



# THE TRUTH ABOUT 2010

## AND COMPETITIVE CLAIMS V. THE CUMMINS (SCR) SOLUTION

COMPETITOR RELEASED MYTHS	THE TRUTH
<p>A COMPETITOR CLAIM: In November 2008, Navistar's Engine Group was quoted as saying they will use their banked Environmental Protection Agency (EPA) emission credits to buy the time necessary to calibrate its engines to achieve the agency's demands for nitrogen oxide (NOx) reductions<sup>1</sup>. A December 1, 2008 Fleet Owner article reported that truck and engine maker Navistar is asking the federal government to offer what it calls an "economic exemption" allowing OEMs to continue building 2007 emission-level engines after the 2010 standard goes into effect.<sup>2</sup></p>	<p>TRUTH: In the same article Volvo, Daimler Trucks Division and Mack offer such quotes as "fully on track with SCR", "no reason to change the current timetable", "extensive testing in North America and widespread experience elsewhere confirms that SCR is the optimal solution, providing significant fuel economy improvements and cleaner air", and "more than half a million trucks use SCR every day in Europe". In North America, Volvo Trucks has over 1.5 million miles of customer testing so far- with excellent results and operational experience.</p> <p>Cummins states they do not need a delay as they will use the same cooled EGR engine and particulate filter with added Selective Catalytic Reduction (SCR), a proven technology designed to meet Euro IV and V standards utilized in commercial vehicle applications. 45,000 SCR engines have been built and shipped by Cummins. Additionally 200,000 SCR systems have been built and shipped by Cummins Emission Solutions.</p>
<p>A COMPETITOR CLAIM: Their technology is the solution for North America.</p>	<p>TRUTH: Cummins' technology is for North America and is time-proven already in Europe.</p>
<p>A COMPETITOR CLAIM: They will have lower operational costs.</p>	<p>TRUTH: Blue Bird and Cummins will provide Reliability, Lowest Total Cost of Ownership, Low Maintenance, and Safe Operation.</p>

<sup>1</sup> Trucker.com, November 2008, "Navistar sticks with 2010 solutions"

<sup>2</sup> FleetOwner.com, December 1, 2008 "Navistar seeks engine exemption."



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<p>A COMPETITOR CLAIM: There is no Diesel Exhaust Fluid (DEF)<sup>3</sup> delivery infrastructure.</p>	<p>TRUTH: Diesel Exhaust Fluid (DEF) availability will not be an issue and will be readily available.</p>
<p>A COMPETITOR CLAIM: DEF refill is a hassle.</p>	<p>TRUTH: Refilling DEF is comparable to topping off your windshield washer fluid.</p>
<p>A COMPETITOR CLAIM: No additional hardware is required with their buses.</p>	<p>TRUTH: They are not clearly outlining the extra hardware or extra complexity. They will need a bigger radiator package and a two-stage turbo. Their polished engine picture may not be a true representation on their new engine, i.e. may not be showing all the complexity.</p>
<p>A COMPETITOR CLAIM: There is no payload penalty with their system.</p>	<p>TRUTH: The ISB weighs 1,150 lb (add an extra 40 lb for the DPF = 1,190 lb) while the DT466 weighs 1,560 per their brochure, assume another 40 lb for their DPF = 1,600 lb. If we put 250 lb on the bus, (SCR System will weigh approx. 200-250 lb.- this is with 10 gallons of DEF fluid), we should still be below the competitor. The ISB represents the vast majority of the sales of Blue Bird buses.</p> <p>The ISC weighs 1,630 + 40lb for the DPF. The ISC equals less than 10% of Blue Bird sales.</p>
<p>A COMPETITOR CLAIM: No new service training is required with 2010 buses.</p>	<p>TRUTH: They will need to provide training on the changes to the radiator package and air handling components. Cummins engines will remain similar to the current model engines.</p>
<p>A COMPETITOR CLAIM: Their buses may have a higher residual value.</p>	<p>TRUTH: How secure are they for 2013 when the bus will be only 3 to 6 years old, what will they do then? Will they continue with their EGR solution into the next emission hurdle, 2013? The Cummins engine is reliable; the SCR system is maintenance friendly.</p>

<sup>3</sup> Also referred to as Urea & AdBlue



BLUE BIRD CORPORATION, JANUARY 2009

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