

Detroit Diesel Customer to be Featured on ‘Trick My Truck’

REDFORD, Mich. – May 14, 2008 – One of CMT’s most popular series, “Trick My Truck,” will highlight a long-time Detroit Diesel customer in an upcoming episode.

Jay Whiteford, an owner-operator based in Smithfield, N.C., will receive his new, tricked out 1997 Freightliner® FLD 120 Condo, during the episode scheduled to air May 30, 2008, at 10 p.m.

“The entire experience was overwhelming,” said Whiteford. “I even thought I would stop breathing at one point!”

Prior to receiving his new truck, Whiteford’s FLD 120 sleeper had its original Detroit Diesel Series 60® engine with more than 1.2 million miles on it. Whiteford, who only uses Detroit Diesel Genuine Parts, hauls building materials, machinery and equipment, and dry goods in the southeastern United States.

“With Detroit Diesel, you’ve got the best of three worlds: pulling power, efficiency and dependability,” said Whiteford. “As an independent owner-operator, my business depends on peak productivity and efficiency, which Detroit Diesel Genuine Parts provide.”

His custom rebuilt truck will be powered by a chrome-accented, Detroit Diesel PowerChoice remanufactured 12.7-liter, Series 60 replacement engine. Liberty, Mo.-based Central Power Systems and Services – one of Detroit Diesel’s network of more than 800 service locations – provided installation.

“Jay is a hard-working, no-nonsense owner-operator who has experienced firsthand the value of using Detroit Diesel Genuine Parts to extend the life of his Series 60 and reduce lifecycle costs,” said James Chenier, director of Parts

Sales for Detroit Diesel. “We are thrilled to have been able to help Jay with this effort and keep him running strong and efficiently.”

PowerChoice remanufactured Series 60 replacement engines are an exact duplicate of the customer’s existing engine, but they include Detroit Diesel’s latest design and engineering enhancements. Detroit Diesel remanufactured engines provide like-new performance, power, and durability, similar to that of a new Detroit Diesel engine.

All Detroit Diesel remanufactured engines and components are restored to original blueprint specifications, plus major castings are remanufactured and all corrosion is removed.

“There really is a big difference between Detroit Diesel remanufactured engines and those that are simply rebuilt by others,” said Chenier. “We are committed to providing our customers superior performance and technology whether it’s in the all new DD15 or a remanufactured Series 60. Our goal is to relentlessly maximize value for our customers.”

In addition, Whiteford’s newly installed remanufactured engine reduces environmental waste because all major engine components are remanufactured rather than scrapped.

When installed using the StepUP Overhaul program, all Detroit Diesel remanufactured engines are backed by a three-year/300,000 mile Power Protection Plan. For more information, visit your local Detroit Diesel authorized service locations or visit www.DetroitDiesel.com or www.StepUp.com.

Detroit Diesel Corporation is a leading manufacturer of on-highway diesel engines for the commercial truck market. Headquartered in Redford, Mich., Detroit Diesel Corporation is engaged in the design, manufacture, sale and

service of these products, in addition to supporting alternative and hybrid engine strategies for the commercial truck marketplace. Detroit Diesel Corporation is a Daimler company.

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