

Detroit Diesel Launches New Web Site

New site highlights Detroit Diesel's product line-up including the all-new DD15 and DD13 and its strong parts, service and support network

REDFORD, Mich. – Aug. 25, 2008 – Detroit Diesel has revamped its Web site, www.detroitdiesel.com. The new site makes it easier than ever to find Detroit Diesel® products, services and dealers.

The Web site features extensive information about Detroit Diesel's comprehensive lineup of engines, including the all-new DD15™ and DD13™; provides details about EPA 2010 regulations, including an explanation of Detroit Diesel's 2010 solution – BlueTec® Selective Catalytic Reduction (SCR) technology; and showcases genuine Detroit Diesel engine parts, maintenance products and reliabilt® genuine factory remanufactured parts.

Another key feature found on www.detroitdiesel.com is the new locator, with a live database that enables users to search Detroit Diesel's extensive network for new engine sales, part and service support or transmissions and axles. Users can also quickly determine availability and location of Detroit Diesel's huge selection of genuine Detroit Diesel replacement parts, maintenance products or reliabilt parts.

Updated graphics and new interactive elements such as podcasts, a photo library, advertising campaigns and a newsroom complete the enhanced site.

“Our updated site is a clear reflection of our mission: to make it easier for customers to get the information they need and keep them on the road,” said David Siler, director of marketing for Detroit Diesel. “Tools like the locator are another example of how Detroit Diesel provides premium service and value every step of the way.”

Detroit Diesel offers the best performing engines and the best performing network. With more than 800 locations in North America, Detroit Diesel's trained and qualified technicians are never far away. Its sophisticated parts and service network keeps locations stocked with genuine Detroit Diesel parts, genuine maintenance products, as well as reliable remanufactured parts.

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

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