

Press Information

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MTU launches new Web site dedicated to Detroit Diesel 2-Cycle engines

MTU embraces its Detroit Diesel heritage and renews its commitment to 2-Cycle engine customers through new interactive Web site.

DETROIT, Mich., July 16, 2009 — In a world where highly advanced four-cycle engines dominate the off-highway market, it may be surprising to learn that hundreds of thousands of diehard 2-Cycle diesel engines are still operating in industrial, marine and defense applications. In recognition of this fact, MTU has launched a new Web site (www.2-Cycle.mtu-online.com) dedicated exclusively to these storied engines and their proper maintenance.

“The goal of the new site is to show our 2-Cycle customers that the product is fully supported by MTU and its distributor organization,” says Dave Sears, director of after sales for MTU Detroit Diesel. “Further, this site enables our

customers to get the specific information they need as simply and efficiently as possible.”



While the brand name on the engine may say Detroit Diesel, the support for that 2-Cycle engine is actually provided by MTU and its global network of authorized distributors. This name difference has caused some customer confusion, leaving 2-Cycle owners to wonder about the availability of factory parts and service for these legacy engines.

“The 2-Cycle business is alive and well,” says MTU 2-Cycle parts product planning manager Lisa Farrens. “Many customers have been led to believe that Detroit Diesel doesn’t do 2-Cycle anymore. However, we want to spread the word that MTU does 2-Cycle and we support it with the highest standards and most progressive programs.”



With the new 2-Cycle microsite, MTU hopes to both educate customers and give them a forum for sharing their stories. The Web site is organized in four sections:

The **About** section provides company facts, a company profile and historical information that details the relationship between Detroit Diesel and MTU and how the Detroit Diesel 2-Cycle product line is now fully supported by MTU.

The **Products** section includes information about 2-Cycle parts, engines, maintenance products and service tips. It also showcases current promotions.

The **Stories** section features real-world articles about Detroit Diesel 2-Cycle customers and their varied applications. Customers are encouraged to submit their own recollections and story ideas about their engines.

Finally, the **Contact** section provides the contact information for MTU's distributor organization and gives customers the opportunity to sign up for future email updates and promotions.



"It's our intention to post all the 2-Cycle information our customers could possibly need right here," concludes marketing manager Peter Knoop. "We want it to be engaging, but even more importantly, we want it to be a means of connecting customers with genuine Detroit Diesel 2-Cycle parts, maintenance products, service and advice that is available only through our authorized distributors."



MTU has been increasing its support for its legacy Detroit Diesel 2-Cycle engines over the past several years. The company has introduced several innovative programs, including a "2-Cycle Standardized Engine Program" geared to significantly reduce the lead time on most 2-Cycle reliabilt® (remanufactured) engine orders, and a "2-Cycle Overhaul Parts Program" designed to enable MTU's distribution network to offer attractive packages for 2-Cycle engine parts associated with an overhaul.

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About MTU

MTU Detroit Diesel, Inc. is the North American regional headquarters of MTU Friedrichshafen GmbH, one of the world's most important providers of diesel engines and drive and propulsion systems for ships, heavy-duty land and rail vehicles, and distributed energy. It offers a complete line of power solutions from 30 to 12,200 bhp (20 to 9,100 kW) for applications in the marine, rail, power generation, oil and gas, agriculture, mining, construction and industrial, and defense markets. MTU Detroit Diesel is part of the MTU Engines division of Tognum AG. www.mtu-online.com

Tognum

With its two business units, "Engines" and "Onsite Energy & Components," the Tognum Group is one of the world's leading suppliers of engines, propulsion systems and distributed energy systems. These products are based on diesel engines with up to 9,100 kilowatts (kW) power output, gas engines up to 2,150 kW, fuel cells up to 360 kW and gas turbines up to 50,000 kW.

The product portfolio of the “Engines” business unit comprises MTU engines and propulsion systems for ships, for heavy land, rail and defense vehicles and for the oil and gas industry. The portfolio of the “Onsite Energy & Components” business unit includes distributed energy systems of the brand MTU Onsite Energy, fuel-injection systems from L’Orange and drive shafts from Rotorion. The energy systems comprise diesel engines for emergency power generation, basic and peak load, and cogeneration power plants based on gas engines, fuel cells and gas turbines that generate both electricity and heat.

In 2008, Tognum generated revenue of more than €3.1 billion and employs more than 8,900 people. Tognum has a global distribution and service structure with 26 fully consolidated subsidiaries, more than 140 sales partners and over 500 authorized dealerships at approximately 1,200 locations. The shares of Tognum AG (ISIN: DE000A0N4P43) have been stock-exchange listed since 2007 and are included in the MDAX.

