

Navistar Announces Uptime Mission, Launches New Marketing Campaign For International Truck Brand

"It's Uptime at International" Focuses on Customers, Looks Toward Future

LISLE, Ill., Feb. 4, 2015 /[PRNewswire](#)/ -- Navistar today announced its new mission centered on maximizing customer uptime, illustrating the company's shift toward the future and its renewed emphasis on keeping customers' trucks on the road. A new marketing campaign for the International® Truck brand focused on uptime will be launching concurrently.

"Uptime means more than designing and building trucks to stay on the road longer," said Bill Kozek, Navistar president, Truck and Parts. "It's our renewed commitment to the industry to deliver innovation, tools and services that keep our customers moving."

Uptime is a commitment built on multiple levels. Emotionally, 'Uptime' speaks to the mindset and obligation of our dealers and employees as they deliver on the promise of keeping customers' trucks up and running. Rationally, 'Uptime' speaks to what International Truck can offer its customers, including:

- **Truck design and approach to integration** – Navistar's team of expert engineers collaborate with the industry's most trusted and proven component suppliers to design vehicles with superior performance. International® ProStar® ES, the company's industry-leading fuel efficiency package, combines the ProStar's best-in-class aerodynamics with proven, fuel efficient drivetrain and axle components.
- **Manufacturing** – The company puts tremendous rigor around its processes at its manufacturing facilities, using real-time quality metrics and progressive quality validation. Each vehicle goes through a comprehensive quality control process throughout assembly to ensure vehicles leave the plant defect-free.

- **Parts and Service** – International Truck has the industry's broadest, most capable parts distribution and dealer network with more than 800 service locations, more than 10,000 trained technicians and over 8,000 service bays to keep customers on the road.
- **Technology** – Navistar continues to enhance its capabilities in technology-driven uptime with OnCommand™ Connection. OnCommand Connection remains the only open architecture remote diagnostics system that provides customers visibility to the health of their entire fleet through a single portal.

"Uptime is a pledge by our people to deliver beyond expectations, and it's their drive to be better every day," Kozek added. "The entire International team has an unrelenting passion for delivering on our mission of uptime."

The brand's new call to action, "It's Uptime at International," speaks both to International Truck's revitalization as well as its dedication to enabling its customers to work better, harder and faster.

The initial advertising campaign will reinforce International's commitment to building defect-free trucks that stay on the road longer, supported by a top-notch dealer network delivering fast service and the industry-leading OnCommand Connection vehicle monitoring system.

New advertising will start this month in print and online publications. In addition, "It's Uptime at International" will be showcased at a series of trade shows over the next several weeks, including the Mid-America Trucking Show in March.

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