



Navistar's PartSmart Value Line Offers Smart and Reliable Choice for Customers

WARRENVILLE, Ill., Feb 09, 2009 (BUSINESS WIRE) -- In response to the tough economic times, Navistar (NYSE:NAV) is launching a new value line, private label brand of truck parts aimed at cost-conscious truck owners. Known as PartSmart(TM), the new product line offers quality products that cost up to 20 percent less than genuine, original equipment parts.

The PartSmart line focuses on fast-moving and fast-wearing parts for all makes of trucks. Some of the parts available include air valves, bearings, belts, clutch, hoses, hydraulic pads and calipers, lighting, rotating electrics, u-joints, seals and wipers. Product lines will continue to be added based on customer feedback.

"PartSmart provides Navistar a great opportunity to support our customers during these challenging economic times when many customers are cutting back and pinching pennies. With this new value line, Navistar enters a segment of the parts business in which we previously have not been involved," said Michael Cancelliere, senior vice president and general manager for Navistar Parts in North America. "It's a necessity in today's environment to offer cost effective products customers can use to hold down their operating expenses without sacrificing quality."

All PartSmart parts come with a one-year, parts-only replacement warranty and can be purchased at any one of over 500 International(R) dealers in the U.S. PartSmart will be available globally later in the year.

In March 2009, Navistar will launch a five-month national media campaign to create brand awareness and drive traffic and parts sales to International and IC Dealers.

Navistar International Corporation (NYSE:NAV) is a holding company whose subsidiaries and affiliates produce International(R) brand commercial and military trucks, MaxxFoer(TM) brand diesel engines, IC Bus brand school and commercial buses, and Workhorse(R) brand chassis for motor homes and step vans. It also is a private-label designer and manufacturer of diesel engines for the pickup truck, van and SUV markets. The company also provides truck and diesel engine parts and service. Another affiliate offers financing services. Additional information is available at www.navistar.com/newsroom.

SOURCE: Navistar International Corporation

Navistar International Corporation

Media Contact:

Roy Wiley, 630-753-2627

Kim Speciale, 630-753-3577

or

Investor Contact:

Heather Kos, 630-753-2406

Web site: www.Navistar.com/newsroom

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