

MARC USA Named AOR for Navistar, Inc.

Chicago, IL – November 10, 2014 – Navistar, Inc. has named MARC USA’s Chicago office as its agency of record for its advertising account following a recent review.

MARC USA will handle brand strategy and integrated marketing activities for the International Truck® and IC Bus™ brands.

“MARC USA delivered an inspiring and anthemic creative solution that supports our brand’s evolution and our future vision of the company,” said Mark Johnson, Navistar’s Vice President of Marketing.

“They have demonstrated an understanding of our brand, our customers and our industry—and we look forward to forging a new partnership with them.”

A new campaign for their International Truck brand is expected to launch in the first quarter of 2015.

“Navistar is a leading global company with a clear vision and plan for building its brand for the future,” said Jean McLaren, President of MARC USA Chicago. “We are honored to be their marketing partner and to help their company chart a new course in the industry.”

About MARC USA

MARC USA is a national full-service integrated marketing communications firm known for uncovering radical insights that incite powerful reactions through a deeper understanding of whole-brain behavior. With offices in Chicago, Miami, Boston and Pittsburgh, 270 employees and more than \$370 million in annual billings, it is one of the largest independent agencies in the country. Services include advertising, strategic planning, research, public relations, social marketing, media planning and buying, digital marketing, direct and customer relationship marketing and sales promotion.

About Navistar

Navistar International Corporation (NYSE: NAV) is a leading manufacturer of commercial trucks, buses, defense vehicles and engines. Wherever ingenuity drives global markets, you will find Navistar taking the lead. Navistar is a holding company whose subsidiaries and affiliates produce International® brand commercial and military trucks, MaxxForce® brand 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. The International® ProStar® with Cummins ISX15 and International® TerraStar® 4x4 were named 2014 heavy-duty and medium-duty commercial truck of the year, respectively, by the American Truck Dealers (ATD) association. Additional information is available at www.Navistar.com.