International Newsroom

Navistar PartSmart to Introduce "PartSmart Charlie" at Mid-America Trucking Show

"Guy in a Tutu" Brings Ad Campaign to Life, Will Distribute Free Parts to Attendees

LOUISVILLE, Ky. (March 17, 2009) – The Mid-America Trucking Show (MATS) is the gathering place for manufacturers, fleet owners, truck drivers and…male ballerinas?

"'PartSmart™ Charlie,' as we've come to call him, will be introduced to folks live and in person at the Mid-America Trucking Show as something innovative and engaging," said Michael Cancelliere, senior vice president and general manager for Navistar Parts in North America. "People don't expect to see a big guy in a tutu, nor do they expect to be able to buy both OEM premium truck parts and a value line of quality parts at their local International and IC Bus dealer locations."

Navistar (NYSE:NAV) chose to introduce PartSmart Charlie at The Mid-America Trucking Show, which begins Thursday, March 19 and runs through March 21 at the Kentucky Expo Center in Louisville. PartSmart Charlie will be walking the exhibition hall during show hours, talking to attendees and giving them the opportunity to sample PartSmart windshield wiper blades.

"PartSmart Charlie illustrates in a very tangible way that Navistar recognizes the economic challenges our customers face today and is providing a solution through PartSmart," said Cancelliere. "Attendees will have the opportunity to be part of a social media effort, following Charlie on Twitter and YouTube to get updates throughout the year."

The new PartSmart value line, which launched in January, is a private-label brand of truck parts aimed at cost-conscious truck owners. The full line

consists of bearings, belts, valves, clutch, hoses, new hydraulic pads, new calipers, lighting, rotating electrics, u-joints, seals, and wipers. The line currently offers over 200 part numbers with new products being added regularly. 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. Later this year, PartSmart parts will be available in Canada and Mexico.

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