

INTERNATIONAL TRUCK SHOWCASES REFUSE PRODUCTS, DIAMOND PARTNER PROGRAM AT WASTE EXPO

This week at the 2019 Waste Expo, International Truck is showcasing its recently announced Diamond Partner Program as well as two leading-edge International® HV™ Series refuse products, including one painted pink to raise awareness and funds for breast cancer research.



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“We have so many exciting things going on at International Truck, especially with our outstanding, recently refreshed lineup of vocational products,” said David Hillman, general manager, Vocational Trucks, Navistar. “With this new lineup, along with our strong focus on creating mutually beneficial relationships across the industry, International Truck is making great strides in becoming the premier partner for vocational truck owners.”

The first HV Series vehicle on display in the International booth, an HV 607,

features a 25-yard body, a 15,000-pound reeving cylinder and a 3rd Eye™ rear vision camera for maximum visibility. To raise awareness of breast cancer research, this vehicle's cab is painted pink, and once the show is concluded, 100 percent of the first month's rental fee for the vehicle will be donated to a breast cancer awareness foundation.

The second HV 607 on display features a drop frame body, designed to reduce the loading height for manual collection, and a cab engineered with several DriverFirst™ features to provide maximum driver comfort.

In addition, International Truck is showcasing its Diamond Partner Program, which was first announced two months ago at the Work Truck Show and already has more than 100 members. The program focuses on building stronger relationships and communication between truck equipment manufacturers (TEMs) and International® dealers, and providing TEMs with a wide range of benefits aimed at streamlining installation, offering best-in-class body builder resources and providing spec optimization.

You can visit International Truck during Waste Expo in the South Hall of the Las Vegas Convention Center, Booth #253.

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