

CHIPP CD Rom

Check out the New Cummins PowerCare **CHIPP CD Rom**!!! This exciting training tool is now available from your Cummins Distributor (Bulletin 3401856). We call it the CHIPP CD Rom – which stands for **C**ummins **H**istory, Information, **P**roducts and **P**rograms. It is loaded with information to help you learn more about Cummins and sell Cummins products and programs to your customers.

Figure 1 shows you the main home screen of the CD Rom. The four top buttons help you navigate quickly to the area you need information on.



Fig. 2

Home



Closele Carrenne (Left) Father of automotive diesel in North America Inventor Moved to Columbus in 1904 Registues chaudieur in 1909 for William C, frein glaght Banke, industrieler, inventor Psovided the venture capital recommany to make the desel ongine and Closeler's dream a seality

Fig. 3



Home Back

Fig. 1

The buttons are:

- 1. About Cummins
- 2. Engine Models
- 3. Dataplate Location
- 4. PowerCare
- 5. Quit button

Today we will focus on a few examples in the CD Rom.

The **"About Cummins**" section (see Fig. 2) is subdivided into the following buttons:

- 1. This Is Cummins
- 2. Cummins History
- 3. Cummins Racing

The first button on this screen brings you to the "**This is Cummins**" section. Here, you will find current information about the international size and scope of Cummins Engine Company.



"Cummins History" is the second button. This button brings you to a short, concise history of Cummins. For example the two people instrumental in the founding of Cummins Engine Company: Clessie Cummins and William Irwin are featured on the first slide (Fig. 3).

Another interesting slide in this section shows a photo of the 1931 Model H Diesel Engine – 141 sold in 1941 (Fig. 4). Look through the section and find out more about the history of Cummins.

Go back to the main screen and click the "Engine Models" section to see the latest Cummins Engine models available by market and then by engine family. The first screen brings you to Fig. 5. The buttons are:

- 1. On-Highway
- 2. RV
- 3. Dodge Ram
- 4. Industrial
- 5. Marine
- 6. Bus
- 7. Power Generation

All the latest model information is here. This section is easy to navigate with buttons for features and ratings and a short, scrollable text block with helpful information.

For example, click on the Dodge Ram button to learn about the Cummins 6B Turbo Diesel available for the Dodge Ram pickup (Fig. 6).

Now let's go back to the main screen and click the "**PowerCare**" button. This section is the largest area in the CD Rom. It is packed full of information to help you sell Cummins Genuine Products. When you click on the PowerCare button you will go to the first PowerCare screen (see Fig. 7 next page). This screen describes PowerCare (the Cummins Parts & Service



Fig. 6

Organization) and QuickServe (Our Support Commitment to our Customers). The screen will then fade and the following buttons will appear on the screen (Fig. 8 next page):

- 1. QuickServe
- 2. Plant Tours
- 3. New Parts
- 4. Cummins ReCon
- 5. Information Products
- 6. Service Products

Helpful Hint: The arrows at the bottom of each slide (see Fig. 3) help you quickly navigate through each section. The right arrow advances you to the next slide. The left arrow returns you to the previous slide and the center circle brings you to the first slide in the section.

The **BACK** button will bring you back to the previous section with clickable buttons.

The **HOME** button brings you back to the main home screen (Fig. 1).

This is true throughout all the areas of the CD Rom.







Fig. 8

learn all there is to know. Have you had a chance to tour one of the Cummins PowerCare Manufacturing Plants or our Distribution Center? Well here's your chance. Click on the "**Plant Tours**" button and the following buttons will appear on the screen (Fig. 9):

Plant Tours

Settl

Navigate through these buttons to learn

about the latest products and programs available. We will go through a couple of

examples below, but you will need to

navigate through this whole section to

- 1. Charleston
- 2. Columbus
- 3. El Paso/Juarez
- 4. Memphis (MDC)
- 5. Memphis Plant
- 6. San Luis Potosi

Charleston

Columbus

El Paso/Juarez Memphis (MDC)

Memphis Plant

San Luis Potosi

Fig. 9

These buttons bring you to information on the Cummins PowerCare manufacturing plants and the MDC (Memphis Distribution Center). For this example, click on the 4th button "**Memphis (MDC)**". Read through the text and then click on the "**View Facility Map**" button. This will bring you to the map shown in Fig. 10. Click on a section of the map to learn more about this State-Of-The-Art Distribution Center and specific functional areas. Spend some time with these Plant Tours and learn more about Cummins PowerCare manufacturing and remanufacturing processes.

Click on the "**BACK**" button at the bottom of the screen. This will take you back to the PowerCare page. Click on the "**Cummins ReCon**" button and you will see the screen shown in Fig. 11 on the next page.

> Now click on the **"Cross Reference"** button and look at this exciting tool. This program quickly and easily shows the suggested Cummins ReCon remanufactured part and the Cummins

Memphis (MDC)





TriTech cylinder kit to fit your customer's CPL. The most popular N Series, L10 and

M11 engine CPLs are included.

Figure 12 asks you to type in the CPL number and hit the "**ENTER**" button (in this example we used CPL 812). This takes you to the screen shown in Fig. 13. Click on a part listed in the left hand column and the Engine Family, Description, Part Number, Engine Model, Warranty Coverage and any applicable notes appear for that part. Simple! Figure 13 shows the information on Lube Pumps and Figure 14 shows the information on the TriTech Plus Cylinder Kits.

This CPL Cross Reference is designed to be the most visited area of the CD Rom.

Now click on the "**BACK**" button until you get back to the main Cummins ReCon screen. Please visit the other areas in this section:





- 1. ReCon Products
- 2. Cross Reference (shown)
- 3. Core Management
- 4. Warranty

In the "**PowerCare**" section we have looked at "**Plant Tours**" and "**CPL Cross Reference**". Please look at the other areas under the PowerCare button: QuickServe, New Parts, Information Products and Service Products.

As you can see the information is easy to get to and very useful. Explore these sections so when questions arrive you can go quickly to the right area for the proper answers. Amaze your customers and management with your knowledge of Cummins PowerCare products and systems.



Fig. 15

Customer CareBook

The **Customer Carebook** Binder is now available from your local Cummins Distributor (Fig. 15). This binder is designed to be **Your Quick Reference** *Guide to Cummins Products & Programs* (Bulletin 3401856).

Divided into the tabs shown in Fig. 16. This binder displays up-to-date selling features and benefits (and core acceptance for ReCon products) for Cummins New, Cummins ReCon, Service Products, and Information Products. It also includes sections on PowerCare Programs, Other items of interest and a CPL to part number cross reference guide.

The information and training you need to sell and service your customers is all in one easy to use package. QuickServe is what we are about and this tool will help!

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45 Series	24	50.000/80.468	45 Series	24	50.008/88.465
60 Series	24	UNLINITED	68 Series	24	100.008/160.935
68	24	UNLINITED	60 Series up to 205 hp	24	UNLIMITED
6C Series up to 225 hp	24	UNLINITED	60 over 296 hp	24	100,008/180.985
BC over 226 tp	24	108,080180,815	N Series, L10, M11, 900	12	100,008780.885
SC .	24	250,005/402,328			
L1O, LBL, MT1, ISM, N14, ISX and Signature	24	250,000/402,338	INDUSTRIAL ENGINES	MONTHS	HOURS
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Fig. 17 Here is an example of the information available in the "Other" section. The first two pages are a quick reference guide to Cummins New and Cummins ReCon warranty coverage. Use this information to compare Cummins warranty with "will-fit" products.

Fig. 16



Fig. 19

NOTE: Don't forget to fill out the CareBook registration card located at the front of the binder so you can receive the latest updates.



Presentation CD ROM

The Cummins **Presentation CD Rom** is also available for your training and selling needs. This CD Rom (Bulletin 3401654) includes PowerPoint presentations for the following Cummins PowerCare products and services:

- · C Brake by Jacobs
- Centinel Advanced Engine Oil Management System
- Cummins Electronic Parts Catalog
- ReCon Cylinder Heads
- ReCon Electrics
- ICON Engine Ready System
- ICON Cab Comfort System
- Cummins Prelub Starters
- Cummins & ReCon QE Air Compressors
- TriTech L10
- TriTech N14
- ReCon Turbochargers
- ReCon Water Pumps

A few sample slides on the Centinel Presentation are shown at the right. The focus on all the presentations is on product knowledge and customer satisfaction. The more you know about PowerCare products and services the more you will satisfy your Cummins customers.

Note: You will need PowerPoint installed on your computer to view these presentations.

CENTINEL Advanced Engine Oil Management System Agenda

- Overview of CENTINEL
- Video Presentation
- Features/Benefits
- Competition
- Customer Value Analysis
- Test

CENTINEL

The Cummins Value Package

- Helping Customers Minimize Their Maintenance Cost and Increase Productivity
- CENTINEL Is the Cornerstone of a Variety of Extended Service Interval Products
- · Creating Customers for Life

Customer Benefits

- Reduced Downtime
- Lower Maintenance Cost
- Optimized Oil Use
- + Improved Asset Utilization
- Used Oil Converted to Productive Energy
- Customer Value Analysis

The Customers' Needs

- Reduced Downtime
- Reduced Maintenance Cost
- Optimized Lubrication
- Bottom line Protection, Productivity and Profits

Return Postage Guaranteed

Cummins Parts Professional

P.O. Box 34470 Louisville, Kentucky 40232-9927 Bulk Rate U.S. Postage **PAID** Louisville, Ky Permit #354

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Bulletin 3401941 Printed in U.S.A. 07/00 ©2000 Cummins Engine Company, Inc.