

POWER LINE

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Saving Fuel Drives Sales.

SmartTorque delivers an increased amount of torque in the top two gears to keep downshifts to a minimum while providing the power drivers need.

Fleets and owner/operators alike are always looking for ways to improve fuel economy. The Cummins ISX engine gets the highest mpg numbers of any engine in its class – thanks to a number of features that are engineered into the Electronic Control Module (ECM). Here is a brief overview of each technology, and how much it can reduce typical fuel use:

SmartTorque Ratings.

Cummins offers a number of SmartTorque ratings which carry the “ST” designation. SmartTorque delivers an increased amount of torque in the top two gears to keep downshifts to a minimum while providing the power drivers need. Because the extra torque is only used in high gears, your customers can spec a transmission using the base torque level. A lower-rated transmission can cost less and, in some cases, weigh less. For trucks running at less than the maximum allowable GVW, that will mean valuable fuel savings down the road.

Load-Based Speed Control (LBSC).

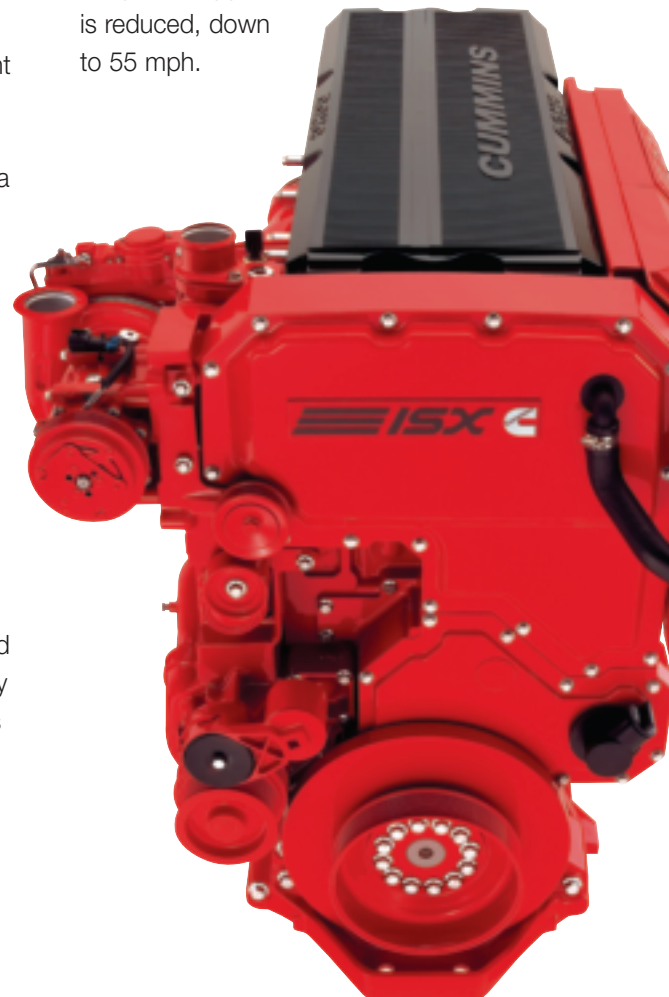
LBSC limits engine rpm when it's not needed in lower gears. This saves fuel and reduces driveline wear. Sensors constantly monitor the engine load (based on factors like weight and incline) and release the full rpm range when needed. The full power range is always available in the top two gears. Fuel savings: up to 3%.

Gear-Down Protection.

Works to help keep trucks operating in the top two gears. Fewer downshifts mean better mileage. Average fuel savings: 1%-3%.

Road Speed Governor And Cruise Control.

Maintaining a consistent and lower road speed helps customers increase fuel economy. Average fuel savings: 0.1 mpg for every 1 mph the upper limit is reduced, down to 55 mph.



Idle Speed Control.

Reducing the idle speed setting minimizes fuel use and engine wear. It has a high impact on a vehicle's reported fuel economy simply because an idling truck gets 0 mpg. The less a truck idles, the more fuel you will save. Average fuel savings: 1% for each hour of idle time at the lower rpm setting.

Spec'd For Savings.

Of course, as you work with the customer on spec'ing their new truck, you can help them get better fuel economy by recommending aerodynamic skirts and fairings (which can have up to a 12% effect on fuel economy), a direct versus overdrive transmission (2%-3% effect) and ribbed tires on drive axles versus lugged tires (6%-8% effect). Auxiliary power units such as Cummins ComfortGuard™ can dramatically reduce idling time and emissions while providing the auxiliary power your customers' drivers need. Engine idling uses .5 to 1.5 gallons per hour depending on the idling speed (rpm).

A properly spec'd truck with all of the engine parameters set for maximum fuel economy can achieve an improvement of at least .5 mpg, which translates into over \$7,200 for a vehicle running 125,000 miles (201,168 km) per year with diesel fuel at \$4.50 per gallon.

More Tips And Resources.

Your customers can find free fuel tips and techniques on the everytime.cummins.com web site, including



advice on how to spec their new trucks and set the engine parameters for maximum fuel economy. Customers who want a deeper understanding of

the factors affecting their fuel economy can visit the Customer Center on everytime.cummins.com, click on the "Secrets to Great MPG" link and download a detailed guide to getting the best fuel economy. There is also a brochure section, providing a full listing of brochures covering everything from PowerSpec to Load-Based Speed Control.

Million-Mile Profile: Steven George.

Like most owner/operators, Steven George was a little leery about being the first to buy anything new. Today, with over 1,131,000 miles (1,820,168 km) on his ISX engine built in 2000 and still running strong, Steven's pretty happy with his decision.

Summer finds Steven running the Midwest from St. Joseph, Missouri, to Napoleon, Ohio, typically with the maximum allowable load of 79,800 pounds in the tanker trailer he uses to haul for his customers, Agri-Star and Girtan Propane. But the rest of the year he works the West Coast, where the pulls are longer and harder. Having 500 hp with 1650 lb-ft of peak torque gets Steven up those hills about 15 miles (24 km) an hour faster than the competitive engine he used to run.

In the eight years Steven has owned this engine, it's had no overhauls and no major repairs. Of course, during that same time he replaced two radiators, a clutch, two sets of brakes and put new air brakes on the sleeper. Not everything can be built like a Cummins!

Steven's goal is to hit the two-million-mile (3,218,688 km) mark before his first overhaul. The way his ISX is performing, we'd say he's well on his way!

Membership Drive: Cummins Million-Milers.

The Cummins Million-Mile Club is a great way to recognize and reward your loyal Cummins owners. Each "million-miler" receives a personal letter and certificate of recognition, a Cummins watch, plus cab plates and an owner's cap proudly proclaiming their achievement. Club members may also be recognized in print.

Submitting a membership application is easy. All you have to do is contact your local Cummins distributor with your customer's name, address, phone number and engine serial number.

We know there are a lot of drivers out there who qualify for this prestigious club, and we're counting on you to help us find them!