International® Is Top-Selling Class 6/7 Brand In 2007, Extends Medium Truck Leadership During The Last Two Decades

Durable, reliable International® DuraStar™ is top choice for customers in diverse vocations

ATLANTA (February 26, 2008) For the 18th straight year, International® brand trucks have been the number one choice for medium-duty commercial truck customers. Navistar sold more Class 6 and 7 trucks than any other brand . International® DuraStar™ trucks (formerly the 4000 Series) have proven to be a popular choice for many large fleets, as well as smaller businesses that may only have fleets consisting of only one or two International trucks.

“We take great pride that, by a wide margin, more customers have purchased an International Class 6 or 7 truck this year than any other brand,” said Steve Guillaume, general manager, medium duty, Navistar Truck Group. “Our market share leadership is a testament to what we offer our customers – low cost-of-ownership, leading medium duty engines, technology innovation, and the most comprehensive dealer support.”

Today’s durable, reliable line of International DuraStar trucks are powered by MaxxForce™ engines that not only meet 2007 EPA emissions standards, but they can also achieve a fuel economy improvement of up to 9 - 13 percent, depending on the engine model. Customers in various vocations such as pickup/delivery, recovery, utility, fire/rescue, landscaping and beverage hauling have experienced the International DuraStar’s superiority first-hand.

“In my opinion, it’s probably the best truck we’ve had here thus far,” he says Roger Flynn, founder and owner of R&F Metals, a 32-year-old company that is one of the largest iron sub-contractors in the Maryland area. “I think the power of the engine is what our drivers comment on the most. With some other trucks, in order to get the power out of the motor you have to use the gears.

But with the DuraStar, you just hit the gas and go. It moves up and down the road with a full load with no effort whatsoever."

R&F Metals currently features nine International trucks in its fleet, including a 2008 International DuraStar with a new MaxxForce DT engine that was purchased last summer.

Navistar's leadership in medium duty trucks extends well beyond market share. Its leadership is illustrated in its customer-driven technology advancements. Navistar was recently the first commercial truck manufacturer to enter full line production of diesel hybrid electric trucks. And in 2007, the company was recognized for its advancements in hybrid technology by WestStart-CALSTART, who awarded the prestigious 2007 Blue Sky Award to Navistar for its contributions to the commercial development of diesel-hybrid technology.

Navistar has also brought forward game-changing innovations like RouteMaxTM, a self-powered, extended-route cold plate refrigeration system used exclusively in International DuraStar medium-duty trucks with Johnson truck bodies. The RouteMax system provides savings of up to $6,000 per truck annually when using cold plates versus traditional mechanical refrigerated units. With more than 100,000 refrigerated trucks in use today, the potential impact of RouteMax on the industry is significant.

Most recently, Navistar was the first truck manufacturer to announce that it will be offering a non-SCR emissions solution for 2010. Instead of SCR, Navistar intends to address 2010 emissions requirements for its core applications through advanced fuel system, air management, combustion and controls. In addition, no incremental NOx after-treatment beyond the current technology will be required on any core Navistar on-highway application in 2010.

“Customers have turned to us year after year for one simple reason: we have their best interests in mind,” said Guillaume. “By offering innovative products with unmatched reliability and low cost of ownership, all supported by a network of nearly 900 dealer locations across North America, International will continue to be the undisputed leader in the medium-duty commercial truck market.”

Based on final 2007 sales figures from R.L. Polk

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