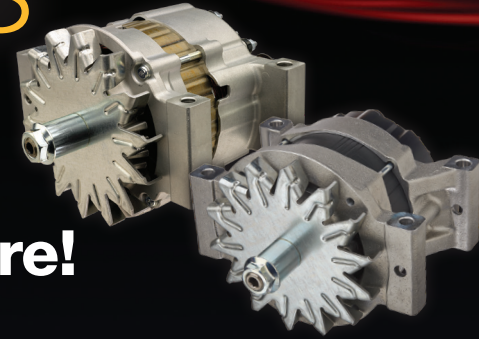


MITSUBISHI ELECTRIC HEAVY DUTY ALTERNATORS and STARTERS



**The Choice of
Major Fleets Everywhere!**



HEAVY DUTY STARTERS

Low Cost of Ownership

- Starters designed to last +5 years – longer than many ownership cycles
- Less than ½% failure rate – drastically reducing downtime
- Nearly eliminate roadside assistance calls, tow bills, and maintenance costs

Exclusive Diamond Gard™ No -Fault Warranty*

- 3 Years / No-Fault / Unlimited Miles
- 100% of all failures honored – no exceptions
- All new replacements – no remanufactured parts
- Warranty reclocks – another 3 years (not pro-rated)

Better Performance

- Industry leading power-to-weight ratio for faster starts
- Designed to eliminate the need for OCP (over-crank protection)
- Built to withstand both high-frequency and long-haul start applications
- Low current draw allows cooler operation for higher efficiency
- Soft-start technology reduces misengagements

HEAVY DUTY ALTERNATORS

Low Cost of Ownership

- Alternators designed to last over 1,000,000 miles
- Less than ¼% failure rate – drastically reducing downtime
- Nearly eliminate roadside assistance calls, jump starts, tow bills, and maintenance costs
- Industry leading operating efficiency saves hundred \$\$ in fuel costs

Exclusive Diamond Gard™ No -Fault Warranty*

- 3 Years / No-Fault / Unlimited Miles
- 100% of all failures honored – no exceptions
- All new replacements – no remanufactured parts
- Warranty reclocks – another 3 years (not pro-rated)
- All claims paid in 30 days or less – parts and labor

Better Performance

- Extreme efficiency pulls less horsepower off the engine
- Output at idle: DP A160 = 106A, DP A200 = 137A
- Exceeds industry and OE requirements for heat, vibration, and corrosion
- Available in 160A and 200A configurations



* For more information visit: diamond-gard.com
or phone customer service at: 888-635-2648

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MITSUBISHI ELECTRIC HEAVY DUTY ALTERNATORS and STARTERS

The Choice of Major Fleets Everywhere!



NET WARRANTY EXPENSE (COMPETITOR)

# of Trucks in Fleet	50	5
# of Starter Failures (4 Year Duty Cycle)	25	2.5
Total Warranty Expense (Towing incl.)	\$37,500.00	\$3,750.00
Current Warranty Recovery Rate	33%	33%
Not Recoverable	67%	67%
Net Warranty Expense	\$25,125.00	\$2,512.50

DOWNTIME EXPENSE

# of Trucks in Fleet	50	5
# of Starter Failures	25	2.5
Average Downtime Expense	\$1,000.00	\$1,000.00
Total Downtime Expense	\$25,000.00	\$2,500.00

TOTALS

Net Warranty Expense	\$25,125.00	\$2,512.50
Net Downtime Expense	\$25,000.00	\$2,500.00
TOTAL (4 Year Duty Cycle)	\$50,125.00	\$5,012.50
Average Yearly Spend	\$12,531.25	\$1,253.13

NET WARRANTY EXPENSE (MITSUBISHI ELECTRIC)

# of Trucks in Fleet	50	5
# of Starter Failures (4 Year Duty Cycle)	5	0.5
Total Warranty Expense (Towing incl.)	\$7,500.00	\$750.00
Current Warranty Recovery Rate	100%	100%
Not Recoverable	0	0
Net Warranty Expense	\$3,750.00	\$375.00

DOWNTIME EXPENSE

# of Trucks in Fleet	50	5
# of Starter Failures	5	0.5
Average Downtime Expense	\$1,000.00	\$1,000.00
Total Downtime Expense	\$5,000.00	\$500.00

TOTALS

Net Warranty Expense	\$3,750.00	\$375.00
Net Downtime Expense	\$5,000.00	\$500.00
TOTAL (4 Year Duty Cycle)	\$8,750.00	\$875.00
Average Yearly Spend	\$2,187.50	\$218.75

TOTAL COST AVOIDANCE (4 Year Duty Cycle)	\$41,375.00	\$4,137.50
Average Yearly Cost Avoidance	\$10,343.75	\$1,034.38

*Average B10 Life - 275,000 miles
*Average B50 Life - 500,000 miles

*Average B10 Life - 500,000+ miles
*Average B50 Life - 850,000+ miles

If it fails, we'll replace it. Guaranteed!*



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