



DEMAND POWER

DETROIT DIESEL  **DD15**

ALL ITS OWN

**"EVERYTHING FLEETS
AND OWNER-OPERATORS
ARE LOOKING FOR"**

— HARRY LYLES, Fleet Driver, California

**"YEAH
I WANT
THIS MOTOR"**

— JIMMY HANKINS, Fleet Driver, Illinois



ENGINE DD15

FROM
455-560
Horsepower

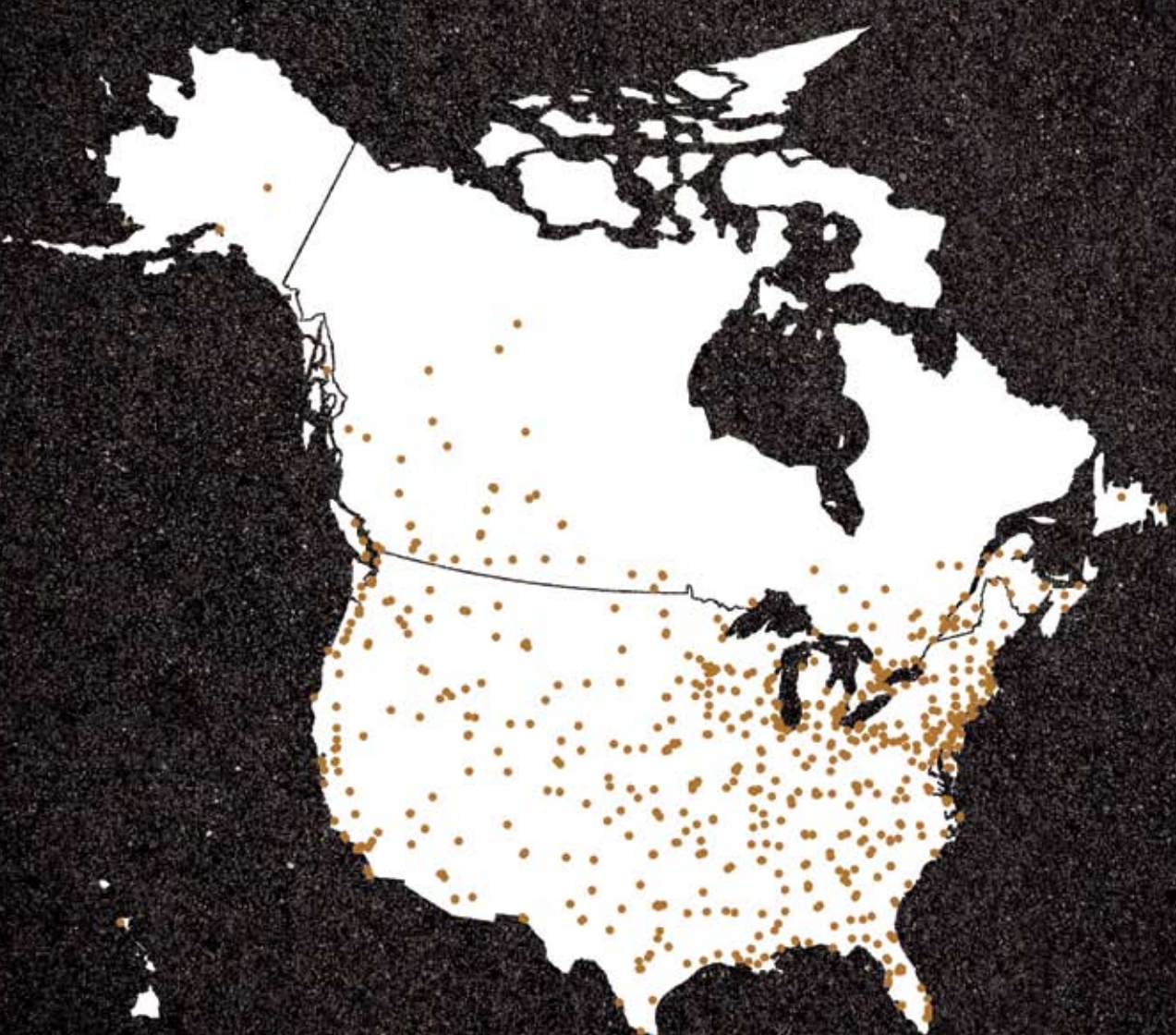
FROM
1550-1850
lb-ft Torque

DISPLACEMENT
14.8
Liters

DEMAND SUPPORT. ANYWHERE.

Detroit Diesel goes above and beyond to make sure you're covered. With unmatched parts availability, factory-certified technicians and more than 800 authorized service outlets in North America, you're never alone out there.

Learn more about our unparalleled support by visiting DetroitDiesel.com today.



DETROIT DIESEL
DEMAND PERFORMANCESM



DDC-EMC-BRO-0003-1007. Specifications are subject to change without notice. Detroit Diesel Corporation is registered to ISO 9001:2001. Copyright © Detroit Diesel Corporation. All rights reserved. Detroit Diesel Corporation is a Daimler company. *Compared to a Detroit Diesel Series 60 EPA 2007 engine with comparable engine ratings and load weights. **Effectiveness of turbo compound is based on load on the engine. The turbo compound returns horsepower back to the engine's flywheel.



ENGINE

DD15™

FROM
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Horsepower

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DISPLACEMENT
14.8
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DEMAND



DETROIT DIESEL



DD15™

IT ALL

DEMAND ECONOMY



AN ATTITUDE

**"SO QUIET
IT'S LIKE DRIVING
A LUXURY CAR"**

— JAMES SMITH, Fleet Driver, Tennessee

**"A LOT MORE
POWER
ON THE GET-GO"**

— TOM KEY, Fleet Owner, Wyoming

IMAGINE THIS.

You're leaving Grand Island for Salt Lake with 78,000 pounds and a tight schedule on your shoulders. Out of the lot, you tap the pedal and instantly you're off.

No lag.

The interstate is cluttered with RVs heading out for the weekend, but you pass them like they're roadside pebbles. And you do it smoothly, with little fuss. Now here come those hills. Funny, they seem less steep than you remember.

The power's holding longer, and you're shifting less. Your right arm is workin' part-time.

The rest of you feels pretty good too. The smooth, steady hum of a powerful engine is nice to your ear, not deafening. The vibrations and shaking are gone. The only thing you really feel is the power of the engine pulling you along – it's like you have torque in your back pocket.

And on the downside of those mountains, there's another surprise: a quiet, more powerful Jake. Keeps you running silent in those small towns you need to pass through.

This run's been a cakewalk.

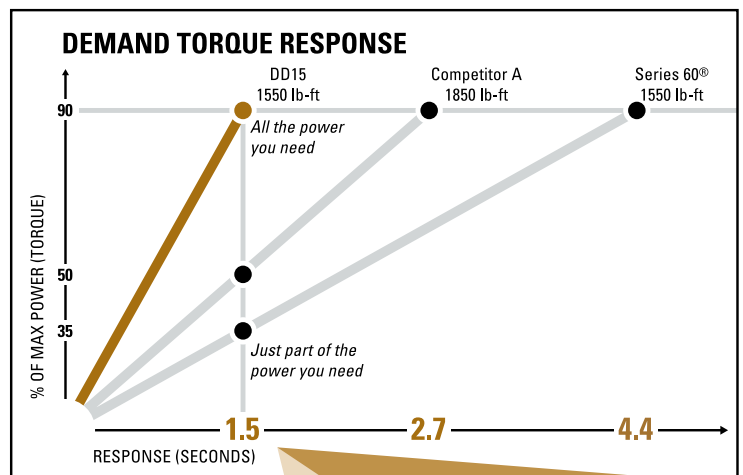
But you aren't dreaming. You're driving a DD15.

DEMAND P

DEMAND TORQUE RESPONSE

The DD15 delivers what you need, when you need it, in a way that you've never experienced before. It's called torque response. And it gives you the get up and go you need to conquer hills, pass when you want and deliver your load on time. And it all happens with more power, less fuel and better performance than ever before.

The DD15 won't just change the industry. It will change the way you drive. Before, climbing hills was tough: you kept your foot on the pedal and your hand on the shifter. Now, instant gratification is the name of the game. **That's because the DD15 delivers 90% peak torque in 1.5 seconds** (see "Demand Torque Response" chart). Other engines take up to four



At 1.5 Seconds You Can Demand Peak Torque

90% of 1550 lb-ft

50% of 1850 lb-ft

35% of 1550 lb-ft Series 60

TORQUE in lb-ft

PERFORMANCE

seconds. That means, in 1.5 seconds, other engines reach only half their power while the DD15 gives you all the power you demand.

Here's how:

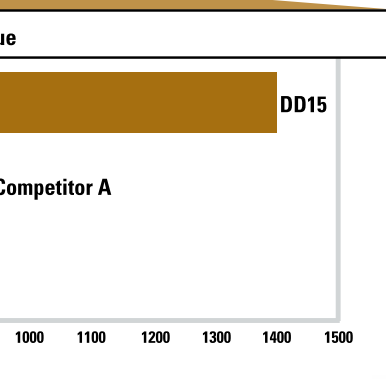
- A breakthrough innovation called Amplified Pressure Common Rail Fuel System (ACRS)
- A simple and reliable pre-EPA '98 non-wastegated and non-variable geometry-style turbocharger
- Low inertia, dual overhead camshafts

The ACRS works in unison with our DDEC® VI electronics to deliver the exact amount of fuel you need at just the right moment, creating the most optimal combustion event. The DD15's extremely high compression ratio of 18.4:1 produces more cylinder pressure than other designs. This means greater power and faster torque response than ever before.

Meanwhile, the compact turbocharger and the hollowed-out dual overhead camshafts work together to allow them to rev up quicker and accelerate your truck faster than any Detroit Diesel in the past. That's the magic behind the DD15's incredible torque response. And really, it's not just an innovation. **It's a whole new category of performance.**

"Response and pickup of this engine is incredible."

— Dale Lemmons, Fleet Owner, Washington



LOW COST OF OWNERSHIP

The DD15 is engineered to make maintenance quick and easy so you can get back on the road and keep cost of ownership in check. Engine sub-systems are modularly built to simplify parts replacement and maintenance. This reduces downtime during routine servicing. And there is less routine servicing because the DD15 was built for longer service intervals.

Maintenance Item	Severe-Duty	Short-Haul	Long-Haul
Engine Oil and Filter Change*	25,000	35,000	50,000
Fuel Filter Change	35,000	50,000	50,000
Valve Lash Adjustment	30,000	45,000	60,000

* Based on using Detroit Diesel lube oil and oil analysis program. Severe-Duty: Less than 6000 annual miles. Short-Haul: 6000 to 60,000 annual miles. Long-Haul: Over 60,000 annual miles.

Plus, changing your oil just got faster: All the filters of the DD15 are located above the frame rails and are cartridge-style for easy replacement. In fact, your hands may not even get dirty in the process. So the DD15 not only starts out as a great performing engine, it's engineered to stay that way.

QUIET BRAKING

Along with uncompromising torque, you're also equipped with an integrated Jacobs® Engine Brake that fully assists you when you need it. Now, you can stop on a dime with little sound or bone-shaking jolts. So when you're cruising through small towns where everyone's asleep, go ahead and turn it on. No one's gonna hear it. And with three levels of braking, you've actually got more flexible braking power than ever before. So you get down hills safer and with more control. The Jake Brake® is also lighter in weight than competitive designs. Now that's something new.

"Very little engine noise. You can't even hear the Jake Brake."

— Mitchell Ray, Fleet Driver, Wyoming

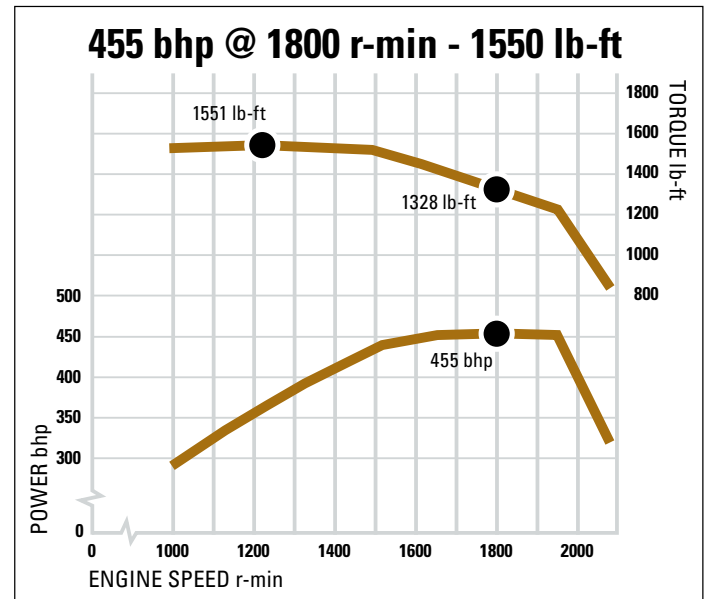


MORE PULLING, LESS SHIFTING

Torque range is how long your engine can perform at near-peak torque levels, and it's critical. With the DD15, you get an extremely long range, but it also goes extremely low, down to 1000 RPM. With this unbelievable powerband, low-end torque and less shifting, you've got all the tools to do your job better, faster and easier.

Flatten grades. Lighten loads. The DD15 pulls stronger so you can pull the biggest hill or heaviest load with zero worries. You can thank unprecedented low-end torque for that. And with an ultra-long flat torque curve, there's less shifting involved.

To state it in real time: At just over 1000 RPM, you're cranking with 90% of peak torque to turn your fastest gears effectively and efficiently. Because once you hit those hills, you're not slowing down, and you're not shifting as much.



DEMAND POWER

“Accelerates like an empty truck.”

— Ron McClain, Fleet Driver, Florida

The immediate response is what it's all about. And we figure, heck, the world is all about instant gratification. Why shouldn't you have yours? And the nice thing is the broader power range comes without extra costs. It doesn't eat up your engine. It doesn't send you to the shop. And it doesn't make you worry about the drive back.

DD15 Engine Power Ratings	
455 HP @ 1800 RPM	1550 lb-ft @ 1100 RPM
475 HP @ 1800 RPM	1550 lb-ft @ 1100 RPM
455 HP @ 1800 RPM	1650 lb-ft @ 1100 RPM
475 HP @ 1800 RPM	1650 lb-ft @ 1100 RPM
505 HP @ 1800 RPM	1650 lb-ft @ 1100 RPM
515 HP @ 1800 RPM	1750 lb-ft @ 1100 RPM
485 HP @ 1800 RPM	1850 lb-ft @ 1100 RPM
500 HP @ 1800 RPM	1850 lb-ft @ 1100 RPM
530 HP @ 1800 RPM	1850 lb-ft @ 1100 RPM
560 HP @ 1800 RPM	1850 lb-ft @ 1100 RPM

DD15 Engine Cruise Power Ratings	
455/475 HP @ 1800 RPM	1550 lb-ft @ 1100 RPM
455/475 HP @ 1800 RPM	1650 lb-ft @ 1100 RPM
455/505 HP @ 1800 RPM	1650 lb-ft @ 1100 RPM
475/505 HP @ 1800 RPM	1650 lb-ft @ 1100 RPM
485/530 HP @ 1800 RPM	1850 lb-ft @ 1100 RPM
500/560 HP @ 1800 RPM	1850 lb-ft @ 1100 RPM

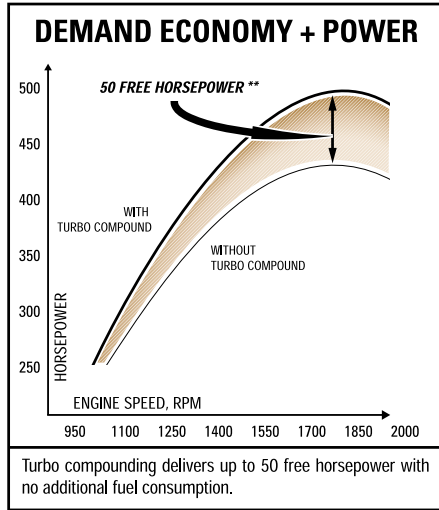
DD15 Engine Multi-Torque Power Ratings	
455 HP @ 1800 RPM	1550/1750 lb-ft @ 1100 RPM
475 HP @ 1800 RPM	1650/1850 lb-ft @ 1100 RPM



DEMAND ECONOMY

Did you think big power came with a big price?

That used to be the case. Now, with turbo compounding technology, you'll actually save money. The turbo compounding system uses less fuel without



sacrificing power, making it the perfect solution for the inconvenient reality of climbing fuel prices.

This is due to the compounding effect of a turbine wheel that turns hot flowing exhaust into energy. Some of

the exhaust heat your engine usually throws away is recovered and turned back into productive energy. So you're wasting less and using more, leaving you with a smaller fuel bill. But the truly amazing part: turbo compounding also delivers up to 50 free horsepower. Can you really say no?



Also working to maximize your fuel efficiency is the advanced combustion management of the DD15. The ACRS optimizes the injection process while the helpful DDEC VI adjusts to driving conditions and driver commands instantly. Every component of the DD15 is designed for maximum performance.

With the DD15, even your lungs will perform better. You can thank the Aftertreatment Device (ATD) that maximizes your engine's performance by burning out deposits like soot and carbon. It strips the black soot out of the exhaust so your engine runs cleaner, better and needs less maintenance.

BONUS

DD15 IS DESIGNED WITH EPA 2010 IN MIND.

"It's a good smooth runnin' truck. Seems like a winner."

– Steven Hougham, Fleet Driver, Wyoming

Item	Warranty Limits (Whichever Occurs First)		Repair Charge (Paid by Owner)	
	Months	Miles / Kilometers	Parts	Labor
Engine	0-24	Unlimited	No charge	No charge
Injectors	0-24	200,000 mi 320,000 km	No charge	No charge
Upon expiration of the 24-month warranty coverage, but within 500,000 mi / 800,000 km of use, the warranty continues to apply as follows:				
Major Components	25-60	500,000 mi 800,000 km	No charge	Not covered

THE DD15 COMES WITH A THOROUGH WARRANTY PLAN AND IS DESIGNED FOR A B50 LIFE OF 1.2 MILLION MILES.

More reasons Detroit Diesel is the best choice for those who demand it all.