

**Navistar Parts' "Power On - Make the Connection" Virtual Parts Expo Builds on Success, Savings for Dealers**

**2010 Navistar Parts Conference and Sales Expo Kicks Off May 3**

**WARRENVILLE, Ill. (May 3, 2010)** – Navistar Parts is leveraging the latest online meeting technology to connect dealers and suppliers in a cost-effective way during its 2010 Navistar Parts Conference and Sales Expo. The expo, which kicks off today, offers a wealth of online resources, events and enhancements designed to connect, inform and educate Navistar Parts dealers from around the globe—from the convenience of their home or office. The expo runs through May 7.

“Connecting online is smart business—it gives our dealers an efficient way to participate in training opportunities without wasting time or money, and brings dealers and suppliers together in a sophisticated platform,” said Phyllis Cochran, president of Navistar Parts. “More than 2,000 Navistar Parts dealer representatives logged on and participated in last year’s expo, and we anticipate a strong response again this year.”

As the first in the industry to leverage online conference technology to connect dealers and suppliers, Navistar continues its role as a leader in innovation by adding supplier-led webinars and a new expo eStore for online product ordering.

“The expo eStore uses the same e-commerce platform we introduced earlier this year at [partsmartparts.com](http://partsmartparts.com),” said Michael Cancelliere, Navistar’s senior vice president/general manager of North American parts. “While a dealer is discussing product features with a supplier during a webinar, they can access the eStore, tap into show-special pricing and place parts orders instantly.”

New incentives, such as leader boards and daily treasure hunts, built into the

virtual event reward active dealer participation and provide suppliers with more opportunities to communicate directly with dealers. Last year, more than 235,000 documents were downloaded from the expo in a single week and participants viewed more than 35,000 informational videos.

“This year, the expo goes global, connecting our worldwide dealer base with suppliers,” said Tom Clevinger, Navistar’s senior vice president/general manager of global parts. “It’s our goal to keep costs low for our dealers while offering the greatest possible training opportunities to their staff. For dealerships not located in North America, the ability to interact 24/7 with more than 50 suppliers to learn more about the products they sell and participate in training—that’s an unprecedented opportunity.”

The 2010 Navistar Parts Conference and Sales Expo will be held May 3-7.

*EDITOR NOTE: For more information regarding Navistar’s Virtual Parts Expo, including access to an informative expo Microsite, please email Aveline Hauser at [Aveline.Hauser@Navistar.com](mailto:Aveline.Hauser@Navistar.com).*

## **About Navistar Parts**

Navistar Parts, an operating unit of Navistar, Inc. 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®, Fleetrite®, PARTSMART® and ReNEWed® brands. Additional information on Navistar Parts can be found at [www.navistarpartsandservice.com](http://www.navistarpartsandservice.com).

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