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Navistar Aligns All Business Units Under International[®] Brand With Introduction of New Logo

CHICAGO, Dec. 7 -- Navistar International Corporation (NYSE: NAV) has aligned its business groups under the International brand as part of its business strategy to deliver more value to customers.

John R. Horne, Navistar chairman, president and chief executive officer, said that all truck, engine, and finance operations will be linked together through the use of a new contemporary International logo that builds on the company's rich heritage dating to 1907.

Horne said alignment of all business groups and facilities under the International brand and the use of the new logo fits with the company's mission to be the best truck and engine company.

"We wanted a single visual symbol and statement that tells customers we are able to help them in their business," Horne said. "Our goal is to enrich the owner, excite the driver and delight the maintainer with a brand experience that provides the highest uptime, the lowest maintenance and operating costs and the highest resale value, among other benefits. We will deliver the best products and services -- every day, every time a customer has contact with us."

The new International logo is built on the rich heritage of past International identities, but has been updated to capture the look and attitude of a brand on the move. The new International identity retains equities of past logos and clearly positions the brand for a strong future. Use of the International name goes back to 1914 when it became the trademark of the company's vehicles. The triple diamond logo, introduced in 1925, still carries strong recognition with the company. The current Diamond Road[®] logo was created in 1985.

In the new logo, a deeper, richer hue of orange has been kept as the basic color because of customers' strong association with the International brand. The multi-dimensioned diamond symbol, which is surrounded by razor-sharp chrome border, has been energized and made more proprietary. The name International jumps out across the diamond, demanding to be seen and standing proud.

The new logo will be officially introduced to customers at the Mid-America Trucking Show in Louisville, Ky., in March. A new International bus, to be introduced in March, will be the first vehicle to feature the logo on its grille. Also beginning in March, a new advertising campaign will reflect the International brand promise and the look of the new identity. Last year's advertising budget was approximately \$10 million as the company launched its first television campaign in 12 years.

Fallon McElligott's identity specialists, Duffy Design, designed the new identity.

International is a registered trademark of Navistar International Corporation (NYSE: NAV), headquartered in Chicago. In addition to selling heavy and medium trucks and school buses under the International brand, Navistar produces mid-range diesel engines sold under the International brand and is a private label designer and manufacturer of diesel engines for the truck and van markets. Sales and revenues in fiscal 1999 totaled \$8.6 billion.