International Newsroom

**Navistar Launches Truck Configurators for International ProStar, DuraStar and TerraStar Models**

# Innovative Online Sales Tool Allows Potential New Truck Buyers to Customize Features and Specifications for Variety of Commercial Truck Applications

LISLE, Ill. (January 13, 2014) – Navistar International Corporation (NYSE: NAV) today announced the availability of its new, re-designed online truck configurators for International® ProStar®, DuraStar®, and TerraStar® models on Internationaltrucks.com. The configurators allow customers to virtually design, build and customize their International Truck's cab, exterior, interior, powertrain and more.

"We know that an increasing number of customers in the commercial truck industry are researching their product wants, needs and desires online before visiting a dealership," said Michael Cerilli, vice president, marketing, Navistar. "It's all about empowering the user to spec' their desired truck with the click of a mouse. The more we can provide useful tools to aid in their purchase process, the more likely we are to earn their business."

The new configurators build on earlier versions of the tool with high-resolution, 3-D images, additional spec'ing options and an improved user experience and interface. To start, users select their cab type and bumper-to-back-of-cab (BBC) length followed by options for bumpers, mirrors, aerodynamic package and other exterior features. Next, a preferred powertrain configuration is selected, including engine, transmission and axle options. Finally, there's a prompt to select an interior trim and creature comforts of choice. When complete users may request a pricing quote, schedule a test drive with their local dealer, share their spec'd truck with their local dealer or view new and used truck inventory meeting their specifications.

"We've seen great engagement for the configurators in beta testing," said Bryan Sorensen, director, digital marketing, Navistar. "Traffic to InternationalTrucks.com has increased nearly 20 percent and users who engage with the tools are spending twice as long on the site compared to those who don't use the configurator."

"We know that customers are online and learning about how our portfolio of commercial trucks can deliver for them," Sorensen added. "Our dealerships, too, are already reaping rewards, as the online truck configurator is spurring potential customers to visit their local International Truck dealerships and learn more about our offerings."

In the coming months, Navistar plans to offer configurators for additional models in International's lineup of Class 4-8 commercial trucks including the International WorkStar® and International LoneStar®.

Customers can spec' their International ProStar, DuraStar and TerraStar models by visiting www.internationaltrucks.com/buildmyprostar,www.internationaltrucks.com/buildmydurastar, and www.internationaltrucks.com/buildmyterrastar, respectively.

---

https://news.international.com/2014-01-13-Navistar-Launches-Truck-Configurators-for-International-ProStar,-DuraStar-and-TerraStar-Models