



A **NAVISTAR** COMPANY

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Expiration Date: March 31, 2021

APPLICABLE TO UNITED STATES AND CANADIAN DEALERS

CFS (CONSOLIDATED FLEET SOLUTIONS)

New Pricing Program

Letter Summary:

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| <i>Customer</i> | CFS (Consolidated Fleet Solutions) |
| <i>Subject:</i> | New Pricing |
| <i>Purpose:</i> | New Parts Business |
| <i>Product Distribution:</i> | PDC & Direct Ship |
| <i>Product Line:</i> | Multiple |

This parts program is designed to increase your dealership's share of the total parts spend of CFS Fleet members. And with over 20,000 participating fleets, Consolidated Fleet Solutions has the ability to reach many small to mid-sized customers that have a fleet size of 250 or less, with most members averaging 25-50 vehicles.

CFS Commitments to:

- Provide a list of members to dealers within a 25 mile radius of their location.
- Market the program to targeted members through CFS channels (i.e. email, web, rebate insert, etc.)
- Leverage CFS' Call Center to contact each member and discuss program benefits
- Send follow-up Program Flyer, \$200 Parts Credit Flyer (to eligible members based on recent truck purchase.) and a CFS Fleet Charge Application to each interested member.
- Email the above referenced materials appropriate to you, along with a completed Participation Form that details CFS's conversation with the member (i.e. contact name and information, best time to call, fleet size or parts purchase volume, currently primary parts supplier, etc.)
- Monitor the applications sent to members and conduct appropriate follow-up to encourage return the application for processing.
- Provide weekly reporting that keeps dealer and Navistar sales team updated on the status of all customer leads

Your Requested Support:

- Review each "warm lead" received from CFS, contact the customer to learn more about their parts needs and convey what you can do to support those needs.
- Remind the customer to complete and return the Fleet Charge Application to CFS.
- Upon Fleet Charge approval of the member's CFS Fleet Charge Application, contact the member and setup their new account in your system.

Key program benefits for CFS Members and details include:

- Guaranteed National Account pricing
- 3% rebate on all qualified purchases
- \$200 parts purchase credit (if a recent truck purchase was made and registered in the program)
- One-year warranty on parts sourced by International
- One consolidated bill & online account management
- Optional EBS Roadside assistance

Program Notes:

- Each CFS Member will have their own Fleet Charge Card – See Fleet Charge Customer Directory beginning with CFS/And then the customer's name
- Pricing is straight National Fleet with no additional discounts.
- \$200 Fleet Charge Credit from coupon is applied to eligible members' account is good for 90 days from posting date.
- \$200 Fleet Charge Coupon program runs through October 31, 2019.

Additional Information:

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