

New - No Core 88NT Water Pump Program

Program Goal

The goal of this program is very simple. It will:

- Allow dealers to compete with after- market competitors like Napa and Truck Pro
- Increase dealer sales OTC
- Allow dealers to regain loss of sales due to availability issues

Program/Promotion Description

Cummins is excited to offer 88NT engine owners a new Cummins genuine water pump. The water pump promotion will be aimed at attracting new customers while maintaining current customers

Customer Benefits

When customers purchase the 88NT pump they receive:

- Complete New 88NT water pump
- No Core requirements
- Cummins 1 year parts replacement warranty
- New improved "low" price

Target Audience

All 88NT engine owners

Timing

This water pump will be available beginning October 15, 2007 and will continue throughout 2008

Communication Plan

This promotion will be advertised in local/national 2nd and 3rd trucking magazines and newspapers targeting both English and Spanish speaking engine owners.

Warranty Details

| Water Pump | Parts | Labor |
|-----------------------|------------------------|--------------|
| New Part (4955844) | 1 year / 100,000 Miles | 1.5 Hours |

EVERY '88 NT PUMP. 40% OFF.



NO CORE REQUIRED!

If you have an '88 NT engine and need to replace your water pump, we have you covered. New Genuine Cummins '88 NT water pumps are now widely available at a significantly reduced price – over 40% less than before – with no core requirement! This Genuine Cummins part comes with a full one-year parts replacement warranty, good at over 5,500 authorized service locations worldwide. Don't let a non-genuine water pump leave you high and dry. See your local authorized Cummins service outlet and be sure you're getting a Genuine Cummins '88 NT Water Pump. Every time.

