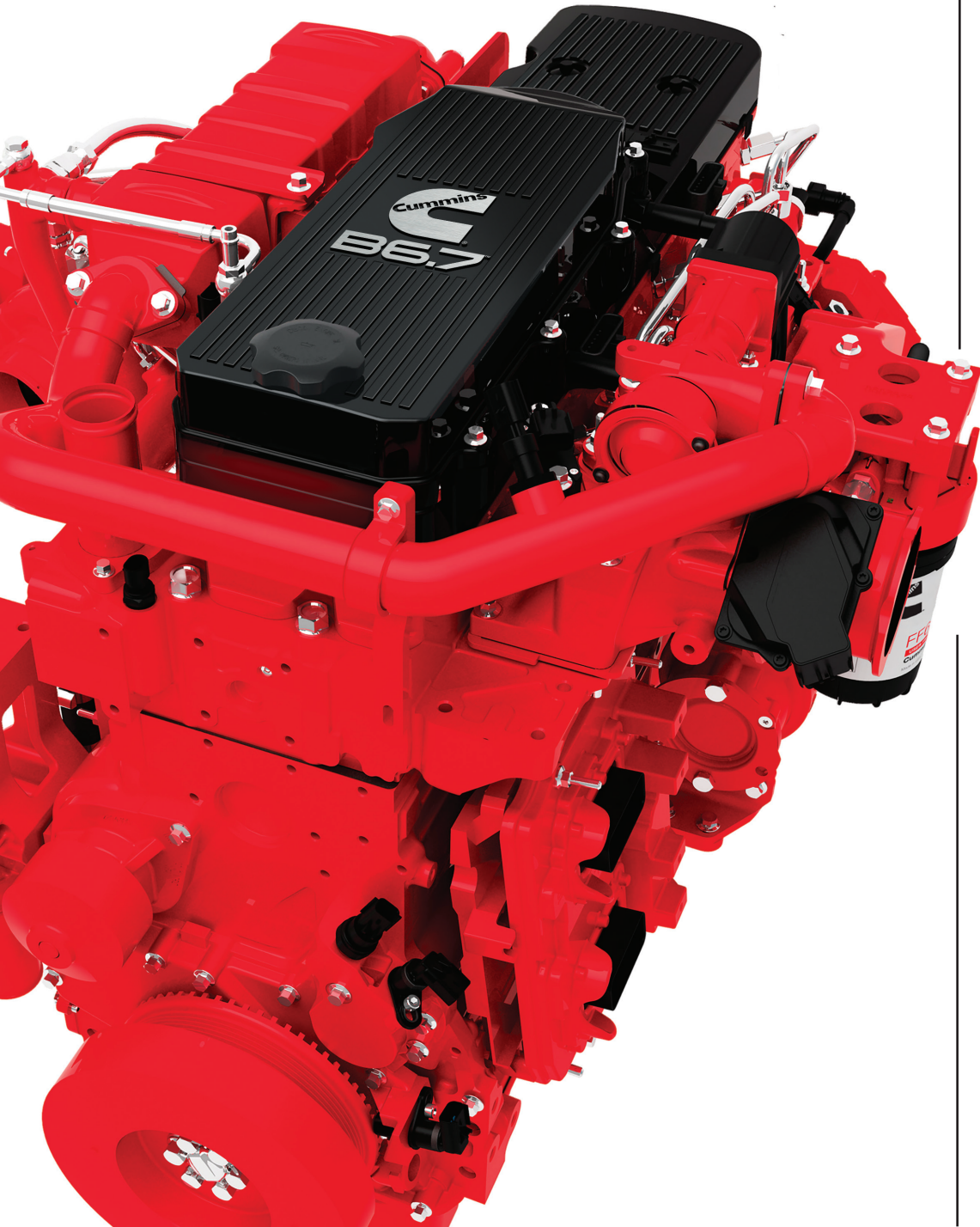


Engine Nomenclature Brand Standards



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How to use this guide

This guide contains the basics of Cummins global engine marketing nomenclature that are being applied, beginning with new-production engines in 2017 and beyond. In it, you will learn why our engine nomenclature changed, how to create and apply names, and the importance of engine naming standards when it comes to our customers across the world.

The style guide will give you a deeper understanding of the decisions made around Cummins engine names, and how the nomenclature supports and promotes the Cummins brand.

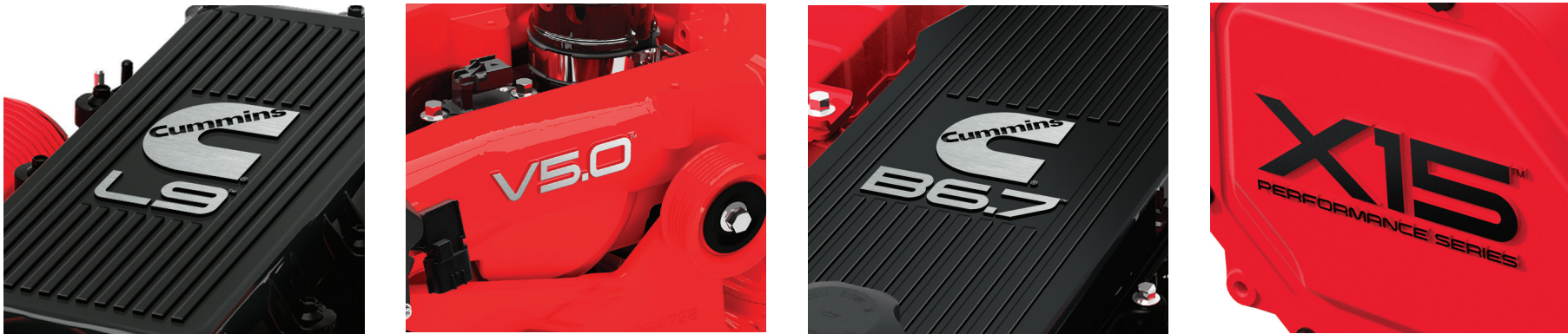
Please use this documentation directly to take you and your team through the engine naming process, in collaboration with the Cummins Brand Council.

Engine Marketing Nomenclature

Why the change?

Cummins global products are being redefined by higher efficiency, reliability, and stronger performance. Our product development is no longer led by emissions, but is instead inspired by customer and application needs. With this paradigm shift, we seized the opportunity to introduce a fresh and bold engine naming system to highlight our newest products and re-energize the Cummins brand.

This change in marketing nomenclature will create stronger consistency across our global product line and set us apart for the future. Our engine names, and the use of series letters, are rooted in our history – we introduced F as our first series letter in 1924 – and this tradition will not change. The updated marketing nomenclature gives a nod to history and puts forth a bold step to the future.



Cummins updated engine marketing nomenclature is unique and scalable, while continuing to build upon our history and establishing consistency through natural product categories used previously. Adhering to the standards outlined here will strengthen the Cummins brand and minimize risk of rogue product names being released.

These marketing nomenclature standards are global in nature and apply to all Cummins engines, regardless of country, region or application. The new global engine names will roll out with all new platforms and significant product or emission changes. Any products in production before 2017 will keep their original names and are not within the scope of the engine nomenclature change. Current names like ISG, ISX15 and ISB6.7 will remain the same. The new marketing name will be applied only to new-production products and the rollout schedule for product name changes will develop as needed, in alignment with product plans.

Engine Naming Standards

Series Letter

Approved series letters are as follows: F, B, V, L, X and Q.

Displacement Ranges

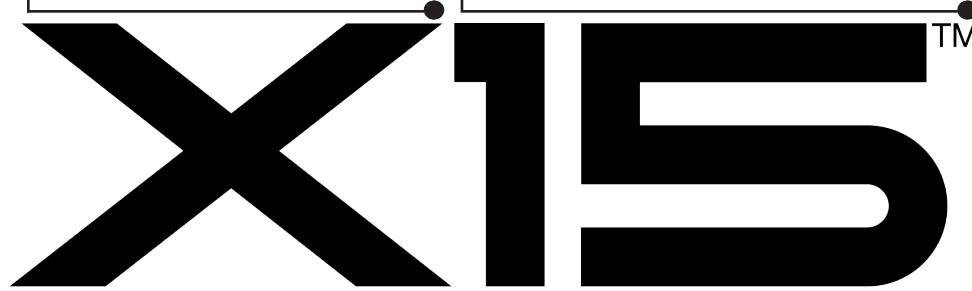
- F: 2.8 to 3.8 liters
- B: 4.5 to 6.7 liters
- V: 5 liters
- L: 8.9 to 9 liters
- X: 11.9 to 15 liters
- Q: 19 liters and above

As new product plans are developed, we may evaluate the need to add additional series letters and/or adjust the displacement range each series letter includes.

Engine Displacement

Use whole numbers for engines with displacements above 9 liters, and one decimal point for engines below 9 liters. This is the same strategy we have used historically.

Further defining displacements of engines smaller than 9 liters is necessary within Cummins' product portfolio, and is also in line with competitive offerings within the same displacement range.



X15TM

Market Prefix

Engine nomenclature will no longer include "IS" or "QS" before the Series letter to differentiate between on-highway and off-highway applications.

Instead, the context, such as "truck applications," "mining, oil, and gas industries," etc., will provide clarity on the engine's application.

Engine Naming Standards

Optional Differentiating Phrase

Additional qualifiers can be added below the engine name to further differentiate the product.

Examples include "Performance Series" and "Efficiency Series," and others can be added as a need arises.

X15TM
PERFORMANCE SERIES

B6.7NTM

Engine marketing names should be written in capital letters, in Cummins standard fonts or approved alternatives, and should not have any spaces between characters.

All engine names are trademarked.

Engine name graphics can be either black or red.

Fuel Type Identifier

If the engine uses a fuel other than diesel, denote this using a letter following the displacement.

Approved fuel letters are as follows:
 N (natural gas)

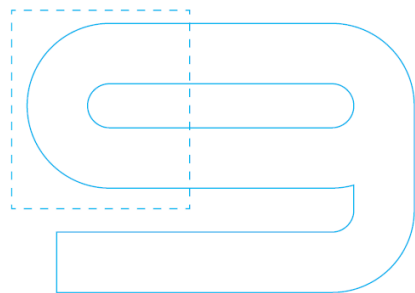
Why N? Using N instead of G or NG aligns both engines and power generation products within Cummins and it is a logical abbreviation for natural gas.

Font & Style Guidelines

1919, a unique custom font, has been designed to accompany the introduction of Cummins updated engine marketing nomenclature, and standardize engine badge style for Cummins engines across all global markets. The lettering style is a custom design that cannot be purchased or installed on personal computers.

The intent of the standards on the following pages is to control and limit the application of 1919 in order to develop a positive association with Cummins products and brand, and to avoid overuse in ways that diminish the appearance of Cummins brand icons and to protect against the potential misuse or infringement on the Cummins brand.

A B C D E F G H I
 J K L M N O P Q R
 S T U V W X Y Z
 0 1 2 3 4 5 6 7 8 9 .



The curved shape and stroke width in the letters mirror the design of the Cummins logo, and should not be changed in a way that alters the character of the lettering style.

Do not create italic, thick, thin, stretched or condensed versions of the font.



Font Graphic Library

The 1919 font is reserved exclusively for engine nomenclature that has been approved by the Brand Council, and is not approved for use with other Cummins product names or services. Below is the library of graphics that has been approved for 2017 product launches. The font graphic library will grow as needed, in alignment with product plans.

You can find the graphic library on Cummins Digital Asset Management, at cumminsdam.com.



Application	Emissions Level	Engines
On-Highway	EPA 2017	V5.0, B6.7, L9, X12, X15
	Euro 6	F2.8, F3.8, B4.5, B6.7, L9, X12, X15
	Euro 5 (Mexico)	X15
Off-Highway	EU Stage V	F3.8, B4.5, B6.7, L9, X12, X15

Usage Guidelines

Using Engine Names

As part of the normal marketing launch process, all marketing materials including literature, web content, presentations, product training materials, images, advertisements, etc. will incorporate the new naming structure. Customer-facing employees should be sure to communicate this update to their customers. Any time you discuss our engines outside of Cummins, including presentations, documents and any interaction with customers, the engine marketing name should appear as outlined in this guide, and not be altered in any way unless an exception has been approved.

Using 1919 Font vs. Standard Font

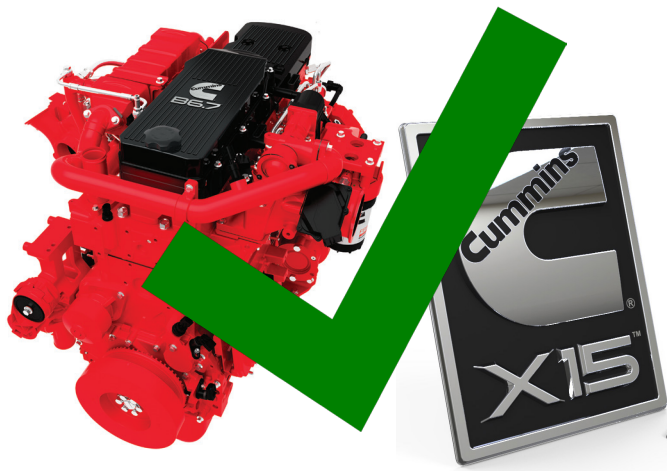
For the majority of materials that follow the brand standard format, such as Microsoft PowerPoint slides and brochures, the standard font used for headlines and text should not be replaced with the 1919 font. **1919 is to be used only for new engine names and no other products or services.**

Engine Names in 1919 Font

Official merchandise and promotional material
Such as badges, cab plates, keychains, etc.
On-engine badging
Production and show properties
Digital images and photography

Engine Names in Standard Font

In sentences, such as advertising or web copy
In presentations
In emails



Usage Guidelines

Preferred Relationship of the Cummins Logo and Engine Name

When engine names are used in conjunction with the Cummins logo, the vertical arrangement that is used on engine valve covers is the preferred option. Other arrangements may be used in instances when space is limited, and engine names may be used alone when appropriate. **For more details on the relationship between the Cummins logo and the engine names, please see the full Engine Name and Cummins Logo Standards document.** The Cummins logo and engine name may also be used as separate elements on the same item.



Required Space Between Logos

When used together, a minimum space between the Cummins logo and engine name must be maintained. This space (.5A) is equal to half of the space (A) between the legs of the Cummins logo.

Maximum Size of Engine Name

In the vertical arrangement, the maximum height of the engine name (B) is equal to the thickness of one leg of the Cummins logo.

Size of ® and TM

When the Cummins logo and the engine name are used in a close proximity, the height of the ® and TM letters should be equal.

Minimum Cummins Logo Size

The minimum size that the Cummins logo may be reproduced is .25 in (6.5 mm). If the ® and TM are too small to reproduce they may be removed.



Usage Guidelines

When using the stacked, vertical arrangement do not make the engine name more prominent than the Cummins logo by exceeding the maximum height of the lettering which must not be greater than the thickness of one leg of the Cummins logo.



Do not change the space between the logos from the preferred arrangement.



Do not distort or alter the approved engine logos.



Do not make the engine name smaller than the minimum width.



Naming Process

Naming new products is the responsibility of Cummins Product Management, Marketing Communications, and the Brand Council. Responsibility flow is as follows:

Task	Responsibility
1. Maintain engine nomenclature brand standards.....	Brand Council
2. Document and communicate process.....	Brand Council
3. Request for engine name.....	Product Management
4. Review and approve engine name request.....	Brand Council
5. Inform Brand MRG.....	Brand Council
6. Receive engine name approval.....	Product Management
7. Direct/Inform functional teams of approved name.....	Product Management
8. Establish launch/implementation timing for name release internally and externally.....	Marketing Communications

The engine marketing name should not be altered by adding prefixes, suffixes or other words to the name. Exceptions to the engine nomenclature standards may be considered if a need is identified to further differentiate the product. In special cases, approval may be granted to use descriptors in a way that complements the engine marketing name. Any change to the engine marketing nomenclature requires review and approval by Cummins Brand Council.

Any questions regarding this process should be directed to the Brand Council.