

**IC Bus Unveils The Next Stop Initiative To Explore The Future Of The Bus Industry  
Emphasis on Industry Leadership to Develop Smarter Solutions for  
Bus Customers**

LISLE, Ill., Aug. 15, 2016 /[PRNewswire](#)/ -- IC Bus today launched a new initiative, The Next Stop, aimed at imagining the needs of the bus industry's future. Through a collaborative approach, IC Bus will lead the way in bringing together the brightest minds of the industry to map out the road ahead.

"This initiative reflects our commitment to lead, innovate and revolutionize the bus industry as a leading manufacturer of school buses," said Trish Reed, vice president and general manager, IC Bus. "As technology advances the pace of change, IC Bus is a value driven company poised to cultivate and model the best solutions to the current and future demands of the school bus industry. We hear what people say—that they want safe, renewable, technology driven transportation solutions for their buses—and the fact is, we agree."

The campaign includes an Imagination Contest for students K-8 and an Innovation Summit to generate collaboration among industry thought leaders and innovators.

- **Imagination Contest** – What will the bus of the future look like? Who better to ask than our future visionaries? Details on the contest that will launch on September 15th will be posted on [ICBus.com/thenextstop](#).
- **Innovation Summit** – IC Bus will convene a cross section of industry thought leaders in early 2017 at the Navistar world headquarters in Lisle, Ill. for a conference to cultivate and bring to market imaginative, challenging and big ideas—all with the goal of demonstrating the future of the school bus industry.

"The Next Stop initiative facilitates dialogue with all the stakeholders in pupil transportation -- parents, students, customers and transportation partners

alike," said Mark Johnson, vice president, Marketing, Navistar. "We are committed to engaging these stakeholders through events, social media and other new marketing vehicles to collectively chart the path of the industry over the next decade."

Find out more at <http://ICBus.com/TheNextStop>

## **About IC Bus**

IC Bus, LLC of Lisle, Ill., is a wholly-owned subsidiary of Navistar, Inc. (NYSE: NAV). The nation's largest integrated manufacturer of school buses, IC Bus is a global leader in passenger protection, chassis design, engines and ergonomics. The company is also a producer of commercial buses. All IC Bus™ buses are sold, serviced and supported through a renowned dealer network that offers an integrated customer program encompassing parts, training and service. Additional information is available at [www.icbus.com](http://www.icbus.com).

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