

EVERY PART. GENUINE.



Pre-02 ISX ReCon Engine

Program Goal

The pre'02 ISX has been in the field almost 10 years now. At this stage in a product life cycle is where our competitors start moving up in market share, with this program we could...

- Protect and increase our ISX ReCon Engine Sales
- Relieve certified technician shortage.
- Prove right price drives more volume and business.

Program/Promotion Description

- We have the right Product
- Now, We have the right Price
- We need to promote this program and increase our sales and keep our market share

Customer Benefits

- ✓ Competitive Price
- ✓ Reduce Down Time.
- ✓ Best base warranty (2 years)
- ✓ Extended warranty available
- ✓ Nationwide Support Channel

Timing

This program will begin January, 1, 2008 and is subject to expiration December 31st, 2008.