCK]: Things aren’t always as they appear. Let your imaginations run wild and see if you too can see opportunities that we see...

[Michael]: 10. Not only does 2024 represent the toy truck 60th anniversary, but the 10th anniversary of the sale of all the HESS retail stations that we all grew up on, with that said, is there any chance of a return of “John Hess Fuels” or in this new zeitgeist of electric-powered vehicles, a forward-thinking service station of the future?

[HESS TOY TRUCK]: While I’m not involved in the energy side of the Hess business, I’ve not heard of any plans to get back into the station business.

[Michael]: 11a. Understanding there’s no more Hess gas stations; there have been years (mostly ‘82 through ‘87) that the toy truck BOX had other-than-station contextual art settings. With that said, what are the plans for the future of the box design?

[HESS TOY TRUCK]: When we sold the gas stations, it no longer made sense for us to have the traditional gas station scenes, or refineries for that matter. So, we undertook an evaluation of what the box should be going forward. We landed on going back to our roots where the focus as far back as the late 1960s and early 1970s was not the scenery, but the toy itself. Our current artwork, which is an extremely detailed drawing of the actual toy product from all angles, allows the toy itself to be the hero and more largely displayed on the side of the box for those who prefer to keep their toys in the box. After all, we think the toy is itself a piece of art ☺.

[Michael]: 11b. If bringing back box artwork is not an option, have you considered “scaling up” the standalone MINI packaging box (with the front/top window display) and use that for the Holiday truck, thus allowing for full glorious display of the Hess truck while still inside its box?



[HESS TOY TRUCK]: Boy, that sure looks like someone copied our glassware set box design, doesn’t it? ☺. Our holiday box is designed with shipping durability in mind, meaning it needs to be super-well protected as it is jostled around by the transportation network. And more tactically, for those who take the toy out of the box, what would be the point of displaying an empty box? We explored and solved that with the design of the 2018 Collectors Edition box which had the old image of the Hess fleet to remain on display if the toy was removed from the box, but you’ll note we added the exterior hero artwork on the side flap as well thus “allowing for a full glorious display of the Hess Toy Truck” (your words ☺). Of course, that type of box design is more expensive and has been limited to the higher price point Collector’s Edition items.

[Michael]: 12. A decades-old prototype exists with figures meant to fit *inside* the truck's opening doors. Can this concept ever be revisited to make a future model "better than ever!"? Or perhaps an HESS Station Attendant action-figure? We could all collect "The trusted man in white" in both classic-white and winter-coat-green uniforms!



[HESS TOY TRUCK]: You touch on a good example of tradeoffs in product design here. In this design pictured above we have a simple single-vehicle concept with minimal lighting and without sound, so there are very little electronic components and wiring needed. As you add more lights and sounds you need space for components such as chip(s), more wires, and speaker(s). And of course, you need space for secondary, tertiary, and apparently per your request above, a *fourth* item included. How would it all fit? The size of the primary vehicle would simply become unmanageable, driving up manufacturing and shipping costs. One of the ways that we have managed to avoid even faster pricing increases in the face of huge cost increases is the creative way we are able to use the inside of the cab space for electronics as well as enlarging the accompanying vehicles. That has resulted generally in the cab windows being blacked out and the doors sealed. A good example of how we use that space is the 2016 dragster which would not have been able to wheelie without a very long nose...which in turn had to fit "inside" the cab from the flat bed area. And the most recent example is the 2021 Jet which would not have been nearly the size it ended up being if we couldn't slide the nose inside the 'cab' of the Cargo plane. Of course, where there more of an 'open-ai red cab' we have included drivers – i.e. '02 biplane, motorcycles and '18 ATV.

[Michael]: 13. Justin, you're the first person not related to Leon Hess to be entrusted to take over the reins of the Hess Toy Truck Legacy. How did you start with Hess Corporation and was it your passion to acquire such a position? And was there anything that you personally championed for that you were able to see until completion?

[HESS TOY TRUCK]: That's not an accurate statement. Over the decades there have been several non-Hess-family-members intimately involved and overseeing the Toy Truck program. For most of our history, the toy promotion was run under the leadership of the gas station, and later convenience store, businesses. Within that organization there were a range of folks involved with responsibilities ranging from box art design to logistics coordination to sales reporting and of course marketing; none of whom were Hess family members.

Personally, I joined Hess 15 years ago and held several different positions on both the Energy Marketing and the Retail Marketing (gas station and convenience stores) businesses. My first experience related to the Hess Toy Truck was the year I joined where my role as head of consumer insights, as you might have guessed, included research work on the Toy Truck specifically. In the most recent years leading up to the divestiture of the stores I had overseen the IT organization for the stations/stores and then lead a "marketing and innovation" team which included a broad mix of marketing & promotion and in-store operational components. It was within this position that I worked more specifically on the Hess Toy Truck directly (including launching the ecommerce store in 2012 and the app games in 2013 and 2014).

When the retail stores divested, and the announcement was made that the toy would continue, I happen to be deemed most qualified, having demonstrated success in retail operations, marketing, and ecommerce as well as a deep knowledge of the Hess Toy Truck from years of insights work. I was very grateful and excited for the opportunity to use a blend of my IT, Marketing, and Strategy skills. And I was really touched by the trust placed in me to ensure the iconic program's continued success without nearly 1400 stores that served as the sole outlet for the preceding 50 years – and admittedly very scared too!

To be clear, I don't do this alone and we should all be thankful and immensely proud of the work my team has done to migrate the toy truck business from the gas stations to ecommerce, keep the beloved tradition of the holiday and mini toys, and introduce new lines such as the Collectors Edition and Plush programs. My team and I look forward to the many things coming down the road that we know fans will love.

[Michael]: 15. Finally, are there updates to any of the things we've previously discussed from our first interview in 2020? [Courtesy copy at end]

[HESS TOY TRUCK]: Based on some of your interpretations of my answers I wanted to clarify two points:

- The Mobile Museum does not exist any longer; it was designed for a single use event tour. If we wanted to do another tour in the future, we would be starting over with a new vehicle.
- You felt I didn't answer your question about whether there were historical toys that we wished we had produced more of. The short answer is not really; look above to how we define success.

[Michael]: Once yet again, I feel honored to be able to speak on behalf of the Hess Toy Truck fans out there and genuinely feel grateful that I can *give back* in appreciation of the connection to my dad that the Hess Toy Truck brand has given me. – Michael

CHECK OUT MY REACTION / REBUTTAL VIDEO





EXCLUSIVE 2020 HESS TRUCK INTERVIEW



With Justin Mayer, Director, Brand Marketing & General Manager of Hess Toy Truck at Hess Corporation, May 5th 2020

To my knowledge this is the first time HESS Corporation has ever granted the request for an interview and I am deeply humbled. It took a lot of patience and professional persistence. You may also enjoy the *reaction video* posted on our YouTube page: [Hess Truck Books](#).

[Michael]: Justin, it's an honor to finally obtain an audience with HESS, as you may know from my personal story, the HESS TOY TRUCK literally changed my life. And I sincerely thank you (and HESS) for it. I've taken the liberty of gathering a census of reasonable inquiries from super-fans of your long-standing promotional product who I know whole-heartedly would be interested in your replies, myself included.

[HESS TOY TRUCK]: Mike, Thanks for asking me to participate and talk with some of our fans. I know you're a longtime fan and put a lot of effort into being a toy truck expert and a fan in general. We know your story well and the connection the Hess Toy has to you and your Dad. It's a great memory for not just you, but many folks who stay connected to family members through the toy tradition. We truly appreciate it.

[Michael]: What is the likelihood of another East Coast tour of the HESS Mobile Museum truck?

[HESS TOY TRUCK]: We get this question a lot. The HESS mobile museum program that we put together back in 2014 was to celebrate the 50th anniversary of the annual toy truck program. The vehicle was built for a one time use during that season. We got good feedback about the program so maybe someday down the line we could do another one, but there are no plans at this time.

[Michael]: While perhaps a moot point now, was there ever talk of releasing a HESS gas station diorama in-scale with the toy trucks? Would it / could it ever be done now post-humorously, say like a special collector's edition play set or even as a licensed LEGO set?

[HESS TOY TRUCK]: Let's separate this question. A scale model station has been requested by fans for a long time. We have chosen to focus on our core which is toy vehicles. Creating "playsets" for our holiday toys simply isn't practical given their size, but it could be done theoretically to work with the Minis or even with the "micros" which is the name that I use to describe the smaller secondary vehicles that accompany a Mini. While we have no plans currently, it's something that we continue to give thought to.

As it relates to Lego, they focus their licensed products on the latest entertainment/ movie releases. They have an embedded relationship with a few of those big entertainment brands and a long pipeline tied to upcoming movies that they are working on with long lead times. We would not fit into their plans. So, then the question is would we ever do proprietary brick program for building your own truck? Maybe someday.

[Michael]: HESS has publicly stated over the years that suggestions are NOT accepted for new truck designs, however one cannot deny there must be a "connection" with their target audience. Can you elaborate on what factors are considered when choosing the next truck design?

HESS TOY TRUCK: It's important from a legal perspective that our designs are proprietary and owned by Hess from an intellectual property perspective. That said, "consumer insights" remains an important element to all businesses and we are no different. In terms of how we choose our trucks, there is a careful balancing act among a few key areas: customer insights, design & manufacturing capabilities, practicality in cost and retail price, play value, what trucks been released in the past and when, and making it better than ever each time! As a result, many ideas get delayed due to design hang-ups, manufacturing hang-ups, other ideas already ready to go, recently released similar items, or for other reasons. We keep working on ideas for many years. A good example is 2019's Tow Truck. We've wanted to do a tow truck for a long time, but we felt it was important to have a secondary vehicle with it which was something we struggled to make work in the design phases for a long time. It took constant design iterations before we had a "design breakthrough" with the collapsible tow that transformed the bigger truck into a flatbed carrier.

[Michael]: Does HESS see any advantages regarding a live fan event surrounding the annual truck release?

HESS TOY TRUCK: The annual toy release is a special event for sure. Our goal is to create the most excitement and awareness about the launch each year. In the past we have partnered with major network shows (such as the TODAY Show) to create an exclusive reveal partnership. In more recent years we have expanded our use of "influencers" to publish their own reviews or unboxing videos timed with the launch. A live fan event is something we've discussed several times, but our team's priority that day must be on flawless operational execution. There's a lot that must happen very smoothly behind the scenes on launch day, so we've avoided a live event to enable us to stay focused on the operational tasks.

[Michael]: Looking back, is there any particular truck model that HESS thought they should have produced more of?

HESS TOY TRUCK: We try very hard to balance supply and demand. This is tricky as you might imagine. On one hand, many collectors want toy value appreciation and thus desire less made and faster sell-outs. On the other hand, for most others it's about ensuring they get to carry on the tradition or simply getting a great toy for their family member - so they want more flexibility on when they can get it during the holiday season. That, of course, means offering more and taking longer before selling-out. Ultimately, there are many factors considered for each item when determining production quantity. As you might imagine those factors include historical data, current economic conditions and outlooks, the calendar timing of when holidays fall, and a variety of other strategic considerations.



EXCLUSIVE HESS TOY TRUCK INTERVIEW



With Justin Mayer, Director, Brand Marketing & General Manager of Hess Toy Truck at Hess Corporation, May 5th 2020

[Michael]: Was there any particular idea for a HESS toy truck release (you could talk about) that if logistically possible, would have been gloriously spectacular if it could've been pulled off?

HESS TOY TRUCK: We have loads of gloriously spectacular ideas, but we haven't done them because they aren't practical for one reason or another and logistically isn't typically the barrier. Back in the early 2010s we had a concept built that was a remote controlled race car controlled by the phone app. Was it cool – heck yes! But the cost would have been prohibitive. It's important to us that we bring items to the market that customers view as a value. That's where the truck started and where we stay committed.

[Michael]: Congratulations on the integration of STEM learning with fun playtime. How does HESS feel about exploring water mechanics next (say with a boat or a tanker with water-pumping action)?

HESS TOY TRUCK: Ok now... I can see right through this question. You could have just asked 'is there a new Voyager concept coming?'... Of course, we never reveal what's coming up from a design perspective, so you'll just have to wait and see.

[Michael]: What can you tell us about the future of the HESS "Collector Edition" line of trucks?

HESS TOY TRUCK: What I can tell you is that the Collectors Edition series started out with a bang in 2014 and followed up with an even faster sell out in 2018. So, will there be more in the future? Probably. When? I can't say of course 😊. Part of the fun and tradition is the guessing game, so it's important to many customers (and therefore to us) that we slow play the reveals each year.

[Michael]: What would you say is John Hess's level of interest with the Hess Toy Truck brand as he continues his father's legacy?

HESS TOY TRUCK: I can't say it any better than John did himself when he wrote the concluding words in the 50th Anniversary Book. "It has been a joy to bring smiles to so many faces during the holidays. We look forward to continuing the Hess Toy Truck family tradition in the years ahead."

[Michael]: I'd like to acknowledge that HESS Corporation has done more for the toy truck collector community in the last five years than in the last twenty five! Sometimes it seems as if it's been a love-hate relationship with HESS Corporation and us toy truck collectors at times over the past few years, may I ask when (or what triggered) the realization that our voices may carry some merit?

HESS TOY TRUCK: We are grateful you feel that we are hitting the mark with the toy truck collector community, but it's important that we address what I think is a misperception that has existed for a very long time. It's only been love... and profound appreciation. *Always!*

The reality is that social media simply gives our fans' opinions better visibility that wasn't there in the past. I also think that there maybe simply a difference in desire to some degree between what the collector community wants and what the newer, younger kids want to open and play with. The toys will continue to be made with playability first and foremost – the same approach that has worked so well for over 55 years.

[Michael]: HESS maintains the first toy truck in 1964 sold for \$1.29, yet every piece of evidence indicates a price of \$1.39. Understanding that neither of us were alive back then at that time, can you offer a business perspective on how both statements could possibly be true?

[Michael's Response]: While this question was omitted from Hess Corporations reply, I thought I'd share the answer I WAS given, albeit indirectly and verbally. The truth of the matter is, sometimes the Hess Corporation of today just doesn't actually *know* the answers we collectors seek. For one, if you think about it, most of the people alive today were simply not around 55 years ago, and if you think about it further, those people that were, most likely aren't around anymore either. So I guess some mysteries will have to remain unanswered.

[Michael]: Is there any message HESS Corporation would like to convey at this time to your audience of Hess Toy Truck fans out there?

HESS TOY TRUCK: We are very proud to continue celebrating the Hess Toy Truck tradition each year and remain so grateful to the fans of all ages and from all over the country. The power of that tradition and the love that our fans, like yourself, have for us, has enabled the Toy Truck program to succeed and thrive without the legacy HESS gas stations. We would like to thank each of your readers for all their support and friendship over these past fifty five plus years! We remain true to our original commitment of quality, detail, and value and hope the program is enjoyed by the newest generation in each of your families! – Justin Mayer

[Michael]: It's a great feeling to be acknowledged and I speak for the HESS truck collector community when I say THANK YOU for your time today!

[Michael's Final Response]: I must say that I feel this was written really well, and that Justin and HESS really took their time to answer each question thoughtfully. I hope this interview (and my reaction video on YouTube which adds in more verbosity) really helps everyone get on board to have a better understanding of HESS TOY TRUCK. It has been an honor and thank you for your time. Great things are coming!

HESSTORICAL Document from 1962

JUNE 20 TH, 1962

MR. [REDACTED]

MR. [REDACTED]

RE : HESS TOY PROMOTION POSSIBILITIES

In visiting with Leon Hess, the following ideas were expressed :

- § develop a series of scale model toys such as a Hess tanker ship and a Hess oil truck and a Hess Service Station so that well - advertised promotions can be planned on a three or four month interval per item as a give-away or self - liquidater.
- * an approved item would require a production run of 100,000-200,00 pcs.
- * initial effort should be made on a scale running Hess tanker that would float as well as move on water. Smart appearance would then require high gloss plastic (white and green color). See large model and photo placed in your office. This item would be used for 1962 Xmas promotion.
- * In terms of 1963 , a Hess oil truck or Hess Service Station (H.O. scale) would prove highly attractive. A model of the latter item will be sent to you within the next forty days.
- * to provide us with further ideas, samples of a model Hess oil barge and Hess - type derrick and rocket fuel carrier were also brought in and all have been placed in your own office.

Leon Hess feels that these possibilities offer a good amount of dollar volume and will await our own thoughts on this matter with interest. I left him with the thought that we will start to work at this at once without delay and that he will be contacted as soon as word is received here.

#

HOW MUCH MONEY DO THE HESS TRUCK BANKS HOLD?



I don't know about you, but my mind works this way: So the 1964 B-Mack tanker holds water? Well, *how MUCH water?* (The answer is exactly 3.6 oz tested! btw). So when it came to the 80s HESS Toy Truck Banks, well... *how MUCH in money* can they each hold? Meaning as a kid, if I completely filled it up, what's the most amount of money I could save at a time. So using only dimes, I tested out each truck by put as many coins as I could while still allowing the release door to properly close and lock. Plus a few more truck options you had back then. Results are below and while the numbers may look rounded, they are not.



<1984



1985>

1984 HESS TANKER TRUCK BANK:

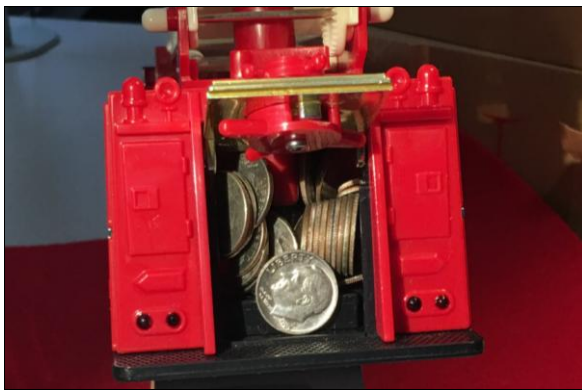
I was able to fit \$19.20 in dimes through the coin slot and \$20.00 fit max.

I'm impressed. While it's never actually stated or implied, could HESS have really engineered the truck to hold exactly \$20.00 max in coins? It's a "reasonable minimum amount." FYI: I only counted quantity after spilling out the contents.

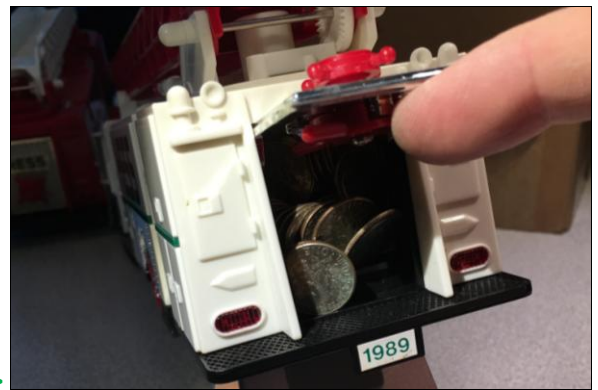
1985 HESS FIRST TRUCK BANK:

I was able to fit \$18.60 in dimes through the coin slot and again \$20.00 fit max.

Once again, we have an exact \$20.00 max coin amount. A coincidence? I'm thinking not. But as we can see, it's hard to tell by looking at the outside of the truck to see how much actual "bank" is inside. Does this trend continue? Let's see...



<1986



1989>

1986 HESS FIRE TRUCK BANK (RED):

I was able to fit exactly \$35.00 in dimes through the coin slot, however at first glance I thought this was a reasonable amount being the fire truck is bigger in size, but then something odd happened...

1989 HESS FIRE TRUCK BANK (WHITE):

I was easily able to slide in \$40.00 exactly in dimes through the rear coin door (not the coin slot on top). Initially I was taking the lazy approach (as both trucks are identical in size) but quickly realized that coin placement can have a significant result in how many you can actually fit, as evidenced here by the extra \$5.00.



1987 HESS 18 WHEELER TRUCK BANK: I was easily able to slide in \$27.00 exactly in dimes through the rear coin door. Honestly, I saved this Hess toy truck for last as I thought it would yield the biggest savings, but I was wrong. Between the front opening side doors (that can hold the three (or more) oil drums inside) and the rear “savings” bank area, it turns out all that space in the middle gets taken up by the single D cell battery that’s nestled between those compartments.

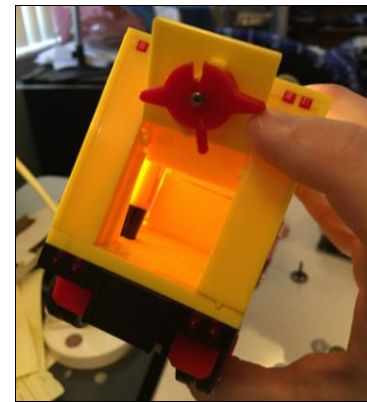


1995 TAYLOR MADE TRUCKS BOX TRAILER BANK: I was able to fit \$29.00 exactly in dimes through the rear coin door. Directly comparing this slightly larger truck to the 1987 HESS (for which it’s based on), it sadly yields just \$2.00 more.



1997 TAYLOR MADE TRUCKS SHELL OIL TANKER BANK: \$2.80 able to fit in the slot, with a maximum of \$3.40 could fit.

WOW what a disappointment here. This truck is more of a “bank” in name only. While the 1990 HESS Tanker it was based on was NOT a bank, I had hopes it being slightly larger would yield results similar to the TTC Trailer above, but no.



BONUS: 1988 SHOPRITE TRACTOR TRAILER BANK: I was able to fit \$36.00 exactly in dimes through the rear coin door. There were MANY toy truck banks with this design through the late 80s and early 90s.

BONUS ODDITY: 1989 SHOPRITE TANKER BANK: I was able to fit \$26.50 exactly in dimes through the top coin door.

Surprisingly (and for a supermarket), Shoprite has an extensive history of releasing toy trucks in both metal and plastic. However, this is the ONLY tanker similar in design and size to HESS that I’ve ever found whereas box trucks are a many!

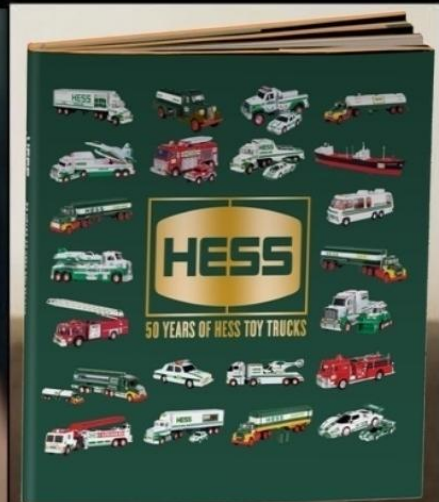
**I ACCIDENTLY SOLD
\$15,000 WORTH
OF HESS TRUCKS
FOR ONLY \$28. !!!**

**YOU SHOULD'VE HAD
THE HESS TOY TRUCK
ENCYCLOPEDIA!**

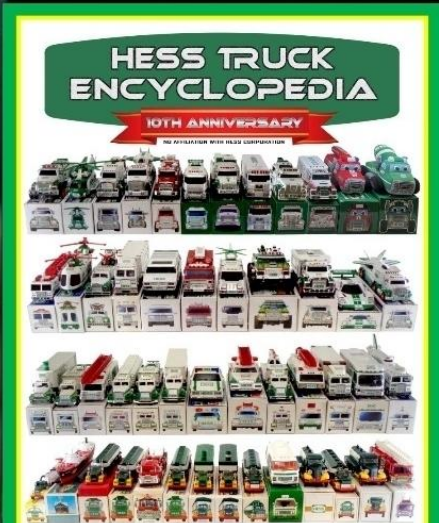


*** DON'T LET THIS HAPPEN TO YOU ***

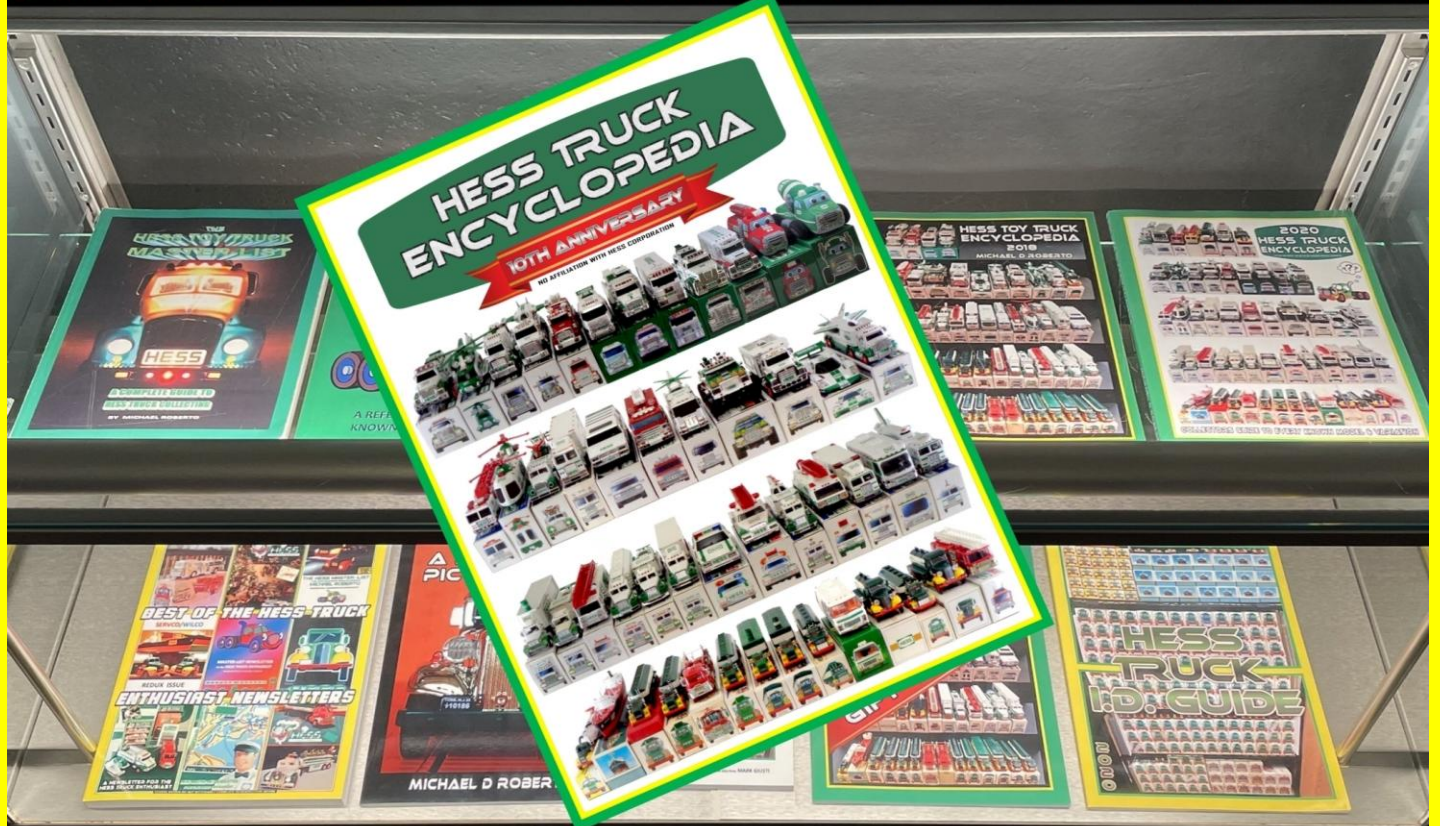
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