

International Newsroom

Navistar Continues Focus on Middle East and North Africa for Global Growth

DUBAI, UNITED ARAB EMIRATES (July 28, 2009) – Navistar (NYSE: NAV) executives affirmed at a recent regional dealer meeting that the Middle East and North Africa (MENA) region is a key piece of its long-term strategy to grow its global truck business.

Navistar executives outlined plans for the region at the company's MENA regional dealer meeting recently held in Dubai, United Arab Emirates. The company's plans include the strengthening of its distribution capabilities and pursuing government contracts related to its expanding military product lineup.

In addition to Navistar executives, representatives from the regional International® dealerships from Egypt, the United Arab Emirates, Oman, Qatar, Afghanistan, Jordan and Iraq were in attendance. The dealers play an integral role in helping Navistar expand in the area.

“We are confident in our growth opportunities in the region and the local governments,” said Arshad Khan, managing director, MENA Region, Navistar. “We are making investments in the people, products and communities in which we operate because we see the region as a strategic growth area for Navistar for the long-term.”

The growing number of International® brand trucks sold in the region include the 4300, the 5600 and the 7000 series trucks. International trucks in the 5600 and 7000 series are available in all-wheel drive from the factory. The company is looking to develop new products specifically for the unique needs of customers in the MENA marketplace.

“While we currently offer a full product lineup, we are investing in new

products designed to meet the needs of the customers in the region,” said Philip J. Christman, president, global truck operations, Navistar. “The MENA region is very important to Navistar’s growth strategy. International trucks are well recognized in the region and we are capitalizing on our solid reputation and strong distribution network to help strengthen our position in the global truck market.”

Currently, Navistar is represented by 15 full-service dealerships in 33 locations in the region, including Saudi Arabia and the United Arab Emirates. The company is also represented by a dealership in Iraq, which plays an integral role in providing after-sales support to U.S. military vehicles supplied by Navistar Defense.

"Expansion into global markets represents significant near-term growth opportunities for us," added Christman. "Our distribution strategy in the Middle East is an example of how we're executing our global growth strategy."

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