



DIAMOND PARTNER PROGRAM

# INTRODUCING THE DIAMOND PARTNER PROGRAM



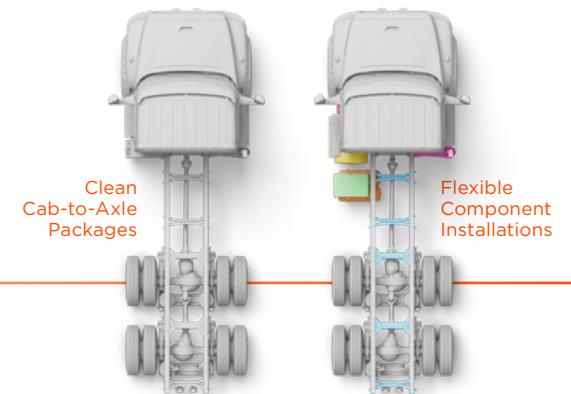
DIAMOND PARTNER



Create top of mind awareness for International® chassis as the chassis of choice

## LINKING TEMs WITH DEALERS TO STREAMLINE INSTALLATIONS AND ENHANCE CUSTOMER UPTIME

The Diamond Partner Program creates a new conduit between International Truck, our dealers and TEMs by providing industry-leading body-builder support materials and services. Through the program, it's now easier than ever for TEMs to mount their equipment faster, with a higher build quality and lower costs. In addition, the program facilitates joint marketing opportunities that can help increase awareness of the dealer and TEM partners.



INTERNATIONAL® TRUCK



Benefit	Description
<b>Diamond Logic Training</b>	Diamond Logic® electrical system training provided to TEM technicians by International Truck
<b>Spec Review</b>	Cross-functional team will review TEM chassis specifications and make recommendations for the order content
<b>Application Engineering</b>	International application engineer will be assigned to provide ongoing support
<b>Diamond Logic Renewal</b>	Program members will receive automatic renewal of Diamond Logic for uninterrupted system access plus the annual fee for Diamond Logic® Builder programming software is waived
<b>Engine Diagnostics (NEDS)</b>	Navistar® Engine Diagnostics Software (NEDS) annual fee is waived
<b>Trade Show Incentives</b>	<ul style="list-style-type: none"> <li>• Support money available for every unit displayed in a TEM booth mounted on an International truck chassis</li> <li>• A professional photo shoot of completed unit, with rights for both parties to use the images in future collateral material</li> <li>• Requires pre-approval</li> </ul>
<b>National Sales Meetings</b>	<ul style="list-style-type: none"> <li>• Support money available for sponsorship of the TEM national sales meeting event</li> <li>• Includes presentation by International corporate staff on key vocational chassis topics</li> <li>• Requires pre-approval</li> </ul>
<b>Joint Customer Events</b>	<ul style="list-style-type: none"> <li>• Opportunity to host VIP tour and technical presentation at International’s corporate headquarters in Lisle, IL</li> <li>• Opportunity to host a joint ride-and-drive event</li> <li>• Requires pre-approval</li> </ul>

## BECOME A MEMBER:

Contact your local International® Truck dealer to learn more about the program and become a member today.

Members can proudly display the “Diamond Partner” logo as a signal to customers that their body integrations on International trucks are of the highest caliber.



**DIAMOND PARTNER**



Contact your International® Truck Dealer today for more details or logon to [www.internationaltrucks.com/contact-a-dealer](http://www.internationaltrucks.com/contact-a-dealer).