

POWER LINE

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Using MPG To Make Sales.

Fortunately, you have the Cummins ISX on your side – the engine with the best fuel economy in its class and the best record in the industry for reliability and productivity.

To drive sales today, you need to provide value by working closely with your customers to ensure that they are getting the most they can out of each and every engine – and from every driver – on every load.

Fortunately, you have the Cummins ISX on your side – the engine with the best fuel economy in its class and the best record in the industry for reliability and productivity. It's an essential cornerstone when you're building a strong relationship based on the value you provide your customer.

As you know, the single largest component in cost of operation is fuel. A 200-truck fleet that averages 6 mpg while running 120,000 miles (193,121 km) a year spends \$10 million on diesel fuel.*

Showing them how to improve their fuel economy by just 1% will result in a savings of \$140,000. That's enough to allow them to "retire" an older truck and buy a brand-new one.

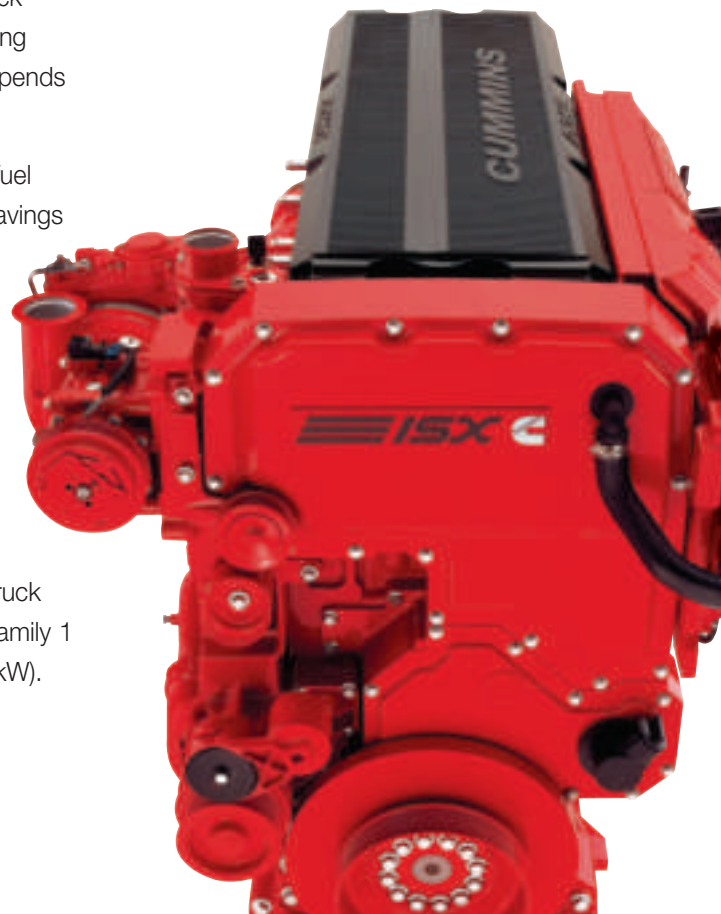
Ask your customer for the mpg numbers for the least-efficient oldest truck in their fleet. Then show them how much money they could save in fuel costs alone by spec'ing a new, more aerodynamic truck powered by a Cummins ISX with a Family 1 rating from 385 to 450 hp (287-336 kW).

*Priced at \$2.50 per gallon.

Use these facts to make your comparison:

- A 2% reduction in aerodynamic drag results in a fuel economy gain of about 1%. Going from a non-aerodynamic design to one with all the fairings and features will yield a net gain of about 12%, which translates into 6% better fuel economy.
- Proper gearing with the optimal axle ratio can save an additional 1%.
- Spec'ing the right tires with fuel-efficient casings and tread designs can improve fuel economy by 6%-8%.

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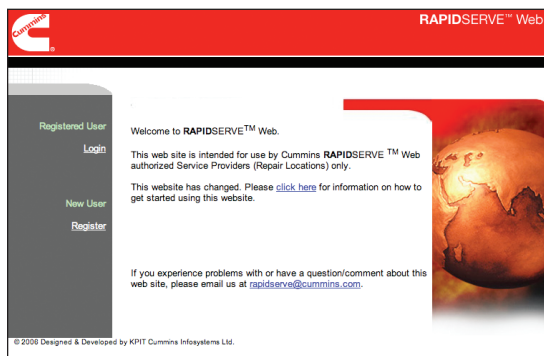
An important component is getting the right engine for the job and specifying it correctly. Cummins ISX offers a multitude of parameter settings that help fleets improve their fuel economy. For example, an aggressive 1550/1600-rpm Load-Based Speed Control setting can save your customers up to 3% in fuel use. Activating the Gear-Down Protection results in an additional 1%-3% gain. Setting the Idle Speed and Idle Shutdown settings can add 1% more to the savings. Best of all, Cummins makes it easy for your customers to get the most fuel-efficient setup with PowerSpec (powerspec.cummins.com).

When you compare your best new truck to the customer's worst, chances are pretty good that the fuel savings will be dramatic and convincing. Even if they aren't ready to buy right away, you'll have an advantage when the economy improves and they are back in the market.

Improving Customer Service With Cummins Online Tools.

The faster you can turn work around, the more profits you make. Cummins RAPIDSERVE™ Web and QuickServe® Online can help your dealership work smarter, better and faster in a number of ways.

Accessing RAPIDSERVE Web (rsw.cummins.com) is the fastest method for filing and tracking Cummins warranty claim information. Over 65% of all warranty claims can be filed this way.



Here are just some of the tasks that can be accomplished on the web site:

- Open all warranty claims.
- Check base warranty, extended coverage and applicable campaign/Temporary Repair Practices (TRP) information.
- Check claim status and details.
- File 65% of all claims on the Web without a phone call.
- File all campaigns and TRPs on the Web without a phone call.

To help guide you through the process, go to QuickServe Online where you will find a RAPIDSERVE Web quick reference sheet, RAPIDSERVE Web dealer FAQ, a checklist of warranty claim requirements, a Standard Repair Time (SRT) checklist and an overview of how the process works. You can get direct access to QuickServe Online at quickservice.cummins.com.

Logging in to quickservice.cummins.com gives you instant access to the entire catalog of over 9 million Cummins parts with exploded diagrams. This includes:

- Training modules that can be downloaded individually or as an entire set.
- Owners manuals.
- Operation and maintenance manuals.
- Troubleshooting and repair manuals.
- Access to service notes, service parts topics, early field notifications, campaigns and Temporary Repair Practices.

In today's economy, it's important to provide customers with fast and accurate warranty information and processing, as well as timely repairs using Genuine Cummins Parts. Together, RAPIDSERVE Web and QuickServe Online are two great tools that can help you achieve these goals.