



## INTERNATIONAL TRUCK PROSTAR+

**What if we allowed customers to test-drive a truck without ever getting in the cab?**

Skeptics find it hard to believe that the International ProStar+ with MaxxForce 13-liter engine has the capability of trucks powered by more trusted 15-liter engines. So, to challenge preconceived notions about 13-liter vs. 15-liter performance, Fathom developed an immersive online experience supported by an integrated set of promotions, including print, digital and dealer communications.


Within the experience, users can virtually test-drive the ProStar+ with MaxxForce 13 under conditions they select, and immediately see for themselves how this integrated truck and engine can benefit their fleet.

This initiative kicks off a national retail offer called "Drive it To Believe It" which will encourage actual driving experiences with the ProStar+. Targeted direct mail and email communications will drive additional engagement to dealerships, where the real-life benefits of the products will be on display.




**PROStar+**  
POWER BY ELECTRIC

WANT TO BUILD YOUR BUSINESS?




**PROStar+**  
POWER BY ELECTRIC

THIS TRUCK DOES IT 5 WAYS



**PROStar+**  
POWER BY ELECTRIC


PROSTAR.+ WITH MAXXFORCE 13



**PROStar+**  
POWER BY ELECTRIC

- 1 FULLY-CAPABLE 13L POWER
- 2 FUEL-EFFICIENT 4-CYLINDER
- 3 FUEL-EFFICIENT LEADER
- 4 ECONOMICAL FINANCING SOLUTION
- 5 HIGHEST RATED DEALER SERVICE

EXPLORE ITS BENEFITS HERE ▶



HOW MUCH WEIGHT CAN PROSTAR.+ WITH MAXXFORCE 13 SAVE YOU?



**41,400,000 lbs.**

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**PROStar+**  
POWER BY ELECTRIC

SEE HOW ▶

PROSTAR.+ WITH MAXXFORCE 13

SEE HOW IT PERFORMS ▶

