International Newsroom

Navistar Launches MaxxForce TV

Innovative Online Entertainment Channel Gives Customers an Up Close Look at MaxxForce Engines

WARRENVILLE, Ill. (September 14, 2009) – As Navistar completes its final testing stages and prepares for the upcoming launch of its 2010 MaxxForce® engines, a new online entertainment channel – MaxxForce TV – is making its debut.

Starting this month, customers will be able to learn about the benefits of Navistar's MaxxForce® brand engines in a whole new way with the launch of MaxxForce TV, an online channel devoted entirely to trucks and engines. The inaugural series, "Maxx IQ," is an entertaining and informative game show hosted by Joe Elmore, host of the television show "Horsepower TV" on the Spike Network.

In each fast-paced segment, Elmore tests the engine smarts of drivers at truck stops and other locations across the country for a chance to win cash and prizes. Online viewers are encouraged to play along to increase their own knowledge of MaxxForce products as well as to hone their skills in case this traveling game show rolls into their town.

The face of Maxx IQ is Nashville's own Joe Elmore, known to car and truck enthusiasts as the co-host of America's longest-running performance car show, Horsepower TV. Every weekend on the show, he shares engine building tips and visits hot rod and automotive events around the country. Hero to millions of fellow "gearheads," he's the perfect fit for a game show that's all about trucks and engines.

"Joe already has such a great knowledge of engines," notes Mark Johnson,

marketing communications manager, Navistar. “We knew he was going to bring a great presence to Maxx IQ. Viewers are definitely going to enjoy seeing him in action—whether they’re watching on their computers, or lucky enough to become contestants.”

“Obviously, engines are one of my passions,” says Elmore. “So it was satisfying to be able to give drivers a chance to win some money, and also educate them about MaxxForce engines. During the shoot, I got the opportunity to test-drive the engines myself and they have some real power. I was impressed.”

The first four episodes of Maxx IQ can be viewed on www.maxxforcetv.com. The next four episodes will be released later this month.

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