

International Newsroom

Navistar Parts Introduces DoubleSix Custom Parts Line

New premium accessory line exclusive for International® LoneStar® customers

LOUISVILLE, Ky. (March 27, 2008) When the new [International® LoneStar®](#) was unveiled last month at the Chicago Auto Show, the eyes of many truck customers widened at the boldness of the design and the enormous customization opportunities. Anticipating the customization needs of those customers, an exclusive new line of parts from Navistar Parts will be unveiled at the Mid-America Trucking Show in Louisville, Ky., March 27-29.

The parts line, called “DoubleSix™ Customs,” consists of an initial offering of 40 interior and exterior parts specifically developed for LoneStar.

“Today’s professional drivers take great pride in their trucks and customization is extremely important,” said Rommel Miranda, vice president, sales and marketing, Navistar Parts. Customers want to portray a professional image as well as make a statement about themselves and their truck. DoubleSix answers that call.”

Navistar worked collaboratively with a number of proven custom part and accessory partners on the design of the parts to ensure they reflected the innovative style of LoneStar. Equally as important was offering the best selection of premium options with the highest quality and fit/finish that customers demand.

The initial offering for LoneStar will feature 23 exterior parts and 17 interior parts – including custom sunvisors, light bars and panels, exhaust, shifter accessories, door handles, and much more.

“The name of this new parts line derives from the importance of Route 66 to the American trucker,” Miranda said. “On Route 66, there was no doubt who owned the road. We think DoubleSix will speak to the very heart of the driving professional who wants to stand out from the crowd.”

DoubleSix products will be available only through the International® dealer network, the largest commercial truck dealer network in North America with more than 900 locations, beginning in fall 2008.

To help customers customize their truck with DoubleSix parts and accessories, a new online truck configurator will be launched at the Mid-America Trucking Show. At www.InternationalTrucks.com/LoneStar, visitors can create their own LoneStar by selecting various colors, uploading logos and adding graphics. They can also choose chrome parts and accessories from DoubleSix. Customized images of the trucks can be e-mailed to friends and International dealers.

“The ability to develop the ultimate dream truck online is a great way to try out different styles before placing the order,” said Miranda. “Customers can create their truck, their way.” For more information on DoubleSix Customs, visit www.InternationalTrucks.com/DoubleSix.

About Navistar Parts

Navistar Parts is the parts distribution and sales organization of Navistar. The business includes global sales of parts for International® branded trucks and Workhorse® Custom Chassis, as well as Blue Diamond Parts and UpTime Parts. Navistar sells its products, parts and services through a network of nearly 1,000 retail outlets in the United States, Canada, and Mexico and from 139 dealer locations in 52 countries throughout the world.