

C 8.3/ISC Overhaul Kits

Overhaul kits for the B3.9 and B5.9 series engines are already being sold today. Cummins is now Offering overhaul kits for some high volume C8.3 mechanical and ISC engines. None of the CPLs for which overhaul kits are being offered have piston grading. Further, with this promotion Inframe Overhauls and CPLs that compliment existing ReCon offerings are being targeted. It is designed to give the end customer a cost effective alternative to extending the life of his engine.

Objectives of this Promotion

The basic objective is to grow overhaul parts sales by communicating to customers the long-term value of using Cummins Genuine Overhaul Kits for his overhaul. These kits come complete with every part needed to perform an overhaul and can be ordered with just one part no. They are manufactured to Cummins specifications, incorporating the latest improvements and come with full warranty coverage for up to six months with unlimited miles, kilometers or hours. With this program we can target those customers who want more options than swinging a ReCon Engine.

Target Markets

We are targeting both on-highway and off-highway customers.

Guidelines:

The engine CPL, as always, determines the overhaul components. There are 10 kits being offered for the C series - 7 for the C8.3 Mechanical and 3 for the ISC engines. Each overhaul kit will include the following components:

Please use the CPL matrix below to identify the correct overhaul kit to be used for a particular CPL.

For a more detailed kit structure see the excel file attached below. This matrix is to be used along with the Guide to Selecting the Right Overhaul Kit for Your C Series Engine also attached below.

Pricing

We are offering a very attractive pricing on these kits keeping the competition in mind. Please make use of this opportunity to promote C series overhaul kit sales. The pricing for 2008 is as follows:

Dealer Price \$ 1359.54
Fleet price \$ 1736.57

Warranty

Standard New Parts warranty applies to the overhaul kits and all components contained within. See Cummins Warranty Administration Manual for complete details.