

One voice

> Annual brand migration update

Our energy working for you.™



Keeping us all on the same page

Consistent communication is essential in order for us to work together as a team and achieve the vision of “One brand. One focus. One company.” Therefore, the following newsletter has been developed to bring us all up-to-date on the brand focus and migration of Cummins Power Generation Inc.

The publication will be distributed on an annual basis, with more frequent updates if critical issues arise.

Debby Wadsworth
Global Brand Marketing Manager
Cummins Power Generation

The migration to one brand continues



Many things have changed since we started our migration to the “One voice. One focus. One company.” strategy in 2006 for creating a stronger, more diversified, global brand. The colors of red, black, white and grey have become our representation for all of Cummins Inc. around the world. The adaptation of the new color scheme for Cummins

Power Generation Inc. is a red energy bar on everything that represents us around the world—making it much easier for people to identify us at every touch-point. I want to thank you all very much for your hard work and dedication to making this happen.

This past year we replaced some of our product brand names like Emerald, with the Cummins Onan subordinate brand (sub-brand) name. The changes were made to align our brand architecture with our new branded house strategy—Cummins as the master brand and Cummins Onan a product/sub-brand.

Names that were retired included:

- | | |
|--------------------|-------------------|
| Coach Command™ | HomeSite Power™ |
| Emerald® | Marquis™ |
| Emerald Advantage™ | Marquis Gold™ |
| Camp Power™ | Marquis Platinum™ |
| CMHG™ | MicroLite® |
| CMM™ | MicroQuiet™ |
| CMM EFI™ | |
| CMQD™ | |
| CMSD™ | |
| e-QD™ | |
| e-QG™ | |
| e-Series™ | |
| Equinox™ | |



New North America Cummins Onan (formerly HomeSite Power™) portable generator set labeling

For 2009, most of our migration plans have been placed on hold due to the financial crisis around the world. Projects affected include the migration of Onan Parts and Green Label Parts, which were scheduled for this year. We have moved the migration to 2010 making the assumption our economic environment will improve enough to proceed next year.

As for the migration of Cummins Onan to Cummins, further research is needed to gauge the level of equity that has been transferred from Onan to the Cummins brand. Conducting a study this year would be premature when we have yet to complete the migration of product lines such as Onan branded parts.

As for the future, Cummins Power Generation will be migrating to a new design template with a vertical red bar starting in 2011. You will begin to see some business units of Cummins using the new design for brochures and trade advertisements starting this year.



Historic timeline

A variety of documents have been created over several decades that provide a timeline representing the history of Onan and Cummins Power Generation. Some echo the same dates, while others conflict with each other.

We have literally looked back into Onan's archives and developed the timeline shown here for everyone to use when communicating Cummins Power Generation's history.

Updated Cummins Onan Brand Standards provide more detail



Since we originally posted the Cummins Onan Brand Standards over a year ago, we have had requests to provide further details in sections such as the energy bar. A new version of the standards is now

posted at <http://brandstandards.cummins.com/>.

New Powerful Possibilities video

A new video has been produced entitled *Powerful Possibilities = This Is Cummins Power Generation*. The DVD introduces perceptive employees, prospects, customers and the general public to the Cummins brand and Cummins Power Generation.

Viewers learn on a high level about the company and related Commercial, Consumer, Power Electronics, Rental and Energy Solutions business units. They also see actual customer installations where they are using Cummins Power Generation products and services including the Sydney Opera House. Customers from Mexico, Dubai, India, Belgium and North America talk about why they selected Cummins Power Generation for a total power solution for a data center, hospital and greenhouse.

A distributor overview is provided by Luis Antonio, the general manager of Distribuidora Cummins Diesel do Nordeste (Brazil).

Viewers have the option of watching the video in either English, Mandarin, Spanish, French or Portuguese. The English version may be viewed in the near future on www.cumminspower.com/global.

You can order a DVD of *Powerful Possibilities = This Is Cummins Power Generation* starting April 1st on the Western Graphics' web site, www.western-graphics.com/Cummins-Distributor.html.



1918 David Warren (D.W.) Onan started to develop and sell tools that he invented for mechanics while still working full time for a motor car company.



1920 D.W. Onan established his own company.

1922 D.W. Onan moved his business out of his home into a garage.

1926 D.W. Onan designed the first Onan electric generator set designed to produce 300 watts of electric power for a friends cabin.

C.W. Onan, D.W.'s son, joined the company.

1927 D.W. Onan started manufacturing TENLITE, the first "Onan Electric Generator Plant", commonly referred to today as a generator set. The intended use was for summer cottages.

1931 D.W. Onan introduced the 500 watt generator set.

1933 R.D. Onan, D.W.'s son, joined the corporation.

1943 Onan Corporation was the leading supplier of generator sets to the armed forces during World War II, producing several hundred thousand generator sets in a variety of models. Annual sales totaled \$50 million in 1943.

1960 The automatic transfer switch and paralleling switchgear were introduced.

1984 Alternators were added with the purchase of Newage Engineers Ltd.

1985 Cummins Engine Company purchased 63% of Onan stock.



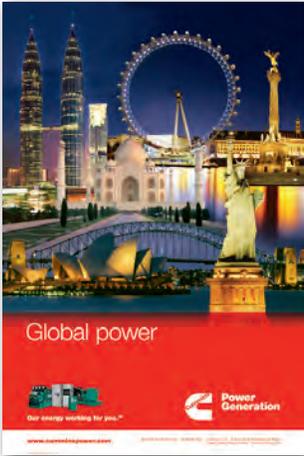
1992 Onan became a wholly owned subsidiary of Cummins Inc.

1994 The first integrated and digital control systems were introduced featuring PowerCommand® controls.

2006 Cummins Power Generation Inc. was named recipient of the 2006 North American Diesel Engine Technology Leadership of the Year Award.

2008 Cummins Power Generation was named recipient of the 2008 Product of the Year Award for PowerCommand iWatch Wireless™ from the Consulting Specifying Engineer magazine.

Celebrating our accomplishments



F-1648



F-1933

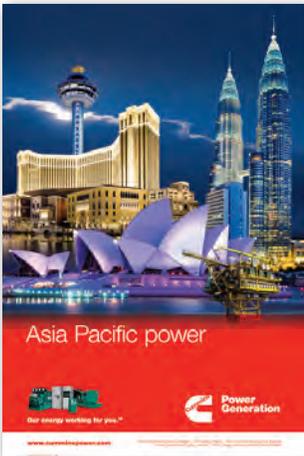
Development of a posters series to celebrate the completion of high profile projects around the world started with the Cummins Power Generation's Global poster, followed by the North American poster.

Several more posters in the series have been completed representing the regions of Asia Pacific, Brazil, India and Western Europe & CIS.

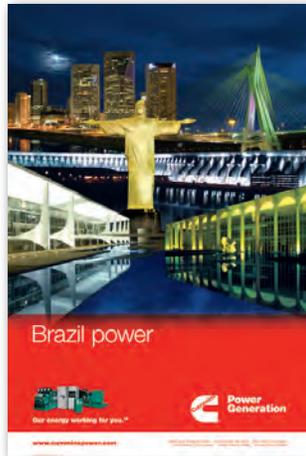
Additional posters for the series are planned for China, Middle East & Africa and Latin America.

Cummins Onan also has two new posters available that showcase RV and Commercial Mobile generator sets.

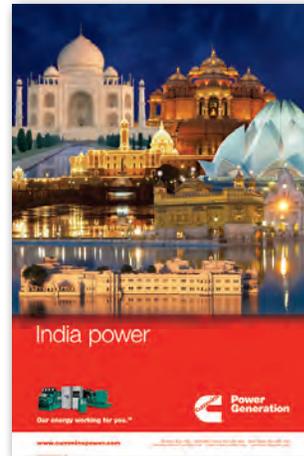
To order any of these posters, go to Western Graphics' web site www.western-graphics.com/Cummins-Distributor.html.



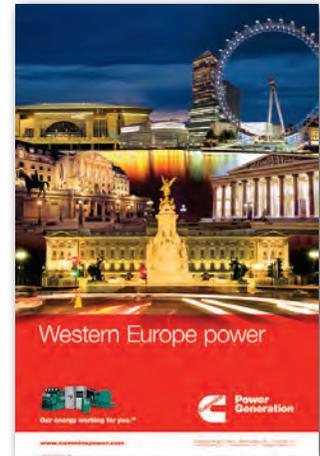
F-2050



F-2076



F-2051



F-2049



F-2083



F-2084

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