International Newsroom

'Drive And Deliver': World Premiere Of Truck Driver Film Set For Aug. 22

Film Spotlights Lives of America’s Drivers, New International® LoneStar® Truck





WARRENVILLE, Ill. (Aug. 20, 2008) Move over Hollywood, Navistar's (NYSE: NAV) International Truck brand has created a film that spotlights America's real unsung stars – truck drivers.

Navistar commissioned Academy Award-nominated producer and director Brett Morgen to take a closer look at an often-stereotyped profession – one steeped with pride and hard work – in the new film "Drive and Deliver." This film takes viewers into the cab, onto the open road and into the lives of three professional truck drivers as they drive across the country moving the products that move America. The film premieres at the Great American Trucking Show in Dallas on August 22.

"One of the goals of the film is to showcase truck drivers as a vital and proud breed of the American workforce," said Al Saltiel, vice president of truck marketing at Navistar. "It chronicles three truck drivers, in varying stages in life, yet all passionate about their profession and the role they play in the economy."

Consider some of the facts about truck drivers*:

• There are 3.5 million truck drivers in America. The trucking industry employs

about 8.7 million or about one in every 15 people working in the U.S.
• Most long-haul drivers average about 110,000 miles driving per year. That's about 300 miles per day if they drove every day of the year. It's also the equivalent of driving around the Earth four times.
• Truck drivers can spend on average about 120 hours per week (out of 168 hours) in their truck. Their truck not only serves as their vehicle, but when it stops at truck stops, it serves as their office, kitchen, living room and bedroom.
• The trucking industry hauls on average 10.7 billion tons of freight annually – nearly 70 percent of the nation's total freight.
• With diesel fuel near record highs, a truck driver can easily spend more than $1,000 at the pump with each fill-up. That's more than 170 percent more than they would have spent just four years ago. Although, many owner-operators try to pass some of this cost on to their customers, the high fuel costs can result in lower profits for the truck drivers and higher costs for the retail prices of consumer goods shipped.

Drive and Deliver features the new International® LoneStar®, a game-changing semi truck launched earlier this year that offers a bold style and aerodynamic features. The film's Web site – www.InternationalTrucks.com/film includes the movie trailer, behind-the-scenes photos, background on the cast and more information on LoneStar.

"Dealers and customers are eagerly awaiting the arrival of LoneStar," said Tom Baughman, vice president and general manager, Navistar Truck Group. "Since we unveiled this revolutionary truck in February, there's been a buzz throughout the industry anticipating its fall delivery."

In conjunction with the film, International Truck is hosting a student film competition scheduled to launch this fall to further capture the heart and soul of today's truck drivers. Students from accredited film schools across the country have the opportunity to win scholarships and movie equipment.

“Drive and Deliver and the student film competition are examples of how we are providing truckers an outlet to tell their story and to be a part of their lives,” said Michael Cerilli, director of marketing communications and brand strategy for Navistar Truck Group.

At the August 22 premiere, more than 500 truck drivers and industry VIPs are anticipated at the “tread carpet” event at the Angelika Film Center. The film leads into National Truck Driver Appreciation Week August 24-30.

The film will be released on DVD, including bonus features in early October. The DVD will be available at www.InternationalTrucks.com/shop. It will also be available for sale and rental at select truck stops in North America. Various International Truck dealerships will host local screenings.

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