

INTERNATIONAL TRUCK CROWNS HX™ SERIES WALK-AROUND CHAMPION AT CONEXPO-CON/AGG



Bill Kozek, president, Truck and Parts, Navistar with Robert Feldman of Mid-Atlantic Truck Centre

LAS VEGAS, Nev. - March 8, 2017 -

International Truck today announced Robert Feldman of Mid-Atlantic Truck Centre from the Northeast region, as the grand champion of the 2017 HX™ Series Walk-Around Competition. He was one of six regional winners selected to get an all-expense paid trip to attend ConExpo-Con/Agg 2017, where they were required to demonstrate their walk-around skills in front of a live panel of experts.

ability with regard to the HX Series product,” said Jeff Sass, senior vice president, Sales and Marketing. “The walk-around process is an essential selling skill and when executed at a high level, allows you to truly differentiate yourself and the International product.”

“The competition was designed to give every dealer sales professional the opportunity to demonstrate their technical and creative presentation

To participate in the competition, each sales professional had to submit a personal video conducting a ten-minute walk-around of the HX Series, focusing on the truck’s main product features, benefits and advantages, as well as value added service their dealerships provide.

While only one grand champion was crowned, International Truck would like to congratulate all the regional winners and their respective dealerships:

- Travis Meiklejohn - Diamond International (Canada)
- Andrew Hirsch - Rush Truck Center, Charlotte (Central)
- Robert Feldman - Mid-Atlantic Truck Centre (Northeast)
- Mallory Coulombe - Maudlin International (Southeast)
- Jeff Gullledge - Piller International (Southwest)
- Humberto Rosas - Peterson Trucks (West)

International® HX Series and WorkStar® trucks are on display in South Hall 1 of the Las Vegas Convention Center in booth #S61813. For more information, visit www.internationaltrucks.com/conexpoconagg2017.

About Navistar

Navistar International Corporation (NYSE: NAV) is a holding company whose subsidiaries and affiliates produce International® brand commercial and military trucks, proprietary diesel engines, and IC Bus™ brand school and commercial buses. An affiliate also provides truck and diesel engine service parts. Another affiliate offers financing services. Additional information is available at www.Navistar.com.

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