International Newsroom

Navistar Introduces First OEM E-Commerce Web site for Heavy Duty Truck and Bus Parts

Online Shopping Experience Will Offer PARTSMART® Truck and Bus Parts to Customers

WARRENVILLE, Ill. (March 8, 2010) – Navistar International Corporation (NYSE: NAV) will become the first heavy duty truck and bus manufacturer to sell parts online to customers via an e-commerce website integrated into www.partsmartparts.com. The online store, which debuts today, will feature hundreds of popular parts from the PΛRTSMΛRT® line, Navistar's value line of all-makes truck and bus parts sold through their International® and IC Bus™ dealer network. Parts orders placed online will be filled by the customer's local International® or IC Bus™ dealer.

"Navistar is taking a leadership position in e-commerce for heavy duty truck and bus parts," said Michael A. Cancelliere, senior vice president and general manager for Navistar Parts in North America. "With a customer-friendly interface and the ability to order 24/7 online, our new website allows our dealers to extend their customer reach and makes it easier for customers to do business with us."

The e-commerce site features a full product catalog and allows the user to select vehicle and engine model to determine the correct part for their need.

"This new approach to will definitely appeal to today's internet-savvy customer," said Nate Jolliff, director of parts operations integration for Navistar. "This is the customer who may not regularly patronize a dealership for service, but has the knowledge and ability to know what parts are needed and how to install them. We're connecting the customer with their local International® and IC Bus™ dealer through a seamless online ordering system."

The introduction of the Partsmartparts.com e-commerce site will be supported by a full marketing communications plan, including online, print and radio advertising, Wi-Fi sponsorship and display advertising at select truck stops.

“Navistar’s introduction of an online shopping experience for truck and bus parts will further enhance our commitment to our customers. Our goal is to continue to improve on uptime while delivering an industry leading customer experience,” said Cancelliere. “In the coming months, we have plans to increase the number of parts offered online.”

About Navistar Parts

Navistar Parts, an operating unit of Navistar International Corporation (NYSE: NAV), delivers the right part, at the right place, at the right time. With the largest dealer network in North America, and extensive global locations, Navistar Parts supplies parts worldwide for International® and IC Bus™ brand vehicles and MaxxForce® brand diesel engines, as well as parts for all makes of medium- and heavy-duty trucks. With more than 700,000 parts, 10 global Parts Distribution Centers and 100 years of building a solid aftermarket parts supply chain, Navistar Parts keeps you up and running. Navistar Parts private labels include: International®, PΛRTSMΛRT® and ReNEWed® brands. Additional information on Navistar Parts can be found at www.navistarpartsandservice.com.

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