

POWER LINE

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Gearing Up For Sales.

Getting a truck to perform with the proper balance of fuel economy and driver-pleasing performance takes an understanding of how the engine, axle ratio, transmission and tires all work together.

The key to repeat selling and customer loyalty can be summed up in a single word: satisfaction. And the key to satisfying the customer is delivering a truck that performs up to their expectations – or better.

As you know, it isn't as easy as picking out the right model, the right trim and the right accessories. Getting a truck to perform with the proper balance of fuel economy and driver-pleasing performance takes an understanding of how the engine, axle ratio, transmission and tires all work together. In a word: gearing.

Cummins has made it easier than ever to give your customers the correct gearing with a program called PowerSpec. You simply log on to powerspec.cummins.com, enter the vehicle information and desired operating mode (from highest fuel economy to highest performance – or anything in between) and PowerSpec automatically calculates the optimal gearing combination based upon the selected engine features and parameters for your customers' trucks. The one piece of information you will need to know in advance is the average or intended cruise speed of your customer's vehicle.

Note: There are different formulas for vocational and line-haul applications. A typical straight truck needs a minimum startability ratio of 28%, versus a tractor/trailer combination that only needs 14%. It is important that you select the correct type of vehicle and duty cycle in PowerSpec.

Of course, PowerSpec does a lot more than just specify the correct gearing ratio. It helps you automatically set a baseline for engine operating parameters – and allows you to modify individual parameters to meet the specific demands of a driver or route. Or, if diesel prices continue to rise, you can help customers lower their fuel use by resetting the idle shutdown timer or lowering the maximum road speed.

Customers and their maintenance departments who closely manage driver performance as well as vehicle information will appreciate the trip data and fault code data that can be accessed through PowerSpec as well.

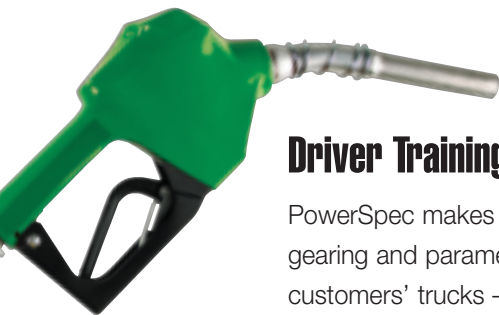


Gearing Recommendation Guidelines.

While every vehicle combination needs to be addressed individually, some general guidelines do apply across the board. Select a gearing combination that will result in an engine speed between 1400-1450 rpm at the vehicle's intended cruise speed. A typical line-haul truck running 80,000 lb at speeds averaging 65 mph or above on interstate highways will achieve maximum fuel economy when geared to run at 1400-1450 rpm at the 65-mph checkpoint.

Vocational trucks need more power, so the gearing recommendation should produce an engine speed of 1600-1900 rpm at the vehicle's intended cruising speed with a minimum startability of at least 28%.

Additional spec'ing options are available. For more information please contact your local Cummins distributor.



Driver Training Tips.

PowerSpec makes it easy to get the right gearing and parameter settings on your customers' trucks – but it still doesn't guarantee that the vehicles you sell are going to meet their expectations. Why?

Because the biggest variable in fuel economy and vehicle performance is the driver. Two drivers in identically set-up trucks can differ by as much as 30% in the fuel economy they get! That's why Cummins is offering a variety of driver training materials for you to use with your customers.



These materials include advice on reducing trailer gap, monitoring tire pressure, use of cruise control and gear-down protection, and how to use parameter settings to maximize fuel economy.

Plus, there's a whole section devoted to the new lamps and switches associated with the particulate filter regeneration process – what they mean, and what to do in the rare event that a manual regeneration is needed.



These driver training tips are presented in print, on audio CD and on DVD – so your customers can choose the format that best fits their own personal learning style.

Information on how to order Cummins driver training materials for 2008 is available right now from international.cummins.com. Just click on the "Products" tab, then the "Engine Related" link, followed by "Driver Training" to learn more.