

International Newsroom

Motorcycle Enthusiast, Truck Driver Takes Delivery of First International LoneStar Harley-Davidson Special Edition

Recipient Takes First Production International® LoneStar® Harley-Davidson™ Special Edition on the Road for Charity During Truck Driver Appreciation Week and Asks Fellow Drivers for Support

MILWAUKEE (October 26, 2009) – Chris Hawker, a successful owner-operator truck driver and Harley-Davidson® motorcycle owner doesn't just drive. He rides.

While his garage has plenty of room for his black and silver 2003 Harley-Davidson® 100th Anniversary Edition FXSTD Softail® Deuce™ motorcycle, he'll undoubtedly have to build a bigger garage to store his latest Harley-Davidson related collectible — the first production unit of the International® LoneStar® Harley-Davidson™ Special Edition truck.

At an event last Friday at the Harley-Davidson Museum® in Milwaukee, Wisconsin, Hawker was presented the keys to the vehicle in a ceremony recognizing him as a true ambassador of both the International truck and Harley-Davidson motorcycle brands.

“The International LoneStar Harley-Davidson Special Edition is one of the coolest-looking trucks I've ever seen,” said Chris. “When I first caught wind of this truck, I knew I had to have one.”

With deep black paint and contrasting silver and orange striping, the attention-grabbing, chrome-laden big rig truck is one-of-a-kind. Unveiled to the public for the first time at the Mid-America Trucking Show earlier in the year, the Harley-Davidson Special Edition takes the International LoneStar to the next level through a combination of LoneStar originality and Harley-Davidson authenticity.

Hawker has been a truck driver for more than 20 years and typically hauls food products from New York to Florida, having logged more than two million accident-free miles.

Earlier this year, Hawker entered his local International truck dealership in Erie, Pennsylvania, seeking information on a new International LoneStar. “Chris came in and expressed interest in a LoneStar before the Harley-Davidson Special Edition was even announced,” said Randy Leighton, sales manager, Five Star International. “As a fellow motorcycle guy and Harley owner myself, we got to talking about motorcycles. Once I heard about the Harley edition, I called him and told him we have a ‘dream truck’ coming out — he couldn’t get to the dealership fast enough!”

Design teams from International and Harley-Davidson collaborated to create a heavy-duty on-highway tractor with distinct design elements directly from Harley-Davidson motorcycles.

“Custom has always been an important word in Harley-Davidson’s brand language,” said Willie G. Davidson, senior vice president & chief styling officer, Harley-Davidson. “We wanted the design impact of this new LoneStar Harley-Davidson to have a ‘wow’ factor equal to our motorcycles.”

“Knowing the passion that customers have for both brands, we’re proud to get this vehicle out in the hands of enthusiastic customers like Chris,” said Jim Hebe, Navistar senior vice president, North American sales operations. “Combining the bold look of the International LoneStar with the attitude of Harley-Davidson delivers a winning product for our customers.”

“Drive for Jobs”

The delivery of International LoneStar Harley-Davidson Special Edition marked

the starting point in Chris Hawker's maiden voyage and the launch of Navistar's "Drive for Jobs" program. For each mile that Chris Hawker drives in his new LoneStar Harley-Davidson Special Edition, Navistar will make a donation to the American Trucking Associations' GetTrucking.com, a driver recruitment initiative which includes training returning military personnel for careers in the trucking industry. While the current U.S. economic recession has driven up unemployment rates in numerous industries, trucking included, the trucking industry has and will continue to face driver shortages in the near future.

As Chris began his journey to Jacksonville, Florida, an "all-points bulletin" was distributed at the delivery event in Milwaukee. The "A.P.B." was used to encourage anyone who saw Chris driving the LoneStar to sign up for the opportunity to win prizes and make a donation to the "Drive for Jobs" program.

All of these events will lead up to Truck Driver Appreciation Week from November 1-7, culminating with a check donation to the ATA's GetTrucking.com initiative. Navistar supported this charity earlier this year with a \$15,000 donation generated from proceeds from DVD sales of *Drive and Deliver*, the documentary Navistar developed to celebrate the lives of truck drivers and the contributions they make to society. "We appreciate Navistar's support for the ATA's GetTrucking initiative," said Bill Graves, ATA president and CEO. "The men and women of the U.S. Armed Forces are ideal candidates to become trucking industry professionals — they have all the motivation and tools necessary to move successfully from the military into our industry."

To learn more about the International LoneStar Harley-Davidson Special Edition, go to www.internationaltrucks.com/lonestarhd.