

International Newsroom

IC Bus Celebrates Dealer Achievement, 'Unsung Hero' at Annual Dealer Meeting

IC Bus Celebrates Successes, Highlights Future Plans, Provides Recognition for Dealers Who Go Beyond the Bus



WARRENVILLE, Ill. (March 29, 2010) – IC Bus corporate executives and nearly 100 dealer executives recently gathered for the annual, three-day IC Bus™ Dealer Meeting in Orlando, Fla., to celebrate the success of the past year and plan for the coming year.

Dealers discussed opportunities for 2010 with peers and corporate executives, including the competitive advantage of Navistar's MaxxForce® Advanced EGR technology for meeting 2010 U.S. Environmental Protection Agency (EPA) emissions requirements.

“IC Bus dealers are excited about the benefits that our MaxxForce Advanced EGR engines provide for bus customers,” said John McKinney, president, IC Bus. “Our 2010 engines give customers a simple and straightforward solution that places the responsibility for emissions compliance on the manufacturer, not the customer.”

The meeting culminated with an awards ceremony, recognizing exceptional individuals throughout the IC Bus dealer network. First, IC Bus recognized 10 IC Bus Dealer Scholarship recipients. Through the IC Bus Dealer Scholarship program, IC Bus dealership employees and their families are eligible for scholarship awards.

Additionally, the IC Bus “Unsung Hero Award” recognized Marv Wood, a training director with Leonard Bus Sales, an IC Bus dealer in Deposit, N.Y.

“We wanted to recognize those at our dealerships who help our dealers behind the scenes,” said Keith Kladder, marketing manager for IC Bus. “Each of our dealerships has hundreds of people who do so much to go beyond the bus to create an exceptional customer experience.”

Finally, Miami Valley International of Cincinnati, Ohio, received the IC Bus 2009 North American Tom Cellitti Dealer of the Year Award. McKinney said Tim Reilly, dealer principal, and the team from Miami Valley International, truly represent the ideals and values of IC Bus.

“IC Bus has the best dealer network in the industry,” McKinney added. “Our dealers consistently go beyond the bus itself to provide exceptional service and support that customers demand and deserve. Customers want more than a great bus—they want to know their dealer will take care of them even after delivery. We are proud to recognize these dealers who have demonstrated

their commitment to their customers throughout 2009.”

Top IC Bus dealers across the country also earned Regional Dealer of the Year honors. Those recipients include: West Region: Longhorn Bus Sales (Ed Kyrish, dealer principal); Northeast Region: Wolfington Body Company (Richard Wolfington, dealer principal); and Southeast Region: Southland International Trucks (Drew Linn, dealer principal).

IC Bus selects the Dealer of the Year winners based on a number of criteria, including performance metrics such as market share, customer satisfaction ratings, and year-over-year performance improvements. The winning dealers excelled in all of these areas.

About IC Bus

IC Bus, LLC of Warrenville, Ill., is an affiliate of Navistar International Corporation (NYSE: NAV). The nation’s largest integrated manufacturer of school busses, IC Bus is a global leader in passenger protection, chassis design, engines and ergonomics. The company is also a producer of commercial buses. All IC Bus™ buses are sold, serviced and supported through a renowned dealer network that offers an integrated customer program encompassing parts, training and service. Additional information is available site at www.icbus.com.

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