

July 25, 2017



Cummins Announces Official Rebranding of Onan Generators

Fun Roads Website and Facebook page will also be rebranded to Cummins RVs

COLUMBUS, Ind.--(BUSINESS WIRE)-- Cummins Inc. (NYSE: CMI) announced that it will be unifying its brand strategy across its Power Systems business segment, which provides high-speed engines from 760 – 4400hp and power generation equipment from 2-3,500kW, including standby and prime power gen sets, alternators, switchgear and other components. Currently the portfolio features the Cummins, Cummins Power Generation and Cummins Onan brands. With immediate effect, the branding will be consolidated under the Cummins brand. The Cummins Power Generation and Cummins Onan brands will be retired and the Onan name synonymous with mobile gensets, will be repositioned as a generator product line under the newly unified Cummins brand in the RV market.

Cummins Inc. will also be permanently changing all “Fun Roads” branding to Cummins RV moving forward as well and the Fun Roads brand will also be retired. As Onan will now be repositioned as a RV product line, with the new rv.cummins.com website and social media platforms serving as tools for RVers across the country to find relevant information like product specs and our sales and service locator.

“Looking to unify Cummins into one cohesive, unified brand, we decided that consolidating both products (engines and generators) into the Cummins RV family only strengthens the brand and more uniformly speaks to our manufacturers and consumers,” said Jodie Wilson. “The brand changing will not affect product or service offerings, but will help us to continue on our promise of delivering dependability across the globe.”

Rebranding will take place today globally on all marketing activities, as product branding changes across all manufacturing plants this July.

About Cummins Inc.

Cummins Inc., a global power leader, is a corporation of complementary business units that design, manufacture, distribute and service diesel and natural gas engines and related technologies, including fuel systems, controls, air handling, filtration, emissions solutions and electrical power generation systems. Headquartered in Columbus, Indiana (USA), Cummins currently employs approximately 55,000 people worldwide, and serves customers in

approximately 190 countries and territories through a network of approximately 600 company-owned and independent distributor locations and more than 7,200 dealer locations. Cummins earned \$1.4 billion on sales of \$19.1 billion in 2015. Press releases can be found on the Web at cummins.com or power.cummins.com. Follow Cummins on Twitter at [@cumminsengines](https://twitter.com/cumminsengines) and on YouTube at youtube.com/cumminsengines.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20170725005445/en/>

For Cummins Inc.

Pasquale Gianni, (323) 648-6202

pasquale.gianni@grayling.com

Source: Cummins Inc.