

International Newsroom

Navistar Achieves Record Truck Market Share In Latin America And The Caribbean In 2011 Fiscal Year

Expanded Product Line-up, Award-Winning Dealers Help Fuel Successful Year

Miami, Florida U.S.A. – (December 5, 2011) – Addressing a gathering of International® Truck dealers throughout Latin America and the Caribbean, Navistar, Inc. announced it has achieved record market share across the region for the fiscal year ending October 31, 2011. The International® brand in the region showed strong momentum in sales of heavy trucks in the fiscal year, resulting in market share in the region of 21.6 percent, an increase of 7.3 percentage points over Navistar’s 2010 fiscal year. In addition, more than 10,000 total vehicles were shipped in the region in the 2011 fiscal year, resulting in an all-time high for Navistar in the region.

“Our continued success across the region is a testament to our customer-focused strategy,” said Phil Christman, president, global truck operations, Navistar. “This is the result of providing a line-up of industry leading trucks that customers want, and supporting those customers with the strongest dealer network in the industry.”

Expanded Product Line-up

The unprecedented growth in the 2011 fiscal year was based on an aggressive strategy that has included the launch of new models like the International® ProStar® and TranStar®—which have quickly gained an excellent reputation among customers— in several markets across the region.

The ProStar—first introduced to the region in 2010—owes much of its success to the design. In fact, aerodynamic and lightweight innovations have

positioned the tractor truck in a category all by itself. Its lightweight design, industry leading aerodynamics and outstanding serviceability give it a cost-of-ownership advantage in the marketplace. In addition, its comfortable and ergonomic interior design appeals to drivers, as well.

In 2011, Navistar followed up the success of ProStar with the introduction of International® TranStar®, a vehicle that doesn't have to compromise maneuverability and visibility with serviceability. With a set-back axle and 50-degree wheel cut, TranStar offers outstanding maneuverability and clear sight lines, but without the serviceability compromises that come with a traditional cabover design. TranStar offers a full-tilt hood that offers complete engine compartment access with ease.

Recognizing International® Truck Dealers in the Region

The success of Navistar in Latin America and the Caribbean could not have been achieved without the powerful International® Truck dealer network, representing 69 locations in 22 countries across the region. At this year's dealer meeting in Miami, Navistar recognized several dealers for their contribution to Navistar's record year in the region, including:

- Navitrans International – Truck Market Leader in Colombia during 2011.
- Tecun International – Truck Market Leader in Panama during 2011.
- La Antillana Comercial International – Truck Market Leader in the Dominican Republic in 2011.
- Tractocamiones U.S.A. International – Truck Market Leader, Heavy Duty Segment in Peru in 2011
- Guaraguao International for being Truck Market Leader in Puerto Rico in 2011.
- Rensica International for being Truck Market Leader in El Salvador in 2011.
- Compagnie Haitienne de Moteurs International for being Truck Market

Leader in Haiti in 2011.

- Maco International for Record Sales Growth in Chile during 2011.
- Motransa International for Record Sales Growth in Ecuador during 2011.
- Tractocamiones U.S.A. International – Outstanding Marketing and Brand Development in Peru during 2011.
- International de Guatemala for Service Development in Guatemala during 2011.

“As Latin America and the Caribbean are keys to growth for our company, we commend our dealers in the region for their record year,” Christman added.

“We are fortunate to have a strong group of dealers with the dedication and focus to help us achieve our goals, and we look forward to their continued dedication as we continue to grow in 2012.”

Navistar defines Latin America as all countries in Central and South America with the exception of Brazil, Argentina and Paraguay.

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