

INTERNATIONAL TRUCK WEBSITE RECEIVES TOP AWARD

InternationalTrucks.com receives “Best in Class” award for Transportation Category

LISLE, Ill. (February 17, 2014) – Navistar International Corporation (NYSE: NAV) today announced its InternationalTrucks.com website, has garnered the Interactive Media Awards (IMA) Best in Class honor within the transportation category. Best in Class is the highest award bestowed by the Interactive Media Council and represents the very best in planning, execution and overall professionalism.

“We are marketing in a digital world, and our web presence is the primary source, next to our distribution network, for customers to engage with the brand,” said Michael Cerilli, vice president, marketing, Navistar. “With more than 160,000 unique customer visits per month, we’ve developed an environment that both empowers the user to access the products and information they desire, while taking them through a purposeful user experience that generates qualified leads for our distribution network.”

Navistar’s InternationalTrucks.com website successfully passed through the comprehensive judging process, achieving high marks in each of IMA’s judging criteria – an achievement only a fraction of sites in the IMA competition earn each year. This year, nearly 3,500 websites competed for nomination slots and Navistar edged out 34 other nominations in the transportation category.

“The award validates what we’ve heard from customers, our dealer network and have seen in the data,” added Bryan Sorenson, director digital marketing, Navistar. “We’ve seen a 40 percent increase in year-over-year traffic to our site and that’s not all – users are engaging with our tools and consuming our content. They’re staying on site longer, and ultimately learning more about the

commercial vehicle portfolio from International Truck.”

In January, InternationalTrucks.com unveiled configurators for its International® DuraStar® and International® TerraStar® models. The International® ProStar® configurator launched in March of 2013.

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