



Hess Announces 2013 Toy Truck Model

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Hess Toy Truck and Tractor Goes on Sale November 8

NEW YORK, Oct. 23, 2013 /PRNewswire/ -- Hess revealed the 2013 Toy Truck model ahead of its scheduled November 1 launch with help from fans through social media: **The 2013 Hess Toy Truck and Tractor**. Fans began to uncover hints and portions of the toy's image on October 14 through linked social actions, including pre-ordering the truck online, liking Hess Express and Hess Toy Truck on Facebook and using the hashtag #hesstruck2013 on Twitter and Instagram.

The 2013 Hess Toy Truck and Tractor can be ordered now at <http://www.hesstoytruck.com/>. It also goes on sale November 8 at participating Hess and Hess Express retail stores. It retails for \$27.99 plus tax (plus shipping for online orders) – four Energizer® batteries included.

The 2013 Hess Toy Truck and Tractor follows a long tradition of quality, craftsmanship and imaginative play. The toy set is a truck with beautiful, chrome detailing and a trailer with a loading ramp that is custom designed to haul a versatile, self-propelled tractor. Features include:

Truck

- 4 realistic sounds: ignition/idle, horn, back-up alert and hydraulic lift
- 45 lights that work in flash or steady mode
- Hidden extendable rear loading ramp with sound effects

Tractor

- Motorized forward and reverse motion
- 15 working lights
- Locking front bucket with release button
- 360-degree swiveling back bucket

Toy Truck fans also were treated to a surprise this season – pre-ordering online before the truck model was even identified. Pre-orders begin shipping November 7.

The Hess Toy Truck has been a holiday tradition since 1964, and is one of the longest running toy brands on the market. For a complete list of Hess Toy Trucks through the years and to find your nearest Hess locations or order online, please visit: <http://www.hesstoytruck.com/>. Fans also can create their own digital display case of their collection at <http://collection.hesstoytruck.com/>.

Hess Corporation is a leading global independent energy company engaged in the exploration and production of crude oil and natural gas. More information on Hess Corporation is available at <http://www.hess.com/>.

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