

International Newsroom

International Truck Announces Big Ten Conference Marketing Partnership

International Truck Named Official Equipment Truck of Big Ten Conference, Will Feature International® DuraStar® on BTN Tailgate Show on Big Ten Network

LISLE, Ill., Sept. 1, 2016 /[PRNewswire](#)/ -- International Truck announced today an integrated marketing partnership that will name them the official equipment truck of the Big Ten Conference and Big Ten Network (BTN) for the 2016 and 2017 football seasons.

"Just like the Big Ten Conference, the roots of International Truck are based in the Midwest," said Mark Johnson, vice president, marketing, Navistar. "Both brands share many similar values, including a strong work ethic and legendary toughness. We are honored to be supporting the Big Ten Conference."

As part of the relationship with Big Ten Network and conference rights partner Learfield's Big Ten Sports Properties, International® DuraStar® will be the featured equipment truck on the inaugural BTN Tailgate show on Big Ten Network this fall. The truck will be featured in live shows at regular season conference match-ups as well as at the 2016 Big Ten Football Championship Game in Indianapolis. Additionally, International Truck will receive a media schedule throughout the season across Big Ten Sports Properties and BTN platforms.

"On behalf of Big Ten Sports Properties and BTN, we are excited to welcome International Truck as a Big Ten Conference corporate partner," added Scott Bailey, General Manager of Learfield's Big Ten Sports Properties.

"International Truck's authentic connection as the official equipment truck for BTN Tailgate illustrates one of the many various ways that their products play an integral role in helping Big Ten businesses, campuses and communities thrive."

The featured International DuraStar will make its debut on September 24 at Michigan State University in the conference game against Wisconsin. The vehicle will be configured to suit the typical pickup-and delivery customer, POWERED BY CUMMINS® ISX6.7 engine paired with an Eaton® Prociision™ transmission.

For games dates and more information, visit www.internationaltrucks.com/bigten.

About BTN

A joint venture between the Big Ten Conference and Fox Networks, BTN is the first internationally distributed network dedicated to covering one of the premier collegiate conferences in the country. With more than 1,000 events across all platforms, the 24/7 network is the ultimate destination for Big Ten fans and alumni across the country, allowing them to see their favorite teams, regardless of where they live. BTN2Go is the digital extension of the Big Ten Network, delivering live games and on-demand programming to Big Ten Network customers via the web, smartphones, and tablets. Events include football, men's and women's basketball games; dozens of Big Ten Olympic sports and championship events; studio shows; and classic games. Original programming highlights activities and accomplishments of some of the nation's finest universities. The groundbreaking Student U initiative provides real-world experience for students interested in careers in sports television. The network is in more than 60 million homes across the United States and Canada, including carriage by all the major video distributors, such as DIRECTV, DISH, Verizon FiOS, AT&T U-Verse, Charter Communications, Comcast Xfinity, Time Warner Cable, Cablevision, Cox Communications, Mediacom, RCN, WOW!, and approximately 300 additional video providers across North America. For additional information, go to www.btn.com.

About the Big Ten Conference

The Big Ten Conference is an association of world-class universities whose

member institutions share a common mission of research, graduate, professional and undergraduate teaching and public service. Founded in 1896, the Big Ten has sustained a comprehensive set of shared practices and policies that enforce the priority of academics in the lives of students competing in intercollegiate athletics and emphasize the values of integrity, fairness and competitiveness. The broad-based programs of the 14 Big Ten institutions will provide over \$200 million in direct financial support to more than 9,500 students for more than 11,000 participation opportunities on 350 teams in 42 different sports. The Big Ten sponsors 28 official conference sports, 14 for men and 14 for women, including the addition of men's ice hockey and men's and women's lacrosse since 2013. For more information, visit www.bigten.org.

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