

International Newsroom

Navistar Demonstrates Continued Customer Commitment with Comprehensive Training for Dealer Organization

“Heavy-Duty Boot Camps” Provide Knowledge, Hands-On Experience to Exceed Customer Needs

SALT LAKE CITY – (May 12, 2011) – Navistar continues to demonstrate its commitment to the industry and its customers by providing a series of in-depth, hands-on training programs designed to educate and empower its dealer organization to be even better partners.

Throughout the month, Navistar is hosting a series of comprehensive sales training “boot camps” to get dealer sales representatives up to speed with the myriad of advantages delivered by International® brand heavy-duty trucks and MaxxForce® engines.

Heavy-Duty Boot Camps

Over the next several weeks, representatives from International dealerships across the United States and Canada are participating in a series of comprehensive two-day training events. Along with insights into the features, benefits, and service support for the International ProStar® + and MaxxForce 13 and MaxxForce 15 big bore engines, these “boot camp” training sessions also include a competitive engine tear-down and a ride-and-drive component featuring both International and competitive-make heavy-duty trucks.

“We’re providing our dealer network with the tools and information they need to serve their heavy-duty customers,” said Jim Hebe, Navistar senior vice president, North American sales operations. “We know we have the most customer-focused products in the industry and we are giving our people first-hand experience to understand not only our products and services, but all industry regulations and dynamics affecting their purchase decisions.”

MaxxForce 15: Maximum Power and Durability for the Most Demanding Customer Needs

Engineered specifically for International Class 8 heavy-duty trucks, MaxxForce 15 for the International ProStar+ is available with up to 500 horsepower and 1,850 lb.-ft. of torque and is the most powerful engine Navistar builds (International PayStar® heavy-duty vocational trucks are available with MaxxForce 15 up to 550 horsepower). The engine is designed to handle the most extreme demands that customers require.

The MaxxForce 15 delivers on Navistar's commitments by providing heavy-haul customers with a powerful, durable powertrain without the hassle of liquid urea—demonstrating Navistar's relentless commitment to provide customer-focused products through leadership and differentiation.

The MaxxForce 15 is built on a proven block and crankshaft combined with the fuel and air systems of the MaxxForce Advanced EGR system. This combination delivers unprecedented hauling power and unrivaled durability with the convenience of a hassle-free emissions solution. Peak torque is achieved at 1,000 rpm and holds steady to 1,600 rpm, which reduces gear-shifting needs uphill and allows for shifting at lower speeds when accelerating. Durability is enhanced with a four-bolt connecting rod design. The four-bolt design assures the clamping force and rigidity required for extreme loads and terrain, for which the MaxxForce 15 is designed.

A premium cam and rolling element valvetrain system reduces friction and operational load to maintain peak efficiency across the power band. Interstage cooling between the turbos increases air density to maintain peak power as speeds increase.

Comprehensive Line-up of Big Bore Power to Meet Wide Range of On-

Highway Applications

Beyond the addition of the MaxxForce 15 to Navistar's portfolio of proprietary, integrated powertrains, the MaxxForce 11 and MaxxForce 13 continue to provide customers with a winning combination of lightweight, fluid-efficient power. With a combination of technologically advanced materials and components, the MaxxForce 11 and MaxxForce 13 engines are the ideal powertrain for a wide range of on-highway applications. They deliver outstanding fuel economy, excellent power characteristics, an exceptionally smooth and quiet ride, and high strength without added weight.

Built on a block of compacted graphite iron (CGI), MaxxForce 11 and 13 engines provide superior strength, less fatigue and years of reliable service up to 1.2 million mile B50 durability. The engine design provides up to 500 pounds of weight savings over traditional big-bore, gray-iron engines which translates to greater payload capacity.

A high-pressure common-rail fuel system, dual sequential turbo chargers, effective heat-management system and low-friction design deliver more torque and responsiveness at low rpm for outstanding fuel efficiency. Peak torque is achieved at 1,000 rpm and holds steady to 1,200 rpm, a much lower engine speed than other big bore engines. This reduces gear-shifting needs uphill and allows for shifting at lower speeds when accelerating.

MaxxForce 11 and 13 offer significant versatility, with available options including the MaxxForce® Engine Brake by Jacobs as well as programmable electronic parameters for increased fuel economy and fleet maintenance. Later this year, MaxxForce 13 will be offered with up to 500 horsepower and available for order in the International® LoneStar®.