



PARTS CAP

# Fleetguard®



# Cummins Fleetguard Coolants

Coolant Selector (<https://www.fleetguard.com/s/coolant-picker>)

Explore More (<https://www.cumminsfiltration.com/ourcoolantsolutions>)

Order Free Literature (<https://www.litorders.com/go/cumminsfiltration/workplace.aspx>)

You can depend on Fleetguard cooling system products to provide unmatched protection to your engine. Our comprehensive line of cooling system products includes everything you need to ensure an easy, trouble-free cooling maintenance program:

- Fully Formulated Heavy Duty Antifreeze Coolants
- Cooling System Cleaners
- Coolant Filters – Standard and Chemically Charged
- Field and Laboratory Testing

## General Product Information

### Coolant Quote Sheet

See the Coolant Quote Sheet [here](#)

### Our Latest Videos

- [Fleetguard ES Compleat OAT Heavy-Duty Coolant \(https://www.youtube.com/watch?v=ef1ai-1PKUo\)](https://www.youtube.com/watch?v=ef1ai-1PKUo)
- [Fleetguard Presents Commonly Asked Questions About Coolant \(https://www.youtube.com/watch?v=\\_6Q1sEzI4aM\)](https://www.youtube.com/watch?v=_6Q1sEzI4aM)
- [Fleetguard Heavy-Duty Engine Coolants \(https://www.youtube.com/watch?v=Dh\\_-QYt9jK0\)](https://www.youtube.com/watch?v=Dh_-QYt9jK0)
- [Fleetguard Presents Coolant Colors and Product Recommendations \(https://www.youtube.com/watch?v=E9BBhHrSx\\_E\)](https://www.youtube.com/watch?v=E9BBhHrSx_E)
- [How to use Fleetguard 3-Way Coolant Test Strips \(https://www.youtube.com/watch?v=\\_aYfhNE-2JY\)](https://www.youtube.com/watch?v=_aYfhNE-2JY)

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# Hooked on Fleetguard



## Win an All-Expenses-Paid Trip to Dominican Republic!

Fleetguard and DTNA are teaming up to offer an all-expenses paid trip to the Dominican Republic in 2025! This is the 6th sales incentive designed to utilize the collaborative efforts between Fleetguard, DTNA District Parts Managers and the Dealer Network to target specific fleets and win their business.

### Program Details:

- 5 Day Retreat!
- Destination - Dominican Republic
- Fleet Targets \$25k+ (was \$50k+)
- Launch Apr. 1st to Dec. 31st
- More chances to win!

### Fleet Target Qualifiers:

- Sales Goal \$3.6M (Realized).
- Fleet targets defined as an On-Hwy. or Off-Hwy. Fleet worth \$25k or more.
- Fleets must comprise of new business not buying Fleetguard today.
- If buying a competitive filter through DTNA and shifting to FGD, it will NOT count.\*
- Minimum incremental sales to qualify is \$150k in new business.
- Truck fleets that perform 2 to 5 service intervals annually will qualify.\*
- Final Results will use realized sales potential to identify winners.\*

### Timeline: April 1st 2024 – Dec. 31st 2024

- TM's will email "TM Sales Tracker" to FGD NA Account Manager.
- TM's will record in Salesforce under the Dealer Account. (under the Sales Promotion line, search Hooked on Fleetguard).
- Winners identified in Feb. 2025 based on realized sales potential.
- The **trip will be hosted June 16 - 20, 2025.**

\*DTNA & FGD Mgmt. will review any/all exceptions and make a mutual equitable decision.

Check your standings at

<http://hookedonfleetguard.incentive-zone.com>

### Who Qualifies to Win

- Top 7 Dealer Outside Parts Sales
- Top 7 Dealer Sales/Parts Mgrs.
- Top 4 DTNA District Parts Mgrs.
- Top 4 Fleetguard Territory Mgrs.
- Top 2 Performing Dealers Leadership
- Top DTNA NAM
- Top FGD NAM
- Top DTNA Regional Director
- Top FGD Division Manager

fleetguard.com  
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Fleetguard Territory Managers should report recorded business to David Bledsoe and log in Salesforce, under Opportunity: Hooked on FGD  
For full contest details, please contact your Fleetguard Territory Manager All qualifying fleets will be validated by DTNA and Fleetguard Management

## Restricted Content

### Buyer Objections and Seller Response



## Why is coolant so important, and why do I need heavy duty coolant?

The cooling system handles approximately 60% of the heat transfer from the engine, and based on industry estimates, 40% of engine failures originate in the cooling system.

The coolant is the life blood of the cooling system and must provide protection for both metallic and non-metallic surfaces. Only a fully formulated coolant with an ASTM D6210 specification has the capability to do this.

## I'm interested in the FleetGuard OAT coolant. Can I convert my existing coolant without draining it?

While it's always preferable to drain and flush a system, and fill with fresh coolant, it is possible to transition to Fleetguard ES Compleat OAT, without draining if you are currently using an Extended Life Coolant (ELC) or Nitrited Oat (NOAT) Coolant.

The Cummins Filtration approved procedure can be found here: <https://www.cumminsfiltration.com/sites/default/files/MB10468.pdf> (<https://www.cumminsfiltration.com/sites/default/files/MB10468.pdf>)

## I have multiple coolants that I'm using for various trucks, cars and other pieces of equipment. Can I use just one coolant for everything?

FleetGuard's ES Compleat OAT coolant is backwards compatible and can be safely used in diesel and Natural Gas applications, as well as cars, light trucks, tractors and other equipment.

More information on ES Compleat OAT can be found here: <https://www.cumminsfiltration.com/sites/default/files/LT32533-REV8.pdf> (<https://www.cumminsfiltration.com/sites/default/files/LT32533-REV8.pdf>)

## Why can't I convert my Conventional coolant to FleetGuard ES Compleat OAT without draining it.

There are two reasons. The first is that Conventional coolant does not have an additive package that is robust enough to transition to an OAT Technology and it contains Nitrite only

## What if I'm using a coolant that says heavy duty on the packaging? Can I use it?

"Heavy Duty" can be a term that can be overused and taken out of context. The most important means of identification is to read the label. If a coolant says heavy duty, but does not have an ASTM D6210 specification listed on the jug or drum label, it is not fully formulated for heavy duty use. This means that the coolant does not have the additive package necessary to protect against water pump cavitation, hot surface scaling, wet sleeve liner pitting or cavitation, and other potential maintenance issues in a heavy-duty engine.

"I buy from my local oil / lubricant distributor. I buy all my fluids from them. If I took away the coolant, they would cut my discount."

1. "I certainly appreciate and understand that. Let me just show you what I can do for you."

for wet sleeve liner protection, where an OAT uses organic acids to provide this protection.

In all likelihood, it would cost you more to try to convert it, than to drain, flush and refill with new coolant. In addition, if your current coolant is green, it will likely turn to a rust colored brown when you add a red coolant to it.

### “I buy my coolant in bulk.”

1. “What do you mean by bulk? Drums, totes, refillable bulk tank?”
2. It is easy to assume that when they say bulk, they mean a large bulk tank that is refilled from a truck. But many times, they are simply talking about a drum or a tote, which is right in our wheelhouse.
3. If it is truly a big bulk tank filled from a truck, then ask:
  - a. How many gallons does it hold?
  - b. How often do they fill it?
4. Just because the dealer doesn't fill bulk tanks, you still want to educate on coolant, review Fleetguard, benefits, and quote a price. For, many times we assume because they are buying bulk, they are getting it cheaper. Most of the time that is not true.
5. Many times, we beat the price and a prospect will buy a drum or a tote and pump it into their bulk tank themselves.

2. The point is to still educate the customer on coolant, which his current distributor is not doing. Then, show him the Fleetguard program benefits and pricing.

3. When we take the time to educate the customer, then show them our program, and saving the price for last; many times, the objection just disappears and we get the sale.

### “My granddaddy used green, my daddy used green, I'm using green!”

1. This is where you want to educate the customer on Universal Conventional Coolants, which most all competitive green conventional coolants are. They are a light duty coolant that can be used in a heavy-duty engine only if you purchase and pre-charge the coolant with supplemental coolant additives.
2. This type of coolant does not meet heavy duty specification ASTM D6210. Educate the customer on D6210, D3306, and D4985.
3. This type of coolant is a light duty coolant right out of the bottle. The problem is the message has been lost over time, so no one selling or buying this product know what they are selling or using.
4. If they insist on a green conventional coolant, we have Fleetcool, which is a fully formulated heavy duty pre-charge coolant that meets D6210, and comes at a very economical price

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