

## **Detroit Diesel DD15™ Engines in High Demand For Heavy-Duty Applications**

*U.S. Xpress Enterprises Purchases First DD15™ Engine*

**REDFORD, Mich. – April 30, 2008** – Detroit Diesel Corporation announced today that the Detroit Diesel DD15™ engine, featuring excellent fuel efficiency and industry-leading power and performance, is receiving an overwhelmingly positive response from customers and surpassing initial sales expectations.

“Orders have continued to increase since we launched the DD15 engine several months ago,” said David Siler, director of marketing for Detroit Diesel.

“Customers are pleased with the new engine because of its outstanding performance as an EPA '07-compliant engine. The engine also is ready for EPA 2010 without it being necessary to add complex, new fuel systems or increasing the dependence upon EGR. Customers have embraced Detroit Diesel's vision of the DD15 becoming the trucking industry's engine leader. Simply put, the DD15 is replacing the legendary Series 60® engine for the same reasons the Series 60 grew to dominate North America's fleet business during the past 20 years. ”

The first production model DD15 was purchased by U.S. Xpress Enterprises, based in Chattanooga, Tenn. Max Fuller, CEO and co-chairman of U.S. Xpress Enterprises, said he purchased the engine for two of his Freightliner® Cascadia™ trucks because this engine is ready for 2010 EPA emissions standards without significant engine modifications under the hood or fuel economy compromises.

“Fuel economy, especially with today's rising costs, is one of the most important factors when it comes to choosing an engine. The DD15 is a next generation engine that we believe can assist in our fuel economy efforts and provide a competitive advantage going forward,” Fuller said. “In addition to being ready for the 2010 emissions, the longer maintenance cycles are more attractive for overall cost savings.”

Fuller continues, “Driver acceptance also has been very good in the early stages of implementation. U.S. Xpress is proud to be a SmartWay partner and we’ve been very pleased with what we have seen so far from the DD15. I expect to make additional purchases of DD15-equipped trucks in the future.”

After more than five years and \$1.5 billion in development, the heavy-duty DD15 displaces 14.8 liters, and is a 6-cylinder, in-line design. It is intended to offer superlative performance in all heavy-duty, North American truck applications. Utilizing innovative turbocompound technology as well as the amplified common rail fuel system (ACRS), the DD15 will optimize fuel efficiency while reducing harmful particulate and NOx emissions. When paired with the Cascadia, Freightliner’s newest Class 8 on-highway vehicle, the end result is a more aerodynamic, quieter, ride that performs extremely well for the bottom line.

“Never has the cost of diesel fuel been such a concern as it is today. Orders for the DD15 have surpassed expectations, mainly because our customers are interested in experiencing the cost savings and fuel efficiency benefits they will achieve with the DD15,” Siler said. “Drivers can now enjoy the quiet ride, while also positively impacting their bottom line.”

Detroit Diesel Corporation is a leading manufacturer of on-highway diesel engines for the commercial truck market. Headquartered in Redford, Mich., 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 Daimler company.

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