Coming On Strong

Sam Hires
Vice President, Light-Duty Diesel

Cummins Inc.
First US diesel powered car

1929
Check this out!
$1.38!

Hello my Name is Clessie

What kind of water are they drinking in Indiana?
Hello my Name is Clessie

Check this out!

$21.22!

New York to Los Angeles

1931
50% Today
WHY ??

Global Warming

CO2

FUN !!!

CAFE

Strategic Petroleum Reserve
Beautifully Engineered

2010 Certified
DOE Targets – Light Duty Diesel

- 50% lower fuel consumption vs 1997
- 0.07 gms per mile Nox (revised)

*Tier 2 Bin 5*
Light Duty Diesel Technology
NOx Adsorber System

- Hydrocarbon Oxidation Catalyst
- Particulate Filter
- NOx Adsorbing Catalyst
SCR System

Hydrocarbon Oxidation Catalyst

Urea Supply

Particulate Filter

NOx SCR Catalyst

Vehicle Mounted Urea Tank, Heaters & Plumbing
Home of the Cummins Light Duty Diesel
Columbus, IN
Fuel Economy
Acceleration from a standing start
Innovation/New technology
Environmentally Friendly
Low cost to operate
Exhaust odor
Reliability
Driving distance between refills
Safe to use
Noise/vibration at idle
Noise/vibration during driving
Highway passing performance
Holds value (resale)
Towing performance & capacity

North America

U.S. Wave 5

<table>
<thead>
<tr>
<th></th>
<th>Gasoline</th>
<th>Diesel</th>
<th>Hybrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness GAP</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Martec
We Want You
Thank You

Coming On Strong !!