NAVISTAR LAUNCHES “GAME ON” PARTS SALES EVENT THROUGH INTERNATIONAL TRUCK AND IC BUS DEALERS

LISLE, Ill. (August 11, 2014) Navistar, Inc. today announced its fourth quarter “Game On” parts sales event and sweepstakes for truck and bus customers in the United States and Canada. Now through October 31, 2014, customers enter to win 60 Ultimate Tailgate packages on parts purchases of $1,000 or more at International Truck or IC Bus dealerships. Customers will also receive an authentic leather football with their entry to win.

“When our customers win, so do we,” said Michael Cancelliere, senior vice president and general manager, North America Parts, Navistar. “Our dealers have a lot to offer our customers and we are confident that our ‘Game On’ promotion will provide some energy and excitement for them as well as our dealers and employees. When customers call or stop by their local dealer to participate in this promotion, they will be pleasantly surprised at how competitive we are on all-makes parts. For those customers interested in even greater savings, we also offer an extensive breadth of products under our Fleetrite brand.”

"Game On” ultimate tailgate party packages include items such as a 40-inch flat screen television, wireless bluetooth speaker, portable grill, pop-up canopy and more. Each package has an estimated value of $2,700.

"With tailgate season approaching, our ‘Game On’ sales event is a great way to get our customers ready for the road and Sunday’s big game,” said Dick Sweebe, partner, Summit Truck Group. “We look forward to serving one of the lucky winners.”

The first 30 winners will be selected in early-October with the remaining 30 winners drawn in early-November. More information is available at the company’s dealer locations or online at Internationaltrucks.com/gameon and

ICBus.com/gameon. Navistar offers an extensive dealer network in North America with more than 800 International Truck and IC Bus locations.

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