

“Diamond Vision”: An Innovative Perspective on the Road Ahead



By Dave Giroux, Vice President, Chief Communications Officer

As chief communications officer at Navistar, Inc., it is my job to ensure that we find innovative, effective ways to communicate with customers, shareholders, employees, communities, dealers and supplier partners.

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This “Diamond Vision” blog was developed to highlight our home runs ... and if you are interested in Navistar or the commercial vehicle industry, then you have found the right home base.

That baseball analogy resonates with me, living in a city with the most iconic team in MLB, the Chicago Cubs. However, the name Diamond Vision was not chosen because of my love for baseball, but in recognition of Navistar’s innovative DNA.

The use of the Diamond logo began in 1923 on the company’s S-series trucks ... and its current incarnation, which is now on the grille of every truck we produce, combines the Diamond with an image of the road ahead. What better image to convey the clarity of the company’s forward-looking vision!

Customer-focused innovation is the key to what we do. It extends from the industry’s newest product lineup to many innovative engineering solutions. Diamond Vision will be written by Navistar leaders whose work has resulted in these advances, along with the most comprehensive turnaround story the commercial vehicle market has ever witnessed ... certainly a story worth reading.

Navistar's employees are deeply proud of our many innovations and our current momentum. They also share a keen interest in giving back to the communities in which we live and work. Navistar is firmly committed to being a good corporate citizen, gaining the trust of local communities and aiding STEM (Science, Technology, Engineering, Math) education.

We've partnered with organizations like FIRST Robotics, the Naperville Education Foundation, the Museum of Science and Industry, Kettering University and others to advance STEM education and the next generation of Navistar engineers. We also support organizations like the American Red Cross, the Northern Illinois Food Bank and many others to help our local communities.

Recognizing that our employees have a diverse range of philanthropic efforts, Navistar also puts its money behind those efforts, providing "Dollars to Doers": monetary contributions to non-profits where our employees spend countless hours giving back.

To sum up, Diamond Vision will not only tackle issues of engineering, production, technology and sustainability – but also our efforts giving back, and the positive stories that are generated by our employees' actions.

Stay tuned to Diamond Vision, and I can assure you that you will be impressed. We've come a long way – and we're just getting started!