

Midrange Overhaul Program: Every Choice Genuine

Goals: The basic goal of this program is to increase the number of overhauls performed in the genuine channel by offering customers a full menu of offerings suited to their needs (type of failure, downtime, budget etc.). No longer does the customer need to go outside the Genuine Cummins channel for his overhaul needs. This program will enable you to increase your share of the customer's business by bringing together all the elements of our Midrange Overhaul parts and service offerings into one unified whole.

Target Markets: Both on high-way and off-highway customers

Guidelines: Cummins Midrange engine customers can choose from three different options:

Level One - Cummins Basic Overhaul

Our simplest offering is that of a basic overhaul for those customers who need exactly that. Genuine Cummins Overhaul parts are manufactured to Cummins specifications, incorporating the latest improvements and they come with a full factory warranty covering 100% parts and labor, for up to 6 months with unlimited miles, kilometers or hours. Cummins makes the overhaul even simpler and more affordable by offering all the parts needed for an overhaul in one box – overhaul kits that can be ordered by one part number.

We will also offer special promotional pricing on our overhaul kits which are as low as:

Engine Family
B3.9

Overhaul Kit Pricing as low as

Dealer Price \$594.94

Fleet Price \$814.92

B5.9

Dealer Price \$793.04

Fleet Price \$1012.97

Level Two - Cummins ReCon Engine

When the customer needs an overhaul but cannot afford the downtime, we have an alternative just suited for that situation: Cummins ReCon engine. In less time than an in-frame overhaul, he gets a completely remanufactured engine, built and tested to Cummins performance standards installed in his equipment and ready to run. Each engine is backed by a full warranty for a minimum of 2 years /100,000 miles or 2

years/2000 hours. The customer can also get an extended warranty coverage option.

Summary:

Our objective with this program is to promote features & benefits of New Parts & ReCon Engines in a cohesive manner. We have to educate the customer on the broad array of overhaul options available within the Cummins Dealer network to suit his needs and pocket . Last but not the least this will highlight to the customer the advantages of staying with Cummins Genuine.