

International Newsroom

International Truck Demonstrates ‘Drive To Deliver’ at 2013 Mid-America Trucking Show

LOUISVILLE, Ky. (Mar. 20, 2013) – At this year’s Mid-America Trucking Show in Louisville, Navistar International Corporation (NYSE: NAV) will showcase its portfolio of on-highway vehicles featuring SCR after-treatment technology, building on the momentum the company has created over the past several months. The theme of the trade show floor is ‘Drive to Deliver,’ and emphasizes the company’s commitment to International Truck customers.

“The theme ‘Drive to Deliver’ originally started as an internal mantra,” said Mike Cerilli, vice president, North America truck marketing, Navistar. “As the company continues to gain momentum, we are reaffirming our commitment to our customers to deliver the highest quality products with unparalleled service and support.”

On the trade show floor, visitors can experience International’s ‘Drive to Deliver’ through interactive product displays, an area dedicated to fleet support solutions for full-service and self-maintainer customers, and a section devoted to celebrating customers. They will also have an opportunity to see Project Horizon, a forward-looking design concept focused on delivering new levels of efficiency, creating unparalleled driver comfort and leveraging the smartest technologies available, all in an effort to better help fleets and drivers prepare for an ever-changing industry.

“We’ve long been considered an industry leader in aerodynamics and fuel efficiency, but we’re continuing to push the envelope,” said Cerilli. “We’re evaluating every component on our vehicles, all in an effort to reduce operating costs and drive more profit to our customers’ bottom line. And this is just the beginning.”

The Mid-America Trucking Show takes place March 21-23 at the Kentucky Exposition Center in Louisville.

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