



LONE *Star*®

**THE TRUCK THAT WILL
CHANGE EVERYTHING.**



INTRODUCTION

Navistar is proud to present International® LoneStar,® a groundbreaking class 8 tractor with the power to help you increase sales to image-conscious owner-operators and fleets. We know you will start receiving calls from eager customers the moment LoneStar is unveiled at the Chicago Auto Show on February 7. This document is designed to prepare you for answering questions about what we know will be the hottest news in the trucking industry this year.

We're excited about the potential LoneStar has for helping you grow your market share:

- This is a category-defining product. LoneStar provides a high-image product desired in the Classic market and the fuel efficiency sought by the Aero market. This shatters the mold on the traditional thinking that one has to be sacrificed for the other. People are captivated by LoneStar's bold styling. By simply setting it on your lot, you're going to stop traffic.
- LoneStar has a game-changing interior environment. Once drivers are out of the driver's seat, they can go into a separate environment they'd call home. The interior of the truck is designed with living room, bedroom, office and kitchen. Adaptable for all functions needed the way people live.
- LoneStar completes our Owner-Operator and Fleet Owner product line-up. Now you can approach Owner-Operator and fleet image-conscious customers with the best fit for their needs, whether it's a 9900, ProStar,™ ProStar Skyrise,™ or LoneStar.
- Owner-operators in particular invest heavily in aftermarket parts, and we're launching a customized parts brand with over 40 options to help you get a piece of this aftermarket revenue.
- LoneStar is an emotional product with the power to create a following. It's part of our plan to elevate the International brand.

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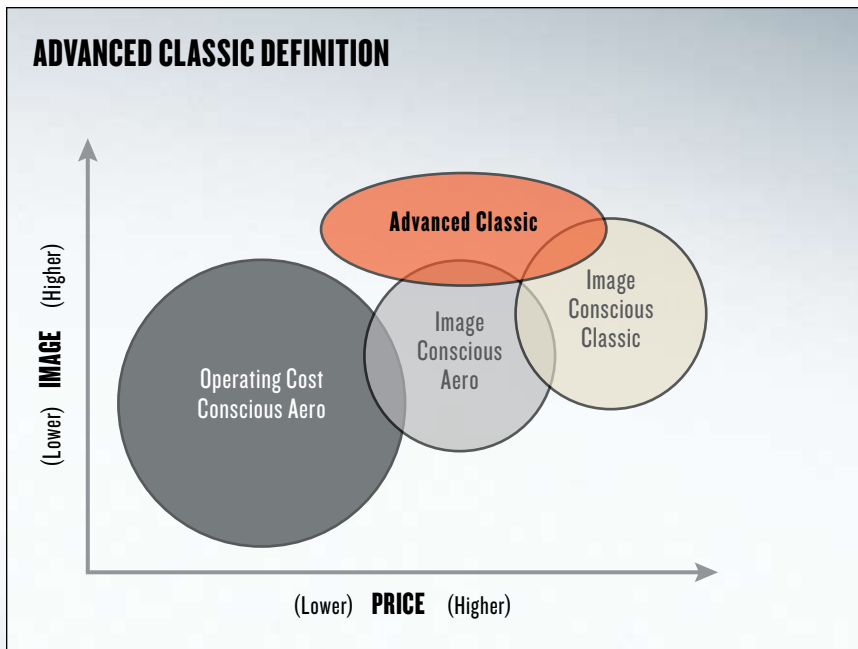


A NEW CATEGORY OF CLASS 8 TRACTOR – ADVANCED CLASSIC

We ultimately wanted to create the most desirable truck on the planet – to serve as the flagship of the International brand.

When we decided to reinvest in the Class 8 long-haul market with the ProStar, we saw an opportunity to bring another tractor to market. We recognized an unanswered need with owner-operators and fleets looking for a high-image product without the traditionally excessive operating costs associated with Classic models. We define this category as Advanced Classic.

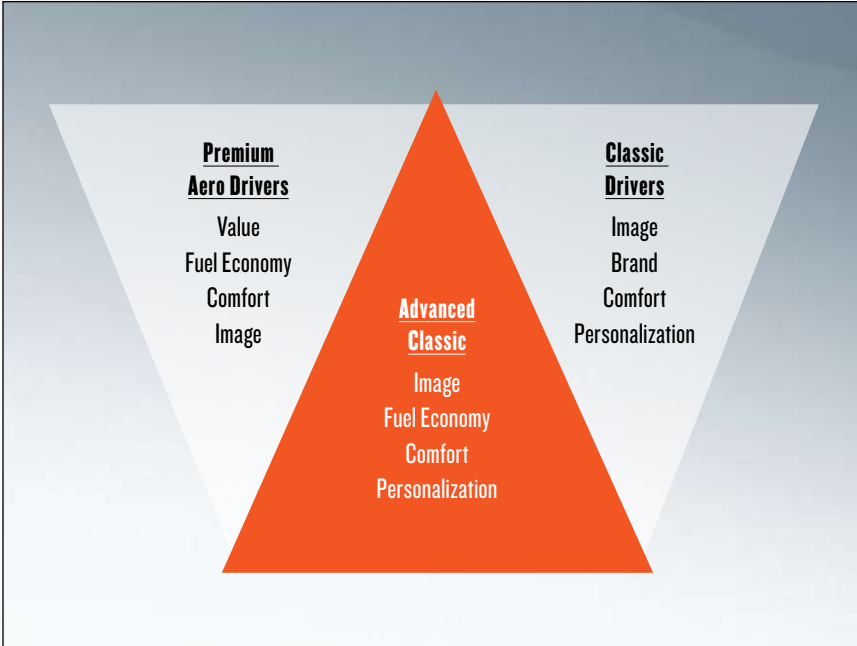
As you can see from the chart below, LoneStar is positioned to draw from both traditionally Classic customers who are feeling the pinch of ever increasing fuel prices as well as image-conscious Aero customers who admire the classic look but have put fuel economy high on their list of needs.



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With this in mind, we knew LoneStar needed to be not just a new truck, but a new kind of truck. LoneStar is the first highway tractor meeting the class image-conscious buyers' needs while providing excellent aerodynamics and fuel economy. By eliminating the need to sacrifice one for the other, LoneStar transforms current category definitions.



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LoneStar Styling

In 2005 we conducted research with a variety of truck owners to identify the changing needs and style of the classic truck buyer. Several different styling themes were presented to these groups. In addition, these themes were compared and rated against existing products. **The style that has evolved into LoneStar was the one most favored over ALL competitive vehicles.**

We compared LoneStar to both Aero and Classic products including:



Peterbilt 387



Volvo VNL780



Kenworth T600



Peterbilt 379



Western Star 4900



Kenworth W900

People were passionate about the look of presented to them. Some direct quotes are below:

- "WOW!"
- "Outstanding! Build it and they will come!"
- "I would refit my entire fleet with this design"
- "This is the truck that makes the muscle of old come back"
- "Would be a hot buy"
- "Would turn heads!"
- "This would attract Pete buyers"

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The International brand stands to gain significantly from LoneStar. In 2005 Brand Research, International Class 8 tractors ranked last on seven out of thirty key purchase drivers. Recent research participants agree the first five key purchase drivers are LoneStar strengths:

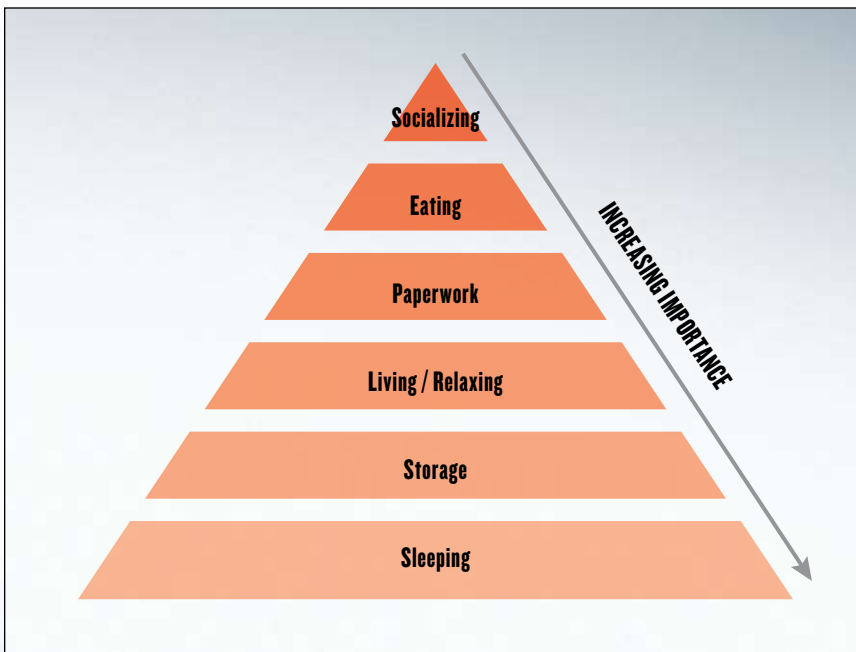
1. Attracting good drivers
2. Attractive body design
3. Proud to own
4. Distinguished product styling
5. Resale value

LoneStar Interior

This analysis gave us a path for the exterior of the vehicle – bold, strong and fuel-efficient. But we didn't stop there. We further studied the needs of the customer inside the cab as well. We looked at both the driving experience as well as the non-driving time spent in the truck.

For the time spent behind the wheel, we focused our efforts on improved noise levels and ride and handling.

For non-driving times, we did further research with customers to understand the priority they place on different activities in the sleeper compartment. The diagram below shows that although sleeping is the most important aspect, storage and just the ability to relax and eat were important as well.



In addition, drivers voiced frustration with the fact that they were forced to eat, relax and do paperwork on their bed. We listened and created an innovative "suite" space that provides comfortable seating and a worktable for eating, relaxing or paperwork. The entire space then converts to a sleep space with the use of a murphy-style fold down bed.

Innovation and ingenuity meeting the customers needs.

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TARGET AUDIENCE

Owner-Operators are one target for LoneStar, but we know a large number of fleets that have traditionally used either Classic trucks or Aero Image vehicles as driver retention and reward tools.

Owner-Operators

- Small business proprietors and drivers
- Age range from early 30s to high 60s
- Truck is a personal and professional reflection: A new truck says “success”
- Looking for balanced business and personal solutions
- Purchases are influenced by word-of-mouth and firsthand experience
- Drivers want their good name back – feel like truckers get a bad rap
- Strong affinity for the trucking industry roots
- Driven toward seeking and facilitating innovations in the industry

Small Fleet Owners

- Small “family” business
- Gen X and boomer age range
- Trucks present aspirational image
- Grown up around trucking but not necessarily drivers themselves
- May start with used...learn to buy new
- Looking for fuel economy and image balance
- Driver satisfaction and comfort is a strong focus
- Committed to creating and projecting success
- Their drivers and staff represent an extended family
- Rely on relationships to sustain them personally and professionally
- Seeking innovative solutions to keep their business and drivers happy

Large Fleet Owners

- Use image products as recruitment, retention and reward.
- The chosen truck must be one coveted by Owner-Operators in order to make it a good reward and retention tool.

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LONESTAR MESSAGE PLATFORM: STAND ALONE

The LoneStar proves design doesn't have to be sacrificed for performance. It's a truck with attitude to match the independent spirit of its owners, and a look that defies the status quo. It's got one foot in the Classic world and the other in the Advanced Aerodynamics world. It appeals to its owner's business sense as well as his/her sense of pride and individuality.

Quite simply, **the LoneStar STANDS ALONE.**

"I refuse to fall in line. I am original in everything I do."

"I am engineered to out-think, out-drive and out-perform."

"I raised the stakes. I shattered the mold."

"I am proud to stand alone."

It stands alone with never-before-seen styling that updates the Classic body and distinguishes it from every other truck on the road. And it stands alone with its fuel-efficient design, its cost-saving performance, and its unmatched driver comfort. It stands alone by challenging convention and rejecting conformity. It stands alone by out-thinking, out-driving and out-performing. And like LoneStar itself, the people who drive LoneStar also **STAND ALONE**. They neither look, nor act like other drivers. They live by their own set of standards, answering only to themselves.

By standing alone, the truck and driver are **MILES AHEAD** of anyone or anything on the road.

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LONESTAR VALUE DRIVERS

For Owner-Operators and Fleet Owners to fully understand the benefits of the LoneStar, it is important to continually reiterate its value drivers. They provide the “reasons to believe” the LoneStar messaging as well as the foundation for how it stands alone.

Aspirational/Emotional

Be Original

Practical Proof Points

- **Mold shattering design**
- **Customization**

Own The Road

- **Ultimate ride quality (quiet and spacious)**
- **Innovative living space**

Make More Money

- **Best-in-class fuel economy**
- **Driver-centric serviceability**

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LONESTAR MARKETING PLAN OVERVIEW

The LoneStar launch will be supported by a substantial marketing plan, including events, print, radio, interactive, direct marketing and public relations. Following is a breakdown of each element:

LAUNCH AND CUSTOMER EVENTS

Chicago Auto Show

- Public Reveal and Press Conference, February 7.

Mid-America Truck Show

- Press Conference reinforcing LoneStar key messages.
- Customer event.

Great America Truck Show

- Press Conference and debut of Stand Alone documentary.

ADVERTISING

Print:

We will have a robust schedule during the time of the launch at the Chicago Auto Show and when the product is available in market utilizing the following publications: Transport Topics, Heavy Duty Trucking, Overdrive, Land Line and Trucker's News.

Radio:

We will have an ongoing presence with a frequency of 5 times per day for the full year on Midnight Trucker.

Interactive:

- LoneStar WEBSITE – The Home Page of InternationalTrucks.com will focus on the LoneStar beginning the day of the Chicago Auto Show launch (2/7). The Home Page will have a link to the LoneStar landing page where current product information will be presented in a visual environment.

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Interactive (cont.):

- **CONFIGURATOR** – In order to better understand what features your customers are most interested in and help improve the quality of online leads, an interactive tool is launching that allows users to customize the look of specific owner-operator vehicles by applying a variety of parts and paint schemes. This tool will be launched for the 9900 and LoneStar in conjunction with MATS. Visit either of those product pages to see how your customers can customize.
- **STAND ALONE WEBSITE** – An online community where truckers can share their experiences of life on the road and hear what other truckers have to say. This site is targeted towards the Owner-Operator market and its main purposes are to collect early sales leads and seed the LoneStar value drivers.

DIRECT COMMUNICATIONS

Direct Mail:

- A LoneStar LAUNCH PIECE communicating the new truck will drop the first week in March.
- FLYING J STATEMENT INSERTS – 180,000 inserts will be placed inside the Flying J Frequent Fueler statements for the 2/10 mail drop.

Emails:

- **STAND ALONE MONTHLY EMAILS** – we currently have monthly email blasts to the Owner-Operator segment directing them to the Stand Alone site to collect leads and stories from this group.
- **LONESTAR LAUNCH EMAIL** – we will be deploying an email to the Owner-Operator segment during the launch of the LoneStar at the Chicago Auto Show.

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