

# THE POWER REPORT

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A NAVISTAR COMPANY

*J.D. Power and Associates Special Report on International*

## **International® Trucks: Highest In Customer Satisfaction Among Vocational Class 8 Customers**

**I**nternational ranks highest in customer satisfaction among Vocational Class 8 customers according to the *J.D. Power and Associates 2006 Heavy-Duty Truck Customer Satisfaction Study*.<sup>SM</sup> In the vocational segment, International customers report the highest levels of satisfaction with product quality and warranty, as well as high satisfaction for performance and cost of ownership, which all contribute to overall product satisfaction.

### **Quality Trucks that Stand Up Over Time**

With regard to quality, International vocational trucks are rated highest in the segment, standing up to the stresses that are put on dump trucks, concrete mixers, garbage trucks, utility trucks, and wreckers. After an average of two years in service,

*International® trucks rank highest in the study in the reliability of key components such as engines, transmissions, wheels, and tires.*



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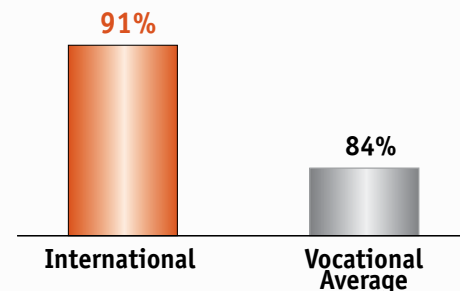
### **Support Beyond the Sale**

International receives the highest scores for warranty among vocational customers, with industry-leading customer satisfaction for the length and comprehensiveness of the vehicle, engine, and transmission warranty.

### **International Owner Loyalty—Highest in Segment**

#### **Brand Loyalty**

*Percent who Definitely/Probably Would Repurchase Same Brand*



Source: J.D. Power and Associates 2006 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

*Fully 91% of International vocational truck owners report that they “definitely or probably” will repurchase an International truck when it is time to replace their current truck. International owner loyalty is the highest in the segment.*

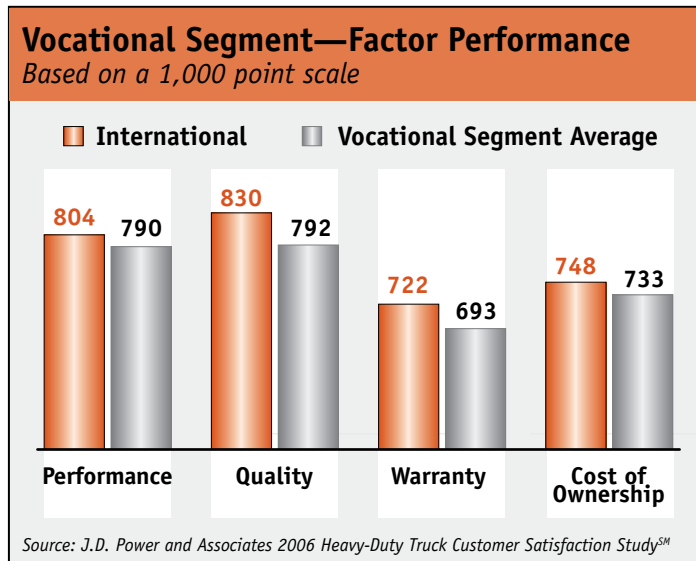
To find one of more than 900 dealers, go to [www.InternationalTrucks.com](http://www.InternationalTrucks.com)

# International® Trucks: Highest In Customer Satisfaction (continued)

## International Delivers Strong Satisfaction to Owners and Drivers Alike

International receives high ratings from customers for providing a comfortable work environment for drivers of vocational trucks. This includes strong satisfaction with the roominess of the cab, location of the gearshift lever or transmission controls, quietness of the transmission in top gear, lack of engine vibration, and engine quietness.

International not only provides fleet managers with quality vehicles and warranties, International also meets customer demands at a price that customers feel provides value. International® vocational truck owners provide above average ratings for how well their trucks perform on the job. These same customers also report that they are most satisfied with the value they received.

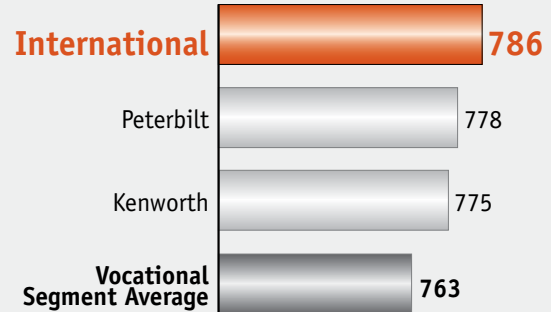


## 7000 Series Spotlight

In the vocational segment, the International 7000 Series stands out, scoring significantly above average in customer satisfaction. The 7000 Series receives high marks on all four factors that are important to vocational customers, including satisfaction with truck performance and quality.

## Vocational Segment Customer Satisfaction Ranking

Based on a 1,000-point scale



Source: J.D. Power and Associates 2006 Heavy-Duty Truck Customer Satisfaction Study<sup>SM</sup>

Performance, especially areas that focus on driver comfort, are strengths for the 7000 Series, including comfort of the driver's seat, stereo system, interior quietness, amount of storage in the cab, layout of switches and controls, and ease of steering and handling.

**International vocational truck owners provide significantly above average ratings for how well their trucks are matched to the job they have to perform, as well as the value they received.**

Reliability and dependability are strengths for the 7000 Series, with owners rating the quality of the engine, transmission, drivetrain, as well as the cab and body, significantly above average. Cost of ownership is another important satisfaction measurement, and here the 7000 Series satisfies owners as well with low maintenance costs, and infrequent maintenance intervals, which translate into above average truck uptime. The efficiency of the 7000 Series also helps owners reduce their costs, with strong ratings for fuel economy and ease of operation. ■ ■

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