

IC Bus Celebrates Dealer Achievement, “Unsung Hero” at Annual Dealer Meeting

IC Bus Celebrates Successes, Highlights Future Plans, and Provides Recognition for Exceptional Dedication to Customers



WARRENVILLE, ILL. (March 25, 2009) – IC Bus corporate and dealer executives recently gathered in San Diego, Calif. to celebrate the success of the past year and plan for the coming year during the IC Bus annual dealer meeting. IC Bus hosted more than 80 representatives from 39 IC Bus dealers in a two-day meeting where plans for another successful year were outlined.

The dealers took time to discuss opportunities for 2009 with peers and executives, including potential benefits for bus customers stemming from the recent U.S. economic stimulus package, as well as the competitive advantage of Navistar’s Advanced EGR solution for the 2010 U.S. Environmental Protection Agency (EPA) emissions

requirements.

“IC Bus dealers are excited about the benefits that our Advanced EGR MaxxForce® engines will provide for our customers in meeting 2010 emissions requirements,” said John McKinney, president, global bus operations, IC Bus. “Our 2010 engines will provide customers with a simple and straightforward solution that places the burden of emissions compliance on the manufacturer, not the customer.”

The meeting culminated with an awards ceremony, recognizing exceptional individuals throughout the IC Bus dealer network. First, IC Bus recognized ten IC Bus Dealer Scholarship recipients. Through the IC Bus Dealer Scholarship program, IC Bus dealership employees and their families are eligible for scholarship awards.

Additionally, the first ever IC Bus “Unsung Hero Award” recognized Jim Funicelli from the Miami Valley Group, an IC Bus dealer in Cincinnati, Ohio. “We wanted to recognize those at our dealerships who help our dealers behind the scenes,” said Keith Kladder, marketing manager for IC Bus. “Each of our dealerships has hundreds of people who do so much beyond providing an outstanding product to really create an exceptional customer experience.”

Funicelli was recognized for his outstanding dedication to customer support. As the dealership service and training manager, Jim plays a key role in going beyond the bus to ensure Miami Valley Group’s customers receive the utmost attention, and are properly trained to service their buses. Known to redefine the term “full service,” Jim conducts regular mechanics’ classes, is recognized as an expert in diagnostic trouble shooting, and is always ready to roll up his sleeves to help a customer solve a problem.

Finally, the 2008 IC Bus North American Dealer of the Year winners were announced. The Tom Cellitti IC Bus 2008 North American Dealer of the Year Award was given to Leeds Transit, Inc. of Elgin, Ontario, Canada. Kelly Backholm, dealer principal, and the team from Leeds Transit fully represent the ideals and values of IC Bus.

In 2008, Leeds acquired new bus territory and business in the Province of Quebec as well as the Maritime provinces. To ensure that customers in these new markets would get the service and support to which all Leeds customers are accustomed, Leeds hired additional salespeople and other new staff to support them. Throughout the year Leeds continued to operate a fleet of parts delivery vehicles to effectively support customers across all areas of its vast territory. The Leeds Transit team hosted numerous training events to educate customers on new engine technology and full-power brake systems. Their success in 2008 was furthered by their efforts in selling IC Bus commercial models, making them one of the top three dealers in commercial sales in the IC Bus dealer network.

“IC Bus has the best dealer network in the industry,” added McKinney. “Our dealers consistently go beyond the bus itself to provide exceptional service and support that customers demand and deserve. Customers want more than a great bus—they want to know their dealer will take care of them even after delivery. We are proud to recognize these dealers who have demonstrated their commitment to their customers throughout 2008.”

Regional Dealer of the Year honors were also awarded to top IC Bus dealers across the country. Those recipients include: West Region: Harlow’s Bus Sales (Harlow Hageness, dealer principal); Midwest Region: Midwest Transit Equipment (Barry Huebner and Jim Bridgewater, dealer principals); and Southeast Region: Southland International Trucks (Drew Linn, dealer principal).

IC Bus selects the Dealer of the Year winners based on a number of criteria including performance metrics such as market share, customer satisfaction ratings, and year-over-year performance improvements. The winning dealers excelled in all of these areas.

About IC Bus

IC Bus, LLC of Warrenville, Ill., is an affiliate of Navistar Inc. (NYSE: NAV). The nation's largest integrated manufacturer of school busses, IC Bus is a global leader in passenger protection, chassis design, engines and ergonomics. The company is also a producer of commercial buses. All IC Bus buses are sold, serviced and supported through a renowned dealer network that offers an integrated customer program encompassing parts, training and service. Additional information is available site at www.icbus.com.

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