

Navistar's PartSmart Value Line Offers Smart and Reliable Choice for Customers

Warrenville, Ill. (February 09, 2009) - In response to the tough economic times, Navistar (NYSE: NAV) is launching a new value line, private label brand of truck parts aimed at cost-conscious truck owners. Known as PartSmart™, the new product line offers quality products that cost up to 20 percent less than genuine, original equipment parts.

The PartSmart line focuses on fast-moving and fast-wearing parts for all makes of trucks. Some of the parts available include air valves, bearings, belts, clutch, hoses, hydraulic pads and calipers, lighting, rotating electrics, u-joints, seals and wipers. Product lines will continue to be added based on customer feedback.

“PartSmart provides Navistar a great opportunity to support our customers during these challenging economic times when many customers are cutting back and pinching pennies. With this new value line, Navistar enters a segment of the parts business in which we previously have not been involved,” said Michael Cancelliere, senior vice president and general manager for Navistar Parts in North America. “It’s a necessity in today’s environment to offer cost effective products customers can use to hold down their operating expenses without sacrificing quality.”

All PartSmart parts come with a one-year, parts-only replacement warranty and can be purchased at any one of over 500 International® dealers in the U.S. PartSmart will be available globally later in the year.

In March 2009, Navistar will launch a five-month national media campaign to create brand awareness and drive traffic and parts sales to International and IC Dealers.

<https://news.international.com/news?item=236>