International Newsroom

Navistar Unveils Uptime-Centric Vision For Growing ReNEWed® Reman Brand; Expands Fleetrite® Private Label Parts Brand

ATLANTA, March 6, 2018 /PRNewswire/ -- Navistar today showcased its future vision for the ReNEWed® remanufactured components business, unveiling a new brand identity representing its mission to deliver higher value through better uptime, and announcing plans to expand its product line-up in 2018. Navistar is also expanding the portfolio of its Fleetrite® private label parts business.

Combined, ReNEWed and Fleetrite offer more than 100 product lines giving customers alternatives when it comes to repairs and maintenance, lifecycle value, and total cost of ownership.

"When it comes to delivering uptime for heavy-duty truck and bus customers, both ReNEWed and Fleetrite are among the most trusted parts brands in the marketplace," said Josef Kory, senior vice president, Parts, Navistar. "Our parts business has delivered double digit growth over the past five years, and much of that success is due in large part to our commitment of providing customers the right products to support our dealers' and customers' needs."

New Brand Mission, New Product Lines for ReNEWed

The ReNEWed brand is built on two key principles. First, ReNEWed leverages Navistar's OEM expertise. Navistar uses deep customer knowledge from its truck customer relationships to help ensure the ReNEWed brand delivers against key customer needs. Furthermore, the deep technical expertise of Navistar engineers and field service professionals gained from designing, manufacturing and supporting customer vehicles, including Navistar proprietary powertrains, brings a unique ability to go beyond simply *remanufacturing*. Instead, ReNEWed products are many times re-engineered, incorporating many mid-cycle design modifications and enhancements that were previously introduced in the new product line-up.

Second, the brand is anchored in industry-leading customer support infrastructure. International Truck has more than 700 dealer locations across North America, giving it the unique ability to stand behind the brand with unparalleled parts inventory and technical service support. When also considering breakthrough technology innovations like OnCommand® Connection, the connected vehicle solution from Navistar featuring everything from remote diagnostics platforms to over-the-air authorized engine calibration reflashing, the level of customer support for these components is unrivaled.

"When you combine Navistar technical knowledge with industry-leading customer support solutions, the strategy behind the ReNEWed brand is crystal clear," Kory said. "ReNEWed offers customers the ability to re-engineer their uptime, delivering higher value than other remanufactured brands."

The new brand mark for ReNEWed is a more modern interpretation of the previous logo. Featuring hues of blue and gray, the design is symbolic of the integration of a re-engineered powertrain and a vehicle chassis. The company's new ReNEWed brand mark will appear on components and in marketing materials starting this spring.

Navistar also announced that the brand will now offer several new product lines in 2018 starting with the 2015 N13 engine and the 2010-2016 I6 engine as well as expanding the product line portfolio of remanufactured electronic components such as engine control modules, instrument clusters and body controllers.

Fleetrite Expanding Portfolio

Navistar announced that Fleetrite has launched a comprehensive all-makes radiator and surge tank program. This, in addition to the All-Makes Collision Parts Program launched in early 2017, provides product coverage for 24 makes and models covering 80% of the vehicles on the road. Fleetrite will continue to expand its all-makes collision portfolio with bumpers, hoods, grilles and headlights as part of a commitment to helping customers lower their

operating expenses.

Earlier this year, together with an International Truck dealer, the company also launched its second Fleetrite specific parts store in Clearwater, Florida. The store allows Navistar to better service existing customers and expand its reach to new customers.

"To supplement our dealer locations, we want to continue to expand our regional and national footprint to ensure we are doing everything possible to meet our customers' needs with increased availability and faster delivery of quality products," said Kory.

To learn more about ReNEWed and Fleetrite parts, visit your local International dealer.

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