

ALL OF THESE TRUCKS TO BE RAFFLED OFF FREE AT UPCOMING TOY SHOWS

1st EVER EXCLUSIVE
INTERVIEW with
HESS TOY TRUCK
YOUR QUESTIONS ANSWERED!



A NEWSLETTER FOR THE HESS TRUCK ENTHUSIAST

MICHAEL ROBERTO

A NEWSLETTER FOR THE HESS TRUCK ENTHUSIAST BY MICHAEL ROBERTO

NEWSLETTER #69 – JUNE 2020



NEWS: [UPCOMING SUMMER TOY SHOWS](#)

Thanks to a widow's donation of over 50+ Brand-New Case-Fresh Hess Trucks, I will be raffling them off free over the next few toys shows. Just stop by my show table.

INTERVIEW: [EXCLUSIVE HESS TOY TRUCK INTERVIEW](#)

I present to you the first-ever exclusive Hess Corporation Email Interview verbatim, along with commentary. YOUR Collector's questions ANSWERED. And you said it couldn't be done!

SCREENSHOTS: [HESS Interview with Bob Kelly FOX 29](#)

I took a few screenshots of what I think most Hess truck fans would find interesting

REFERENCE: [THE HESS MINIS ARE "OFF THE CHART" NOW](#)

SUGGESTION: [HESS 2020 MINI BOX TRUCK: MY SUGGESTION](#)

REFERENCE: [THE HESS SORTA-CLONE BANK TRUCK SERIES, Part 1](#)

NEWS: [WHY THE HESS TRUCK ENCYCLOPEDIA IS STILL NEEDED](#)

It's 2020 and still setting straight misinformation.

INTERACT: [OUR SOCIAL MEDIA PRESENCE](#)

UPCOMING SUMMER TOY SHOWS

GI JOE **STAR WARS** **Barbie** **MATTEL** **Hasbro** **HESS TOY TRUCK** **MEGO CORP** **Fisher-Price** **MARVEL** **TRANSFORMERS** **Nintendo** **MASTERS OF THE UNIVERSE** **PlayStation** **SEGA** **Hot Wheels** **MATCHBOX**

THIS SUMMER!

ORLANDO TOY COLLECTORS

SUMMER POP-UP SHOW

JUNE 14TH 2020 ★ 9AM - 3PM

3101 E Semoran Blvd Apopka, FL 32703

(INSIDE THE BAHIA SHRING BUILDING)

GI JOE **STAR WARS** **Barbie** **MATTEL** **Hasbro** **HESS TOY TRUCK** **MEGO CORP** **Fisher-Price** **MARVEL** **TRANSFORMERS** **Nintendo** **MASTERS OF THE UNIVERSE** **PlayStation** **SEGA** **Hot Wheels** **MATCHBOX**

INDOOR TOY EVENT!

CLEARWATER TOY SHOW

A SUMMER POP-UP EVENT

JULY 18TH 2020 ★ 9AM - 3PM

6340 126th Ave. Largo, FL 33773

(INSIDE MINNREG HALL BUILDING)

STAR WARS **GI JOE** **Hasbro** **Hot Wheels** **Barbie** **MY LITTLE PONY** **Strawberry Shortcake** **HESS TOY TRUCK** **DC** **TRANSFORMERS** **MASTERS OF THE UNIVERSE** **MARVEL** **FX** **aw auto world** **PlayStation** **SEGA** **Nintendo** **MATTEL**

TAMPA, FLORIDA - SUMMER 2020

COLLECTOR EXTRAVAGANZA!

TOYS, CARS, COMICS & MORE

SUNDAY AUGUST 9TH 2020 ★ 9AM - 3PM

2701 E. Fowler Ave, Tampa, FL 33612

50+ VENDORS WITH COOL COLLECTIBLES!



EXCLUSIVE HESS TOY TRUCK INTERVIEW



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

To my knowledge this is the first time HESS TOY TRUCK has ever granted the request for an interview and I am deeply humbled. It took a lot of patience and professional persistence. Below is the unaltered email interview text (plus my responses) to their answers. – Michael // For more clarification I created a reaction video to help “verbalize” the text.

[Michael]: Justin, it’s an honor to finally obtain an audience with the HESS Corporation, 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 his question a lot. The mobile museum program we put together in 2014 was to celebrate the 50th anniversary of the 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’s Response]: So... the HESS Mobile Museum truck still exists and is able to be re-stocked and reused again. My thoughts are then if HESS purchased and customized (rather than just rented) the truck, it indicated the intention of being used more than just once. Or... this could just be the equivalent of a rich person’s mobile display case. You know, in case the entire collection had to be moved to a different location. The point is, it still exists. So there’s a possibility! ☺

[Michael]: While perhaps a moot point now, was there ever talk of releasing a HESS gas station diorama in-scale with the toy trucks? Could it ever be done post-humorously, say as a collector’s edition or even 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 Minis or even more so with “micros” which is the name I use to describe the secondary vehicles that accompany a Mini. While we have no plans currently, it’s something 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’s Response]: WOW. That was a pretty in-depth reply that sounds like considerable research into the viability of such an agreement had been previously given to the idea. I’m also liking the idea of a complete “micro” vehicle collection with in-scale environments. Now as far as the proprietary brick mention, I’m being hopeful that this could be a little strategically placed crumb of knowledge for the future... who knows.

[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. With that said, 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 being 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 have been released in the past and when, and making it better than ever each time! As a result, many ideas may get delayed due to design hang-ups, manufacturing hang-ups, other ideas already ready to go, recently released similar items, or for other reasons. As you know, we keep working on ideas for many years. A good example is last year'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's Response]: I believe that was the most in-depth explanation ever on the intricacies of what's involved to make a Hess toy truck. Now... in an overly simplistic nutshell, I interpret that as Hess DOES INDEED hear what we have to say. Let's thank social media for that!

[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's Response]: So the bad news is: no live event. But the good news is: hey I guess I'm an "influencer"!

[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/outlooks, calendar timing of when holidays fall, and a variety of other strategic considerations.

[Michael's Response]: Very informative although... I don't think the question was *actually* answered 😊 LOL

[Michael]: Was there any particular idea for a HESS 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 remote controlled race car controlled by 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's Response]: A remote controlled race car?! Ok that would've been cool. I wonder if the technology needed will become more viable (read: cheaper) over the next few years (as often happens), to make that still a contender for a near future release.

[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 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's Response]: Ok... I'm reading between the lines and getting a gooooooood vibe here 😊

[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's Response]: A 4 year gap between the releases may suggest another edition in 2022, or say the Hess 90th anniversary which would be in 2023. While NOT confirmed, my sources say there is at least one more design in the works.

[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 Hess 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's Response]: Can't improve much upon that I guess.

[Michael]: I'd like to acknowledge that HESS has done more for the collector community in the last five years than in the last twenty five! Sometimes it seems it's been a love-hate relationship with HESS and collectors at times over the 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 collector community, but it's important that we address what I think is a misperception that has existed for a 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's Response]: I thought that clarification on the misperception was nice.

[Michael]: HESS has maintained the first toy truck in 1964 sold for \$1.29, yet every piece of advertising 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 the reply, I thought I'd share the answer I WAS given, albeit indirectly and verbally. The truth of the matter is, sometimes HESS today just doesn't *know* the answers we collectors seek. For one, if you think about it, most of the people 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 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 enable the Toy Truck program to succeed and thrive without the legacy gas stations. We would like to thank each of your readers for their support and friendship over these past 55+ 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!

[Michael]: Lastly, it is a great feeling to be acknowledged and I know I speak for the HESS toy truck collector community when I say THANK YOU for your time today!

[Michael's Response]: I must say I feel this was really written well, that Justin and HESS really took their time to answer each question thoughtfully. And I hope this interview (and my reaction video on YouTube) adding in the verbosity really helps everyone get on board and have a better understanding of HESS TOY TRUCK. It has been an honor and thank you for your time. Lots of good thing coming up in 2020!

{ END }

April 20th 2020

Enjoy these actual screenshots of highlights from the interview video – Mike

VIDEO HERE: https://www.facebook.com/97838745861/videos/226182615269816/UzpfSTE1MijYxMjgxNjAyNjoxMDE1NzA4Mzg2MDg3MTAyNw/?epa=SEARCH_BOX



↑ 2014 Hess Space Cruiser prototype ↑



⬆ Retail final version ⬆



⬆ The 2018 RV clear debugging “mock up” version ⬆



⬆ Retail final version ⬆



↑ Clear versions of the 2011, 2015, and 2009 on the bookcase bottom shelf



↑ 2020 Hess Plush Fire Truck ↑

THE HESS MINIS ARE "OFF THE CHART" NOW

Looks like there's fewer options remaining for the 2021, 2022, and 2020 Hess Toy Truck MINI Collections



Using the chart above, can you figure out what's next?

HESS 2020 MINI BOX TRUCK: *MY SUGGESTION*



ORIGINAL (putting aside the issue of not to scale)



MY SUGGESTION



BTW: THIS IS WHAT IT WOULD LIKE IN CORRECT SCALE

THE HESS SORTA-CLONE BANK TRUCK SERIES

A Side-by-Side Comparison, PART 1

In the late 80s and throughout the 90s toy plastic trucks were at the peak of their mainstream popularity, so the (mostly New Jersey owned) automotive, home improvement, and supermarkets decided to get in on the action with their own personalized trucks. Which just so happened to be produced by the same factory (and dare I say, general molds) that Hess used. It appears the New Jersey Wakefern Corporation started this movement in 1988 with Shoprite as well as making the only tanker in the series. There are a total of 13 box trucks plus the tanker, branded by supermarkets such as Foodtown, Superfresh, A&P, Safeway, Pathmark, Shoprite, and Waldbaums. Home improvement stores Rickel, Channel, Pergament, and finally there's Strauss Auto and People's Drugs, who while probably the least known on this list, made one of the coolest trucks.



The "sorta" series used mostly open face boxes to display the actual truck. Box dimensions are almost identical in length, width, and height.



While the "sorta" series' cabs and trailers tend to sit about a 1/4" higher, the same design is overall maintained.



"Sorta" series box trucks don't have side doors that open. Pergament is one the rare "sorta" trucks that have different designs on each of the trailer sides.



Hess always used one smoke stack, whereas the clones used two. You can clearly see the wheel rims are identical. No HESS on those tires.



Again, besides the 1/4" height difference, its pretty evident they're based on the same molds



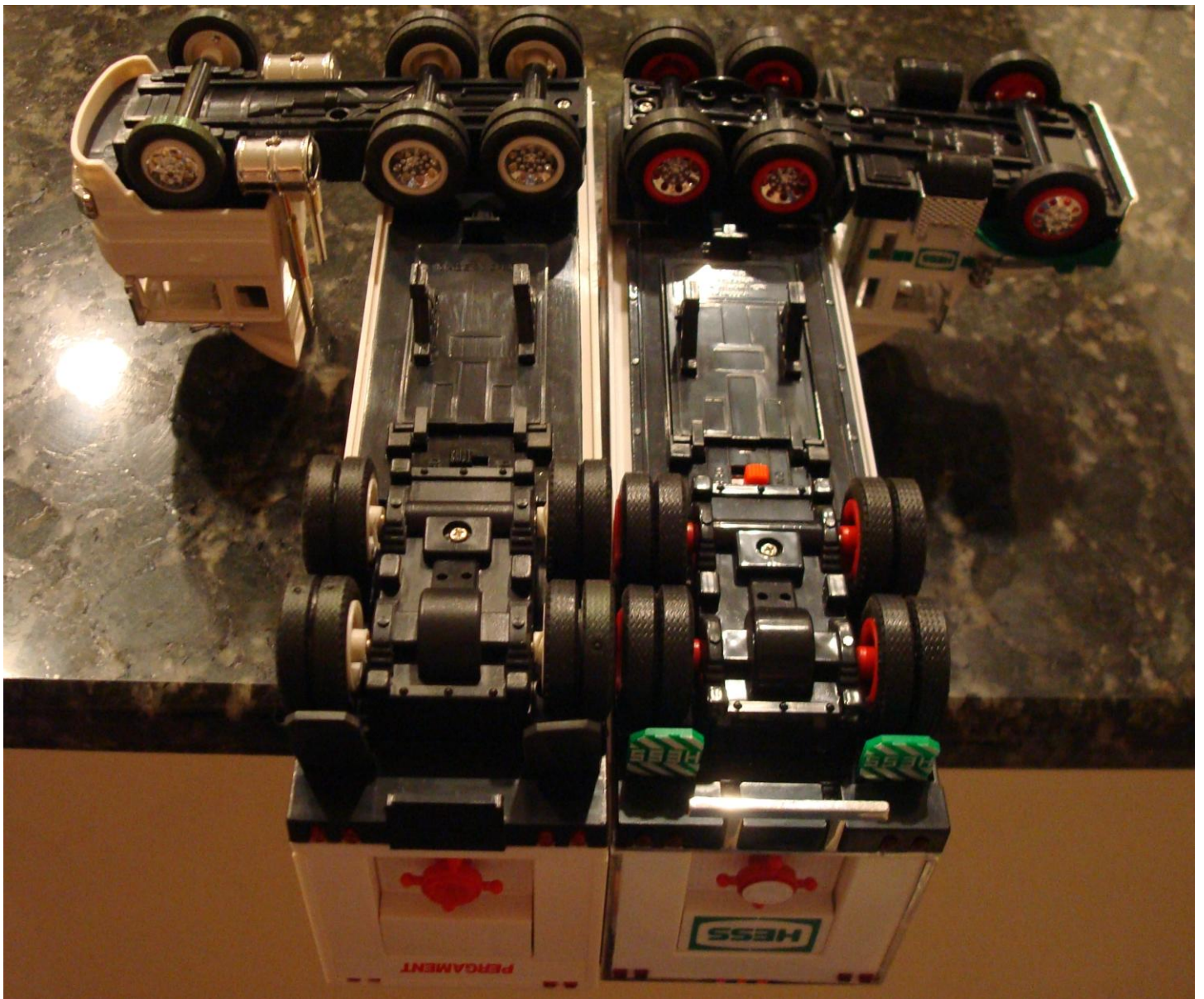
Rear doors open exactly the same way to collect the "savings" inside



Another slight difference is the bank slot is closer to the rear



Even the cardboard inserts are almost identical



Undercarriages are near identical as well. Start to see a pattern here? More to come in PART 2...

WHY THE HESS TRUCK ENCYCLOPEDIA IS *STILL* NEEDED


All screenshots below were taken in May 2020 regarding the 1995 Chrome Hess Truck & Helicopter model



"Only **10,000** were made in the entire world."



"...only **3000** of these unique trucks made."



RICK'S WOODSHOP CREATIONS

1995 Hess Toy Truck & Helicopter

(All Chrome)

Considered one of the most popular models, this year's truck is finely detailed and features a helicopter with flashing lights, a front-mounted search light, a rotating main rotor blade and a rear spinning rotor. A sliding ramp to off-load the helicopter is neatly installed in the truck's trailer. In this model "HESS 1995" is displayed underneath the helicopter and on the license plate of the truck. A record 600,000 trucks were sold in the first three days of sales.

Unique to this particular model, the entire surface of the truck and helicopter is chrome. This truck was supposedly made for a select group of people that were working on a project for Hess, but I don't know this to be true. Of all of the trucks, far fewer were made of these and they are most rare. A green velvet base comes with this truck. I've also seen this truck on a traditional cardboard base, with a silver wrapping paper. The particular truck I saw was a personal gift from Leon Hess, so I suspect a chrome 1995 truck on a cardboard base is most rare. These trucks often have problems with the quality of the chrome, with scratches or other defects. The number produced is up for debate. My truck used to be owned by the designer of the original Hess trucks.

Original Price: \$0.00 with 600-3,000 made in China. Condition: MIMB

"...with 600-3,000 made..."



Your one stop shop for
all your Hess Toy Truck needs!



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1995 Hess Chrome Helicopter
(Not Available to the Public)

Original Cost: Not Available to Public
Manufactured: 600



- ★ Hess Toy Truck Specials
- ★ Hess Trucks of the 1960s
- ★ Hess Trucks of the 1970s
- ★ Hess Trucks of the 1980s
- ★ Hess Trucks of the 1990s
- ★ Hess Trucks of the 2000s
- ★ Hess Trucks of the 2010s
- ★ Hess Toy Truck Minis
- ★ Rare Hess Trucks & Items
- ★ Loose Hess Trucks
- ★ Hess Toy Truck Parts
- ★ Hess Toy Truck Buttons

"Manufactured: **600**"

So who has the actual answer? After seven years of research... the most accurate quantity manufactured is... **600**.

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