



PARTS CAP



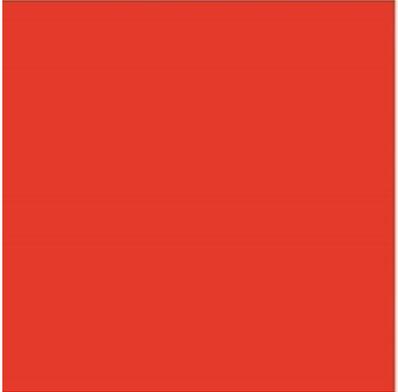
**Fleetguard**<sup>®</sup>

Run cleaner,  
longer, with  
filtration science.

Push the limits 

LEARN MORE

# Fleetguard<sup>®</sup>





## Fleetguard Filtration

With over 8,300 products, Fleetguard covers the widest range of air, lube, fuel and hydraulic filters in the heavy duty industry. All Fleetguard® products are engineered to meet or exceed OEM performance and ensure engines and other systems get maximum life. Backed by the best warranty in the business, you can have total confidence in your purchase.

Cross-Reference (<https://www.fleetguard.com/s/>)

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

NEW PRODUCTS (<https://www.fleetguard.com/s/new-products>)

Training Videos ([https://www.youtube.com/results?search\\_query=cummins+filtration](https://www.youtube.com/results?search_query=cummins+filtration))



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## Hooked on Fleetguard 2024





# 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  
MB37122 ©2024

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

## Territory Manager Contact Information



NAME	ASSIGNMENT	PHONE	EMAIL
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Open	AK, OR, WA		
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Matthew Cole	S CA, S NV (Las Vegas)	(657) 272-0084	matthew.cole@atmus.com

## General Product Information

### The Fleetguard Warranty – Best in the Industry

When you buy a Fleetguard Filtration product, you are assured superior warranty protection from the point of purchase throughout the recommended life of the product. Unlike industry competitors, our warranty coverage is not pro-rated, which means you are fully protected through the recommended service life of the product. These factors make the Fleetguard Filtration Warranty one of the best in the industry.

### Customer Support:

- Telephone: 800-22FILTER (800-223-4583)
- Fax: 812-374-1001
- Email: [fleetmaster.us@cummins.com](mailto:fleetmaster.us@cummins.com)

### Supplementary Links

- [Warranty \(https://www.cumminsfiltration.com/warranty\)](https://www.cumminsfiltration.com/warranty)
- [Customer Service \(https://www.cumminsfiltration.com/customerassistance\)](https://www.cumminsfiltration.com/customerassistance)
- [Parts Catalog \(https://catalog.cumminsfiltration.com/catalog/CatalogSearch.do?\\_locale=en&\\_region=&\\_ga=2.160176765.1173018420.1522779015-1591025487.1470248582\)](https://catalog.cumminsfiltration.com/catalog/CatalogSearch.do?_locale=en&_region=&_ga=2.160176765.1173018420.1522779015-1591025487.1470248582)
- [The High Price of Low Cost Filters](#)



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## FAQ

### Why Fleetguard?

As the only filter manufacturer that is also part of an engine manufacturer, Cummins filtration has the benefit of developing our filters and engines in tandem. We prove our technology through extensive laboratory and real-world engine tests.

- Rich Cummins History
- Products Meet or Exceed OEM Specifications
- Real World Testing and Science
- Broadest Product Coverage including Coolant
- Specific Application
- Best in Class Warranty

### What are long-term costs of using low-cost filters?

There's a reason some filters and coolants are less expensive than others – they're lower quality. But this lower quality puts your engine parts at risk.

Fleetguard product solutions offer the best return on your investment by protecting your engine over its life. To learn more, check out our brochure, **The Risks of Low Cost Filters and Coolant.**

(<https://www.cumminsfiltration.com/sites/default/files/LT36645-2018.pdf>)

- Only filter manufacturer that is also part of an engine manufacturer
- Extensive laboratory and real-world engine testing
- Lowers your total cost of ownership by minimizing repairs

### Where can I learn more about filtration technology?

Our Fleetschool program features easy-to-use, self-guided training modules that cover a wide variety of modern filtration technology and product topics. To access the training please visit [www.fleetschool.com](http://www.fleetschool.com)

(<https://www.fleetschool.com/>) and self-register today!

### Where can I get product training on Fleetguard Filtration?

Visit our YouTube channel at [youtube.com/fleetguardfiltration](https://www.youtube.com/fleetguardfiltration) (<https://www.youtube.com/user/FleetguardFiltration/featured>) for the latest product videos, how-to guides, product animations, testimonials, and more!



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