International Newsroom

Navistar Launches New IC Bus™ Marketing Campaign

New Lifestyle Campaign Features Innovative Approach to Industry Marketing

LISLE, IL. MAY 10, 2012— Navistar Inc. today announced that the IC Bus brand launched a new marketing campaign for their school and commercial bus portfolio. The category-defining campaign celebrates the people who drive, ride, maintain, build, and put their children on the bus every day while highlighting IC Bus' superior design, engineering and service.

"The new marketing vision sets IC Bus apart from the competition by featuring compelling consumer and brand stories that are used within various marketing channels including advertising, brochures, social media and the IC Bus website, " said Kathy Seegebrecht, Vice President of Global Bus Marketing. "The lifestyle marketing approach is unique for the bus industry. Buses are about far more than the sheet metal they are made of, it is about the safety of transporting precious cargo including our children. "

For the past 10 years, IC Bus has been the number one bus manufacturer providing world class products and customer support. Backed by the power of Navistar, IC Bus shares the same cutting-edge engineers, integrated manufacturing expertise, marketing and service resources, and vision for an exciting future, as its parent company. As the category leader, IC Bus is proud to provide new messaging to the marketplace and raise awareness of the importance of school and commercial buses and the purpose they serve in society.

"We know that product safety, reliability and total cost of ownership are on the forefront of our customers' minds, and we strive to deliver a leading product and experience every step of the way," said Seegebrecht. "So we think it's the

perfect time to focus on customers' stories to demonstrate our commitment to them through our unified marketing approach."

The campaign will feature ads in May issues of School Bus Fleet and Metro Magazine. Additional information is available at www.icbus.com.

About IC Bus

IC Bus, LLC of Warrenville, Ill., is a wholly-owned subsidiary of Navistar, Inc. (NYSE: NAV). The nation's largest integrated manufacturer of school buses, 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 at www.icbus.com

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