Dear Distributor Partners,

We are delighted to share our first 2010 Global Newsletter highlighting key events and happenings from around the world. As most markets recover from the challenges of 2009, the Cummins Filtration teams are set to support our delivery partners to accomplish their goals across all regions.

Our Fleetguard product portfolio continues to grow with a record 14,000 products making it the broadest range of air, fuel, lube, hydraulic coolant and chemical products and the most recognized in the industry. We have been honored to receive the Construction Equipment Magazine’s Top 100 award and the “Nifty Fifty” award for new product introduction.

The Global marketing team has planned many exciting new campaigns this quarter to enable growth and continue to strengthen our customer support including:
- A series of global and regional marketing campaigns targeting the On-Highway, Construction & Mining segments
- Coolant, Diesel Exhaust Fluid/Ad Blue, Fuel and Cabin Air Filtration product line campaigns
- A brand new Applications print catalog and electronic updates for Fleetmanager, our CDROM catalog
- New product training modules through Fleetschool, our interactive training program available on our website
- Improved Point of Sale displays and marketing literature
- The introduction of the mandarin language to our website – cumminsfiltration.com

These programs are developed as a direct result of your feedback. We appreciate the time you have taken to participate in our Net Promoter Score and Customer Satisfaction surveys. Please continue to share your thoughts and ideas with us. You can also connect with all the happenings through our website or on facebook: http://www.facebook.com/cumminsfiltration.

We firmly believe that our strong partnership and commitment is a winning formula to our mutual success to deliver the highest quality products and service in the markets we serve.

We Thank You for your partnership and business and look forward to a great year.

Kind Regards,

Kamini Patel
Executive Director
Global Marketing

Savings to the Bottom Line

Fleetguard Fuel Systems assist end user to extend service intervals from 250 to 500 hours

Fleetguard products and systems are known for their consistent reliability and performance as well as for offering considerable customer benefits including prolonged engine life, extended service intervals, increased up-time, and reduced operating costs.

The Codelco Mine, located in the North of Chile, produces about 2 million tons of fine copper per year. Among other equipment the mine utilizes over 500 Komatsu 930E-2 dump trucks equipped with Cummins QSK 60 engines.

One of the key obstacles that Codelco -as mining customers in general- have to overcome are the extremely short service intervals due to premature filter plugging, which to a great extent ‘contribute’ to high(er) operating costs. The reasons for these short term intervals are obvious: bad fuel quality, high dust environment, insufficient fine filtration - in most cases - the combination of all of the above.

With the support of the Cummins distributor in Chile and after thorough research on the root course, Cummins Filtration recommended Codelco to upfit their dump trucks with a triple Industrial Pro Fuel System (FH23441) which combines the Seeing is Believing technology (which tells customers when NOT to change a filter) and the advantages of the EleMax element (= 10 Micron absolute StrataPore multi-layer fine filtration media) with the best fuel/water separation available (99.5% for emulsified water). The results of the field test on the trucks equipped with the triple Industrial Pro are impressive: the service interval could in some instances be extended from 250 hours to a maximum of 625 hours - and in ALL cases to at least 500 hours. After these good results Codelco has already upgraded 8 Komatsu 930E-2 dump trucks with the triple Industrial Pro and an additional 14 trucks are scheduled for the coming months.
Africa Oil & Gas Exhibition
Cross-Bu participation at NOG in Nigeria

In February, Cummins West Africa Ltd. attended the Nigeria Oil & Gas exhibition (NOG) in Abuja, Nigeria. The 10th anniversary of this well-known exhibition is organized by the CWC group Ltd London, in partnership with Nigerian National Petroleum Corporation. The NOG, which is a 3-day event, is the largest Oil & Gas exhibition in the Western Africa region.

All key players in the Oil & Gas industry both within and outside Nigeria were attending including Chevron, Mobil Oil, Bhatia brothers and others. Cummins Filtration took the opportunity to exhibit their Filtration solutions jointly on a stand with Cummins West Africa.

Visit us at Bauma in Munich
From April 19 – 25, BAUMA, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment will be held at the New Munich Trade Fair Centre. More than a half million square meters (5,382,131 sq ft) of exhibition space, make the 29th edition of BAUMA by far the largest and certainly the most impressive exhibition ever. No other industry event features a wider range of products and services and is more international. Cummins Filtration will be among the market’s leading manufacturers and key players represented on a joint stand with other Cummins Business units in Hall 4, Stand 319/410.

Please visit us at our stand and discover the latest Filtration Technology featuring the next generation of Direct Flow Air Intake Systems and the new, long-awaited Crankcase Ventilation standard line. We are looking forward to hosting you at our booth.

New Fleet Manager Data update available!

Fleet Manager is our helpful interactive Fleet Management tool. To keep our customer abreast of the market, we provide data updates for Fleet Manager on a regular basis.

Simply click on “Fleetguard Update” in the “Update” menu. The program will search the Internet, report “update found” and install it on your hard drive accordingly. A new version update of Fleet Manager is planned for later in the year.

Customer training in Lebanon
Hosted by ‘Multiparts Trading & Supply’, Cummins Filtration facilitated an end-user seminar on Fleetguard products in Lebanon in February. Over 100 professionals from key industries in Lebanon followed a general introduction on the Cummins Filtration organization as well as on the Fleetguard core brand. Technical presentations then highlighted in detail the latest technologies and Fleetguard product benefits using ‘real world’ examples and applications. A high level of interaction between the facilitators and the audience during and after the presentations underline the great interest toward Fleetguard and solutions.

If you are interested in contributing a story to an upcoming edition of the Cummins Filtration newsletter, or would like to provide feedback, please send an email to filtration@cummins.com.
Gold Class Supplier
Cummins Filtration at European CNH distributor conference

Over 1000 Case New Holland dealers from across Europe as well as CNH staff and senior executives from the Fiat Group joined a Distributor conference in Cannes, France in February. Also present at the 2 day conference were preferred CNH suppliers who presented their products and services at a Trade Fair at the conference premises.

Seven out of sixty suppliers were recognized ‘Gold Class’ suppliers for their extraordinary performance and support - with Cummins Filtration being one of the chosen few. Cummins Filtration had proven to support the CNH OE and Aftermarket needs in multiple languages for their broad mix of customers through Product and Commercial training presentations that were made available. Furthermore, CNH and CFBU signed a ‘Long Term Agreement’ which confirms a mutual commitment to a long term partnership supporting Agricultural and Construction market segments together.

Fairs and Exhibitions
TMC trade show in Tampa, Florida

Customers throughout North America took the opportunity to learn more about new Fleetguard products and technologies during the annual Technology and Maintenance Council (TMC) trade show in Tampa, Florida in February. TMC focuses on improving transport equipment maintenance and establishes Recommended Engineering and Maintenance Practices to help fleets, OEMs and component suppliers better support their customers.

More than 2,300 fleets attended the 3-day show, as well as service dealers from Cummins distributorships. Last -but not least- hundreds of vendors, maintenance suppliers and On-Highway OEM’s exhibited at the show.

On display in the Cummins Filtration booth was the high performance Fleetguard EleMaxEXT fuel filter/water separator FS19624 designed as an integral part of the Fuel Pro® 482 Fuel processor. Also showcased was Fleetguard Diesel Exhaust Fluid (DEF) for Selective Catalytic Reduction (SCR) equipped engines that enables users to meet the Environmental Protection Agency’s near-zero nitrogen oxide (NOx) emissions standards.

Clean Fuel makes you faster
Russian Equipment manufacturer wins Rally Dakar 2010 with Diesel Pro fitted

KamAZ, leading Russian Equipment manufacturer, participated in the Rally Dakar 2010 Argentina Chile. To clarify: they did not only participate but they ended 1st and 3rd in the ‘truck’ category. We don’t think the fact that they had fitted Diesel Pro units on their KamAZ trucks was the only reason for that triumph - however we can confirm that their engines were running smoothly and that there were no issues with the Fuel system or plugged filters despite the bad fuel quality they encountered underway.

Mining Congress in Veracruz, Mexico

The largest bi-annual mining trade show and conference for Mexico, Central America and Caribbean was held in the port of Boca del Río, Veracruz, Mexico.

More than 800 exhibitors from around the world showcased new products and services to the mining industry. Cummins Filtration had the opportunity to promote their products to the Mexican and Central American markets but also to US and Canadian mining executives and decision makers who visited the trade show, due to the proximity of the countries and the event. The conferences featured about one 100 technical papers covering exploration, mining, metallurgy and other topics related to mining.
**DEF - a success ‘down under’**

Cummins Filtration opens DEF plant in Australia

Cummins Filtration Australia has started manufacturing Diesel Exhaust Fluid (DEF), a colourless urea-based chemical reactant, designed specifically to reduce Nox emissions in Selective Catalytic Reduction (SCR) systems.

Australia is the first Cummins Filtration entity successfully blending and decanting this specialist product. The product is AdBlue® certified and meeting ISO 22241 standard. The testing of the product was conducted by an independent laboratory, and passed all tests with flying colours.

Cummins Filtration already has a chemical blending facility for Coolant at the site in Australia - however the DEF product requires stringent testing and analysis in order to meet both its performance and the regulatory standard.

The knowledge acquired in their world class Coolant blending operation enabled Cummins Filtration to set up the new product processes quickly and efficiently to meet customers’ expectations, and unexpectedly high initial demand.

A new testing facility is being added to reduce lead times by testing on site, with no reduction in integrity or results.

The new DEF production plant was officially opened by Joseph Saoud, President of Cummins Filtration in a ceremony at the Kilsyth plant, in February 2010.

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**Captain Dependable**

Marketing Campaign in South East Asia reiterates key benefits of the Fleetguard brand

The Filtration market in South East Asia and genuine brands like Fleetguard are very much challenged by counterfeiting products. In order to counterattack this ongoing threat, ‘dependability’ had been the marketing communication focus in South East Asia in 2009.

The face of the related campaign, which included posters as well as merchandise items was ‘Captain Dependable’. He is the clean and powerful ‘super-hero’, demonstrating that genuine Fleetguard Filtration products provide dependable performance and solutions that assist to protect engines and engine components. Six different motives, featuring ‘Captain Dependable’ were developed throughout 2009 and provided to customers as posters for being displayed at their points of sale. Each of the posters focusing on a particular subject such as Air Filtration, Cooling System products and -of course- an anti-counterfeit theme.

**cumminsfiltration.com**

Mandarin Chinese language added to website

To increase the ease of communication towards a growing number of customers in China, the Cummins Filtration website now also displays Mandarin Chinese language.

We are planning to also add Russian language to our website later this year. Right now cumminsfiltration.com displays Chinese, English, French, German, Italian and Portuguese.

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