Customer Satisfaction Drives International Truck To Introduce New Platinum Exterior, Eagle Interior Packages

New Options Allows Customers to Further Customize Trucks, Build Image

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– Drivers in the vocational industry want their trucks to reflect how rugged and tough they are. Since customers take great pride in the trucks they drive, International Truck, a Navistar company, will be introducing two new packages to upgrade the looks of their trucks.

The Platinum Exterior Package provides a distinctive high-end look for customers that are looking for a strong product with an unmatched exterior appearance. The comprehensive exterior appearance package builds on the stylish and workhorse attributes of the International® WorkStar™. This package includes a chrome bumper, chrome fog lights, hood-mounted bug deflector, chrome mirrors, roof-mounted chrome air horns, exterior sun visor, fuel tanks and steps. These features will surely draw attention to the truck on the job site.

Not only will there be upgrade options on the exterior, but International is also offering a new interior package as well. Drivers can ride in style with the new Eagle Interior Package for International WorkStar Series trucks. The interior package, designed to improve driver comfort and reduce driver fatigue, includes a range of upgrades such as wood grain interior trim accents, premium leather seats, door panel accents and a premium center console. This truck series works as hard as the professionals driving them, so it is important for drivers to treat themselves to these amenities that provide additional comfort during the busy day.

About International Truck
An affiliate of Navistar International Corp. (NYSE: NAV), International Truck is a leading producer of medium trucks and heavy trucks for various markets including over-the-road, pickup and delivery, construction, utility and governments. Based in Warrenville, Ill., International Truck offers its products, parts and services through a network of nearly 1,000 dealer outlets North America and from more than 60 dealers in 90 countries throughout the world.
