



PowerLine

News For The International/Cummins Sales Team
Issue 80, May 2009

Dealers Name LoneStar “Truck Of The Year.”

The American Truck Dealers (ATD) has named the International LoneStar its “ATD Commercial Truck of the Year” for its design, innovation, quiet cab and space utilization. Driver comfort, serviceability and aerodynamics were also taken into consideration.

The award-winning LoneStar has been a success, with Cummins ISX being the power of choice for most customers. Multiple ratings are offered, including a highly efficient ISX 435 ST with SmartTorque technology, which is a perfect match for the sleek aerodynamics of the LoneStar. SmartTorque unleashes an extra 200 lb-ft of torque in the top two gears, so drivers can maintain road speed going up hills and not downshift as often. This saves fuel, reduces driver fatigue and can mean shorter trip times. Optimizing the engine, transmission and vehicle design has resulted in real-world economic advantages, breaking the mold and rewriting the rules for a long-nose tractor.

For drivers who want to back up the LoneStar’s aggressive appearance with even stronger performance, there’s an ISX with 600 horsepower and 2050 lb-ft of peak torque that leaves the competition in the dust.

Reigning in all that speed is a whole lot easier thanks to the standard Intebrake™ system, which generates up to 600 braking horsepower.

The International LoneStar and Cummins ISX are the perfect match for high-profile owner/operators: the most exciting new truck on the road with the most popular engine going.

This was the first year for the ATD competition and award, which was judged by a panel of top industry journalists.



Information Hot Spot For International Dealers.

When a customer comes in looking for engine ratings, where do you turn for a complete listing? When they ask about idle control devices or engine uprates, where do you go? If a customer calls in wanting warranty or extended coverage details on a Cummins ISX or ISM, what's the fastest way to get an answer?

All this, and more, is available right on your desktop, at international.cummins.com.

It's your complete source for engine information such as product information, specifications and maintenance intervals. International.cummins.com is your one-stop resource for online sales training, parts ordering with QuickServe® Online (quickserve.cummins.com) and claim filing on RAPIDSERVE™ Web (rsw.cummins.com).

There is also a whole section of the site devoted to engine-related products such as:

- ICON™ (idle control system)
- REPTO (Rear Engine Power Take-Off)
- RoadRelay™ 4 (the most popular trip and information monitor in the industry)
- PowerSpec (online tool to optimize electronic parameter settings for your customer)
- Driver training tools

Have you ever recalled reading something interesting in one of our newsletters and wanted to find it again? Current and back issues of *PowerLine* and *What's News* are archived at international.cummins.com. Current news and information with text links are located on the front page. The stories are in order, with the newest one on top.

Navigating the site is easy. Just point and click on the menu bar for a drop-down menu taking you to products, marketing information, news and info or quick links to related sites. Whether you are looking for a filter from Cummins Filtration, a Cummins QuickCheck QC5100 unit, an authorized service location for a customer who needs assistance on the road, or to register a new vehicle owner, everything you need is just a click away.

International.cummins.com is like having a complete encyclopedia about Cummins at your fingertips, making it quick and easy for you to find the right answers to every question.

