



**DETROIT DIESEL**

## **Detroit Diesel Corporation Announces New Director of Marketing**

*Company significantly strengthens its Marketing, Communication and Sales support efforts*

**DETROIT, Michigan, January 17, 2006** – Detroit Diesel Corporation (DDC) today announced the appointment of Gregory Stohler as Director of Marketing for the company, as well as a restructuring of the Marketing Department in an effort to strengthen the DDC brand in the marketplace.

In this position, Stohler will oversee the Marketing Department including all marketing strategy, sales training, and communications.

Stohler joins Detroit Diesel from Cummins Bridgeway, LLC where he served as Executive Director. Prior to that, he held the role of Vice President of Sales and Marketing for Cummins Alabama. Stohler began his commercial vehicle industry career at Cummins Southeastern Power in 1993. Stohler holds a bachelor's degree in business administration from Butler University in Indiana.

“As the commercial vehicle industry and its supporting technologies continue to evolve, the need for clear and concise communications is imperative for our service networks and customers so it's terrific to have Gregg on board to execute a strong marketing and communications strategy going forward,” said Mike Delaney, Senior Vice President of Marketing for Freightliner LLC. “I'm very confident in his abilities and the abilities of his team at Detroit Diesel.”

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Detroit Diesel news releases, photographs and product specification details are available at [www.detroitdiesel.com](http://www.detroitdiesel.com)

“Gregg’s outstanding experience in both marketing and sales for an engine distributor is exactly what we need to help strengthen our marketing efforts as we continue building the Detroit Diesel brand in the marketplace,” said Carsten Reinhardt, President and Chief Executive Officer of Detroit Diesel Corporation. “The entire marketing team brings a good cross-section of knowledge and experience that will help us in delivering a consistent message about our vision and strategy.”

In addition to the new director, the company has restructured its Marketing and Communications function and has appointed the following individuals to help lead the team:

Doug Ackerman is appointed Manager of Medium & Heavy-Duty component marketing strategies and sales training. He has been with Detroit Diesel since 1991 and has held a wide-variety of positions including District Sales Manager, Mercedes-Benz Engine Program Manager, On-Highway Business Development Manager, Product Development Manager and Engineering Coordinator. Ackerman holds a bachelor’s degree in business administration from Central Michigan University and a master’s degree in business administration from Eastern Michigan University.

Liane Bilicki remains Senior Communications Manager for the company overseeing all public relations, dealer/distributor communications, executive and internal communications. She joined Detroit Diesel in January 2005 from Visteon Corporation where she held the position of Senior Communications Manager for the company’s North American Operations. In this role she was responsible for all internal and external communications. Bilicki holds a bachelor’s degree in journalism from Wayne State University, a master’s degree in business administration from the University of Phoenix, a master’s degree in public relations and organization communications from Wayne State University, and is currently pursuing a doctorate degree in communication studies.

Alexis Coffey is appointed Marketing Communications Manager responsible for trade shows, the corporate web site and advertising. Prior to joining Detroit Diesel, she held the role of DaimlerChrysler Component Sales Manager for the Western Region. She also has extensive sales and marketing experience from her almost decade long career with Freightliner LLC. Coffey holds a bachelor's degree in International Studies and Economics from Portland State University.

Detroit Diesel Corporation is the leading manufacturer of on-highway heavy-duty diesel engines for the commercial truck market. The company offers a complete line of engines from 170 to 515 horsepower for the on-highway and vocational markets. Through its corporate headquarters in Detroit, Michigan, Detroit Diesel is engaged in the design, manufacture, sale and service of these products, in addition to supporting alternative and hybrid engine strategies for the commercial truck marketplace. Detroit Diesel is a subsidiary of DaimlerChrysler and part of the Freightliner group of companies.

