

THE DRAKE HOTEL

Chicago, Illinois

Thursday, June 11, 2009

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UNLEARN

THE 2009 ANNUAL BMA CONFERENCE

BMA Business Marketing Association



HOW DEEP CAN WE GO: CHANGING THE GAME IN A HIGHLY TRADITIONAL CATEGORY

Al Saltiel and Michael Krauss

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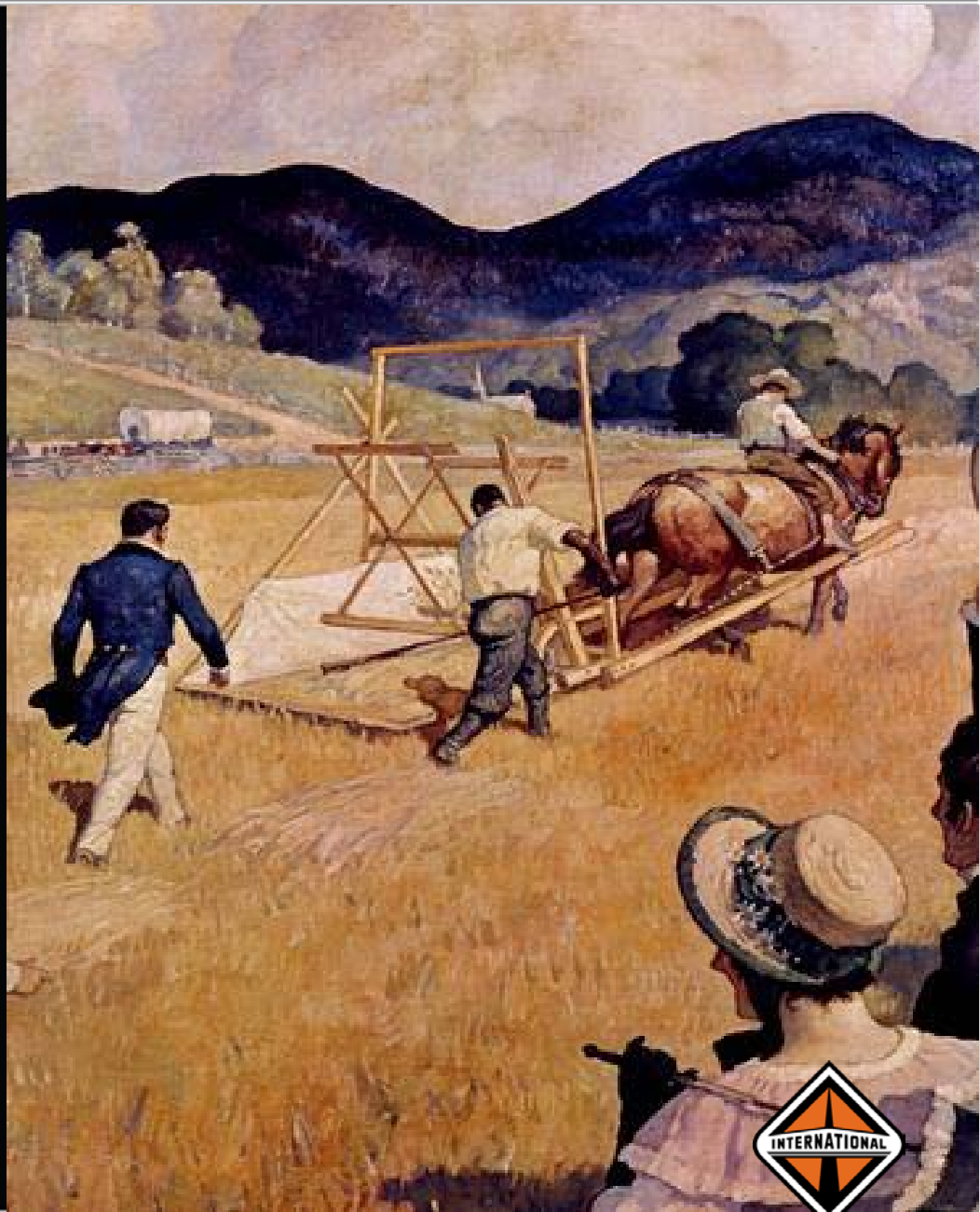
REINVENTING INTERNATIONAL TRUCK



A **NAVISTAR** COMPANY

1831

The first truly practical
mechanical reaper



A NAVISTAR COMPANY

1907

The Auto Buggy



1922

The first school bus



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1942

Vehicles for WWII



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1961

The first
Sport Utility Vehicle



A **NAVISTAR** COMPANY

1986

International

Harvester becomes

Navistar



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A NAVISTAR COMPANY



A NAVISTAR COMPANY



SONY



A NAVISTAR COMPANY

1

CRAFT A BOLD VISION

2

**CREATE A CULTURE THAT REWARDS
CREATIVITY**

3

**UNDERSTAND WHAT DRIVES
CUSTOMER EXPERIENCE**

4

CHALLENGE CONVENTIONAL THINKING



1

CRAFTING

A **BOLD** VISION



A NAVISTAR COMPANY

In our business
A HANDSHAKE
IS A DEAL



A NAVISTAR COMPANY

A DIFFERENT KIND OF ORGANIZATION



OUR INSPIRATION



CHALLENGING CONVENTION

BOLD. CONFIDENT. **ENERGETIC.**



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MILES AHEAD



A **NAVISTAR** COMPANY



2

CULTURE THAT REWARDS CREATIVITY



3

UNDERSTAND WHAT DRIVES CUSTOMER EXPERIENCE



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Brand loyalty
and passions
run deep



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STYLE



COMFORT



FUEL EFFICIENCY

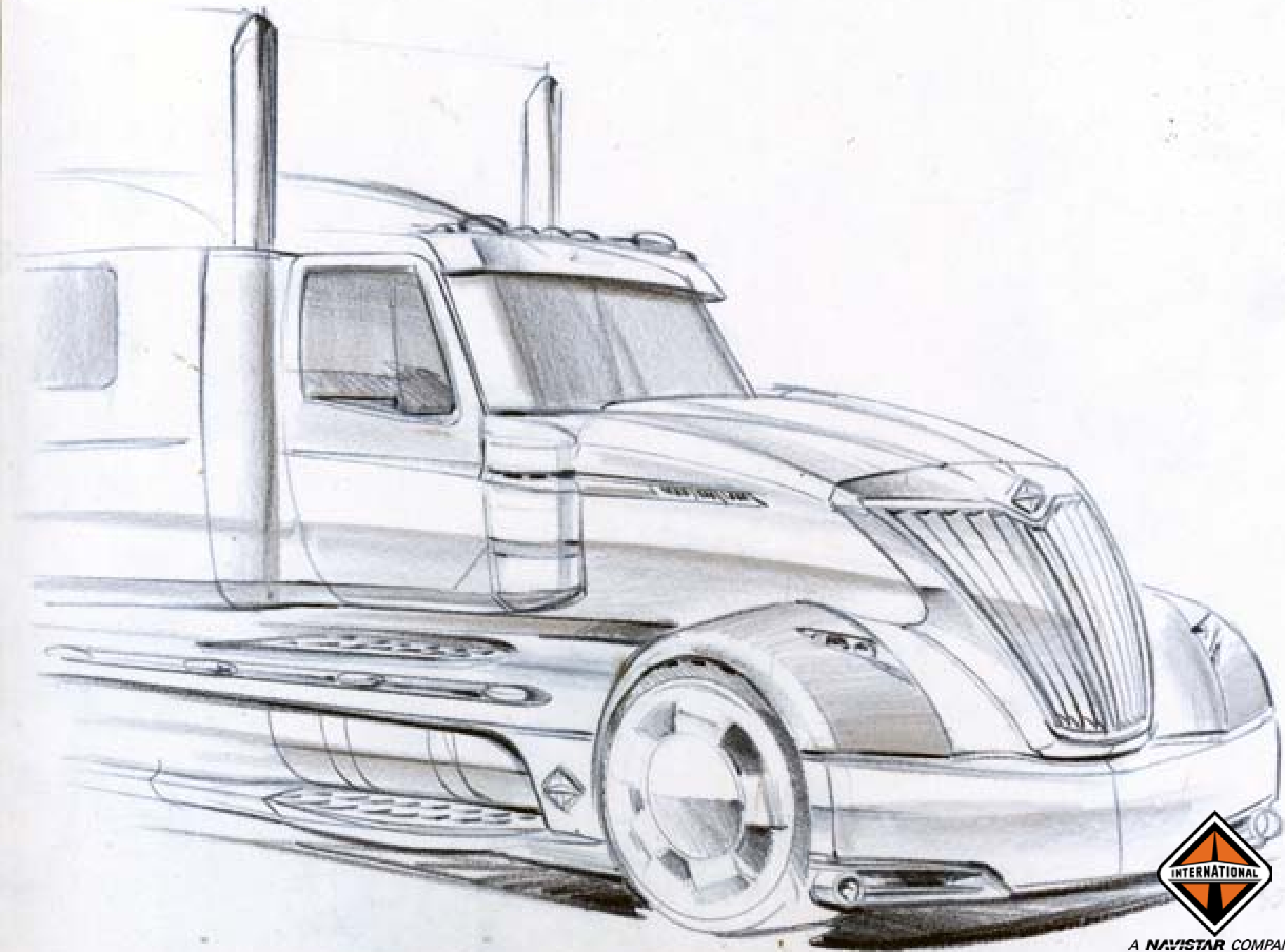


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DMAXX



MILES AHEAD



A **NAVISTAR** COMPANY

LONE Star



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3 CHALLENGE CONVENTIONAL THINKING





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grey?

gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | *Dove*

Ad from AdverBox.com



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**Trucker Sentenced for Rape,
Kidnapping of Teen.**

**SIOUX CITY TRUCKER GETS
40 YEARS FOR ABUSING BOY!**

**Attorney in Texas dragging
case points to trucker.**

Trucker cocaine smuggler jailed.



A **NAVISTAR** COMPANY



THE TRUCKER'S ADVOCATE



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A Film To Bring
PRIDE
Back To Trucking



**THE VOICE
OF THE TRUCKER
NEEDS TO
BE HEARD.**

TELL US YOUR STORY ABOUT LIFE ON THE ROAD.



A NAVISTAR COMPANY

OVER 700 AUDITIONS



THREE STARS



A NAVISTAR COMPANY

21 days on the road
covering 17 states
20 person crew



A NAVISTAR COMPANY

Experience a proud and powerful ride across America



A stirring documentary
from Brett Morgen, Director of
"The Kid Stays in the Picture"

DRIVE AND DELIVER

INTERNATIONAL TRUCK PRESENTS A BRETT MORGEN FILM "DRIVE AND DELIVER"
STEVEN DONALDSON, TIM YOUNG AND CHRIS LECOUNT STARRING DOUG ABEL & ANDY GRIEVE
DIRECTOR OF PHOTOGRAPHY MARYSE ALBERTI EXECUTIVE PRODUCERS AL SALTIEL, MICHAEL CERILLI AND HEATHER STREET
PRODUCED BY FATHOM COMMUNICATIONS PRODUCED BY JAKE ABRAHAM DIRECTED BY BRETT MORGEN

InternationalTrucks.com/Film



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Reinventing the TRADE SHOW



A **NAVISTAR** COMPANY

ANGELIKA FILM CENTER & CAFE

INTERNATIONAL TRUCK
PRESENTS
DRIVE AND DELIVER

WORLD PREMIERE
AND
AFTER PARTY



The New York Times

ADVERTISING

A Film on the Trucking Life Also Promotes a Big Rig



A **NAVISTAR** COMPANY



“I’ve got three letters for you this morning, ladies and Gs: **W.O.W.** That’s my reaction after seeing Navistar’s film Drive and Deliver...The packed movie theatre that night rendered a pretty dramatic verdict, as well. They gave the movie a **three-minute standing ovation.**”



WITNESS THE PREMIERE
OF SOMETHING HUGE.



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A NAVISTAR COMPANY



2009 International LoneStar:
 Big-truck maker International
 loves to waltz into a car show and
 pull the covers off a huge
 commercial truck, as if it's the
 most natural thing in the world...

u
fl
Truc
pum
volu
on luxu
The workhorse
pickup transforms
into a show horse
at this year's
Chicago Auto Show

Sirius satellite television that receives shows from three children's networks. "You can also get heated to know where are the leather seats, where's the navigation system?" This 2008 Ford F-650 S



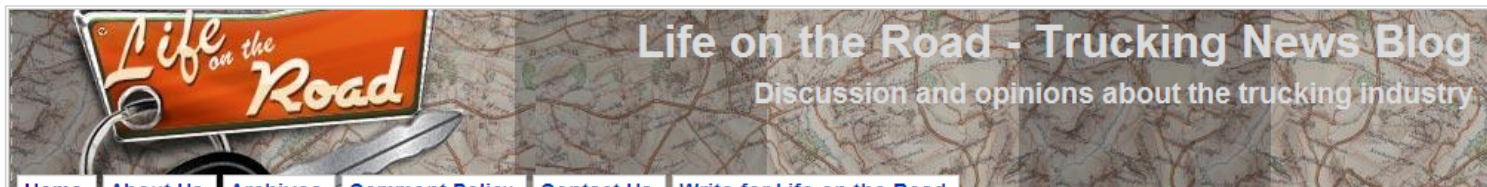
CONNECTING

Through New Media



A NAVISTAR COMPANY

Build a community to create sustained buzz



[Home](#) [About Us](#) [Archives](#) [Comment Policy](#) [Contact Us](#) [Write for Life on the Road](#)

Is a Cell Phone/CB Radio ban in our future? Ask OOIDA

Posted on May 21, 2009 - 8:21pm by Porter Corn in [Trucking](#)

It is if people such as Todd Spencer of OOIDA have their way about it.

At a meeting of the [Motor Carrier Safety Advisory Committee](#) on Monday, these were two items on the long term agenda.

Todd Spencer, Executive Vice President of OOIDA is a member of this working group.

Under their **LONG TERM GOALS**

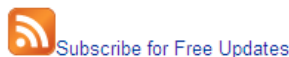
Add "Distracted Driving" to the Federal Motor Carrier Safety Regulations (FMCSRs). Documented research shows that there are cognitive distractions and increases in crashes from cellular phone use and text messaging. **Therefore, the committee recommends that FMCSA initiate rulemaking to ban the use of hand-held and hands-free cellular phones and text messaging.**

Takes you back to the days when they banned radar detectors doesn't it?



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- Everitt Mickey on KOBAYASHI... KOBAYASHI
- Terence Smelser on Countdown to ...
- Paul on KOBAYASHI... KOBAYASHI



Create engaging online content

The screenshot shows the International website homepage. At the top left is the International logo with the text "A NAVISTAR COMPANY". To its right is a navigation bar with a link "Visit Other Navistar Companies and Divisions". Further right is a search bar with the text "Find a dealer +", "Search", and "Enter Keyword" with a search button. Below the search bar is a horizontal menu with links: "Trucks", "Military", "Truck Stop", "Maintenance", "Financing", "Business Tools", "Current Offers", and "About Us". The main content area features a large image of a red and black International truck. Overlaid on the image is the text "SEE THE TRUCK THAT'S BREAKING THE MOLD." in large white letters, with a "LEARN MORE" link below it. In the top right corner of the image area is the "LONE Star" logo. Below the main image is a dark grey bar with two links: "JUMP TO A TRUCK" and "VIEW TRUCKS BY USAGE". At the bottom of the page are four promotional tiles: 1. "TAKE THE FUEL ECONOMY CHALLENGE" with a small truck image and "DuraStar powered by MaxxForce". 2. "WORK Star" with a truck image and "Ready for the Most Demanding Job Sites". 3. "PRO Star" with a truck image and "5.7% MORE FUEL EFFICIENT". 4. "NEWS & EVENTS" with a sub-headline "Announcing our biggest sales event ever!" and "Find an event in your area."



1 2 3 4
EXTERIOR INTERIOR SUMMARY FINISH

MAKE A SELECTION TO CHANGE YOUR TRUCK

- + CABS
- BODY COLOR
 - Truck Color
 - Accent Color
- + DECALS
- + FRONT PROFILE
- + SIDE PROFILE
- + REAR PROFILE

DO MORE



YOU HAVE NOT SAVED THIS TRUCK

[LOGIN TO SAVE YOUR TRUCK](#)



Fuel and Route Finder



Road Conditions



Industry News Podcasts



Communicate **on their terms**

DOWNLOAD

EXCLUSIVE VIDEOS AND WALLPAPERS TO YOUR MOBILE PHONE

Text LoneStarHD to 299669



LONE*Star*



A **NAVISTAR** COMPANY

Then the question became...

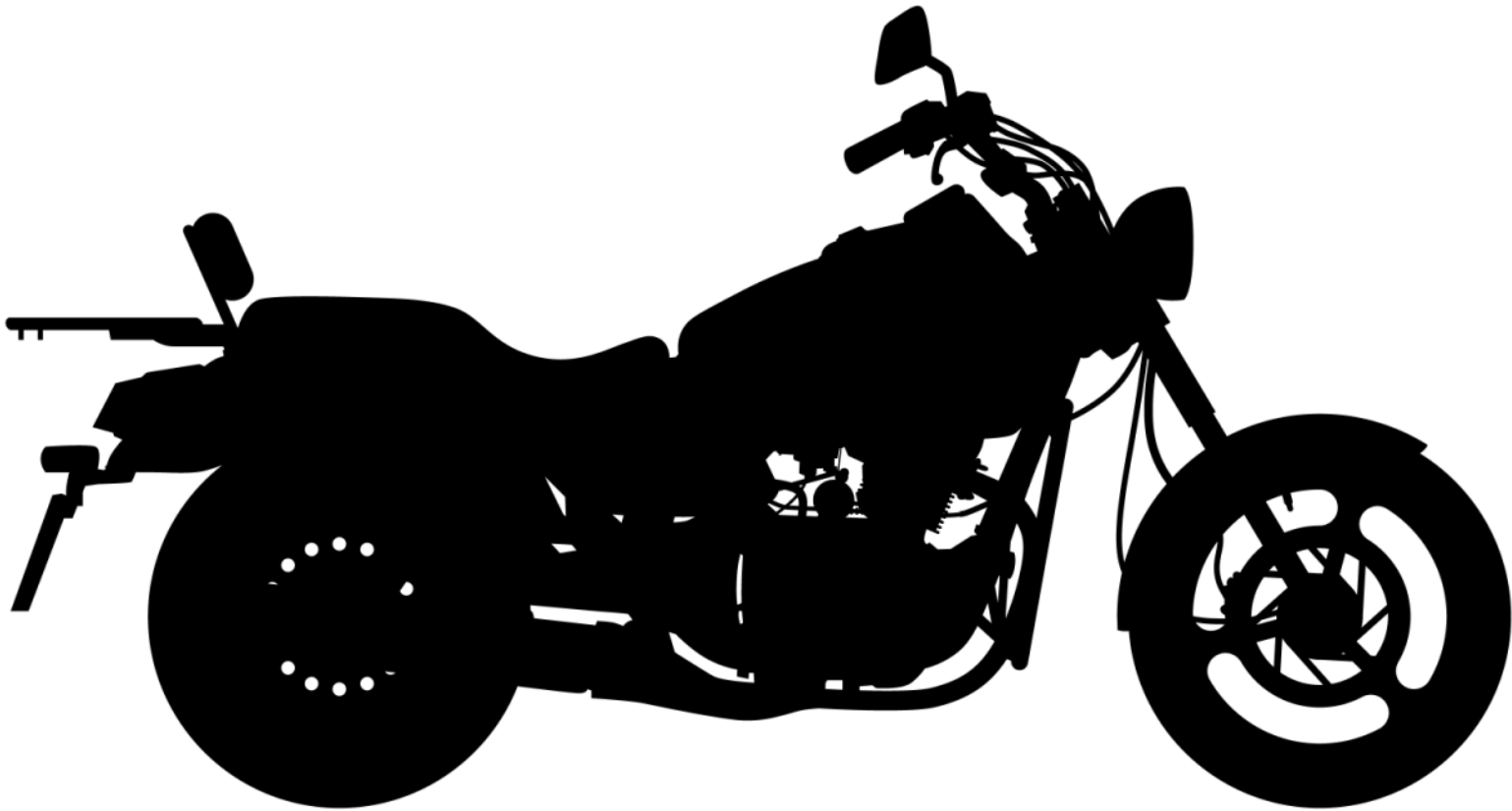
HOW CAN WE RAISE THE BAR?



A **NAVISTAR** COMPANY

70 Percent

of Truckers are BIKE ENTHUSIASTS



PAIR TWO ADMIRED BRANDS





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Introducing the International® Leader™, Harley-Davidson™ Special Edition. internationaltrucks.com/HD

DON'T JUST DRIVE. RIDE.



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LONESTAR® HARLEY-DAVIDSON® SPECIAL EDITION

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MODELS

TRUCK BY USAGE



DON'T JUST DRIVE. RIDE.

LONEStar!
HARLEY-DAVIDSON® SPECIAL EDITION

- SPECS
- VIDEOS
- PROMO

Harley-Davidson® and the International® LoneStar®. Each is iconic in its own right. Together, the

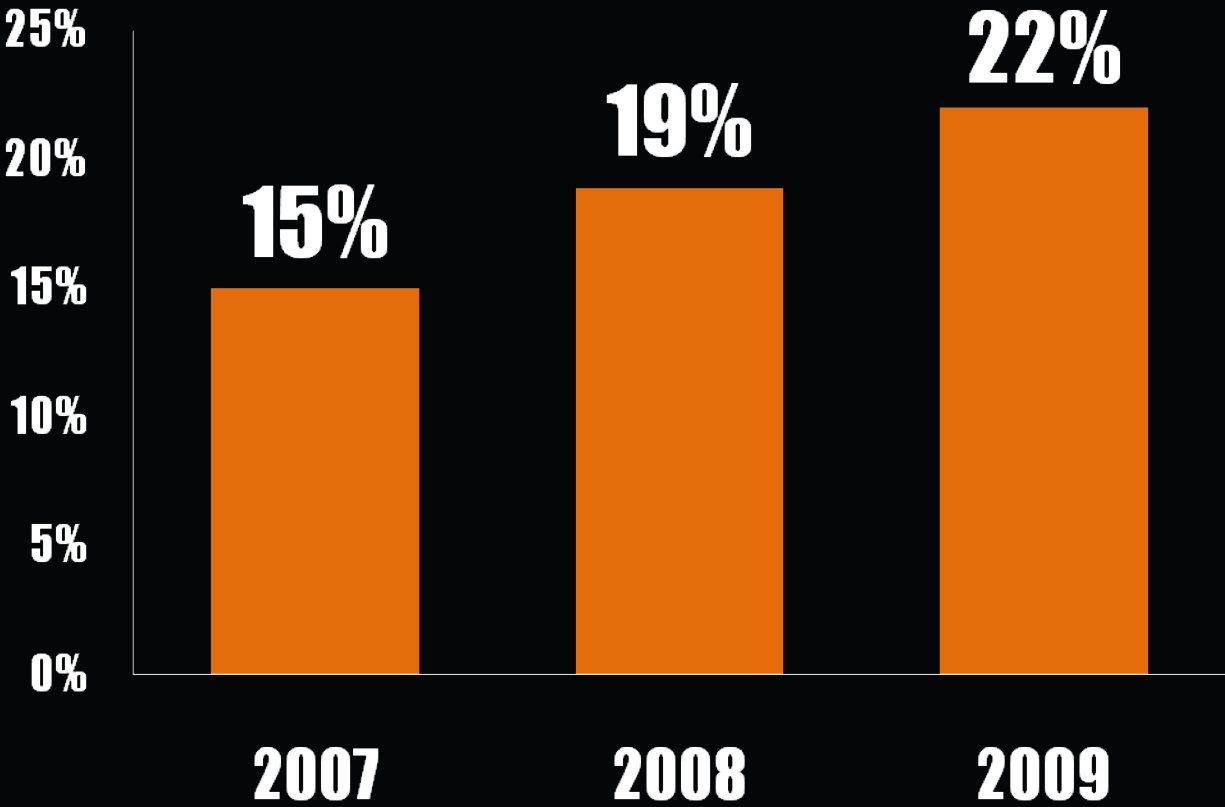


A NAVISTAR COMPANY

A whiteboard with the word "RESULTS" written in large, bold, orange, sans-serif capital letters. The whiteboard is tilted slightly to the right. Below the whiteboard is a white grid pattern. Above the whiteboard are three white spotlights on black stands, pointing downwards. The background is black.

RESULTS

Long Haul **Category Share**



Bold **and** confident



A **NAVISTAR** COMPANY

Excitement **and** enthusiasm

“Of all the manufacturers, International seems to have a lot of guts to release new and different trucks... You can see they are not afraid to do something different. The LoneStar is just plain awesome and radical in terms of design.”

Hank's Truck Pictures Website



A **NAVISTAR** COMPANY

Pride **and** respect

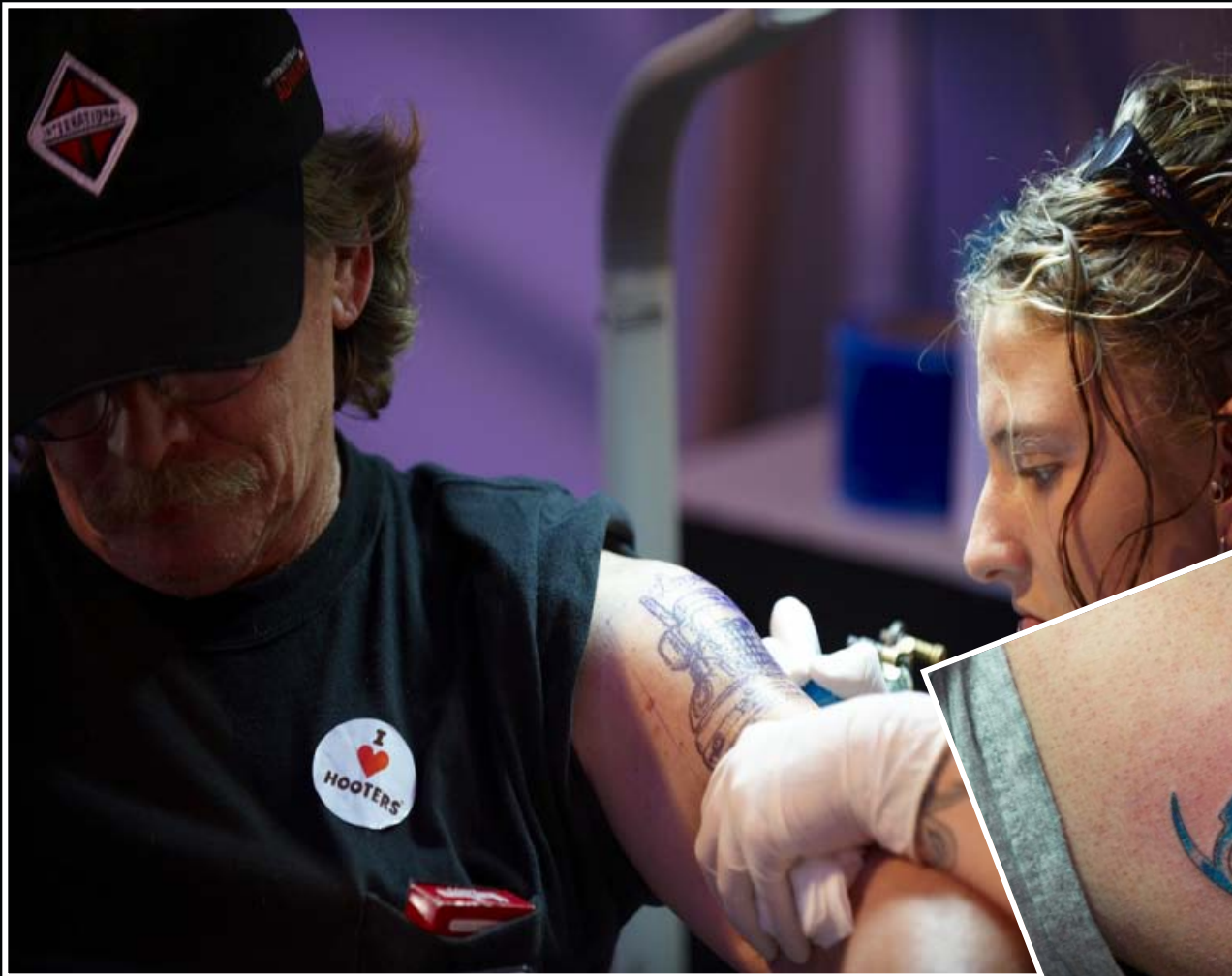


A **NAVISTAR** COMPANY

Admiration **and** affinity



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A Permanent Brand Connection

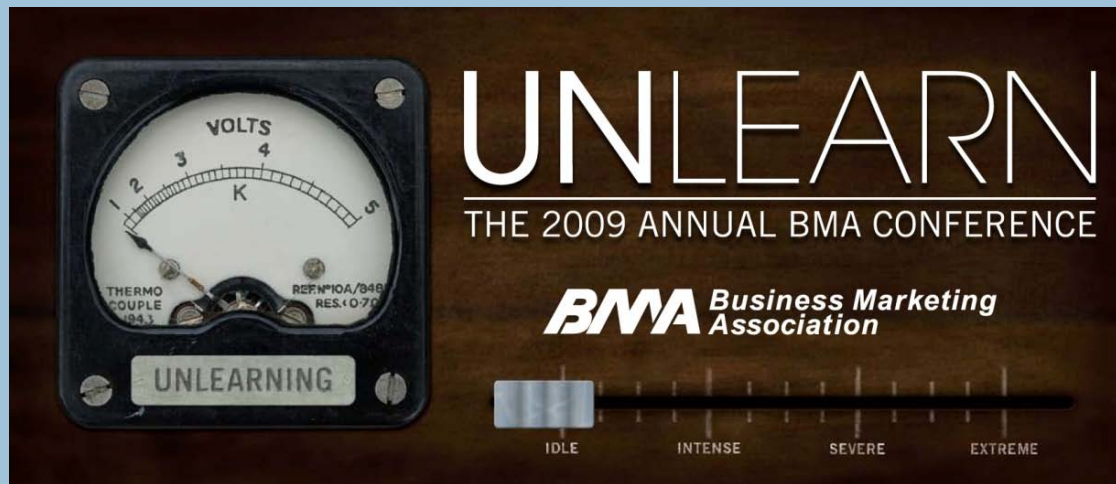


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THANK YOU

REINVENTION 





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