

## CASE STUDY

# Cummins X15 – Quick & Efficient Turnaround From Concept To Production

### THE CLIENT



Cummins is an industry-leading manufacturer of state-of-the-art diesel and natural gas-powered engines. Since 1919, Cummins has powered vehicles ranging from pickup trucks to on-highway and off-highway machines.

**9 CUSTOM** samples  
in **4 QUICK** weeks

### THE CHALLENGE

Cummins contacted us in mid-June 2016 as it was planning to introduce a new line of performance and efficiency series trucks, known as the X15 Series, to the North American market. The company wanted new branding, but development time was limited with production set for the first week of January 2017. With just six months to move from concept to mass production, efficiency was critical.

### THE SOLUTION

Various artworks were reviewed during a meeting in early July. Cummins' engineering team narrowed down the designs to two final parts. Durability requirements, environmental specifications, and budget were discussed, leading both Cummins and LaFrance to consider using either aluminum or stainless steel for the new parts. As the branding would be assembled to a bezel supplied by another manufacturer, we reviewed housing files from the tier supplier to ensure fit and function.

During our visit to Cummins' office in early August, we presented nine variations in custom samples to serve as inspiration and aid in ease of design selection. Cummins was blown away by the number of custom options we created in the one-month turnaround time. After internal review and comparing our value package to that of our competitors, LaFrance was officially awarded the program one week later.

We took an in-depth look at durability requirements. Our engineers worked very closely with Cummins' engineers to help put the necessary testing plans in place that would work for them. We held weekly virtual meetings with Cummins from September through the first week of January to implement pre-pilot, pilot, and production builds. We supported design changes during program development while supporting three critical product pre-builds in Q4 2016.

“ I have thoroughly enjoyed LaFrance's partnership on the X15 branding effort. To this day, I continue to hold LaFrance up as a benchmark for how a supplier and a customer can partner to deliver something extraordinary – and typically in much less time than desired!”

Alan Strandburg, JTC Base Engine Assistant Chief Engineer

## THE RESULTS

### On-Time Product Launch

👍 Cummins' condensed six-month development time frame was met without issue

### Tangible Dependability

👍 Cummins used these name plates to showcase its pride for the product and the brand, successfully conveying dependability to customers

### Production Differentiation

👍 Cummins achieved the elevated aesthetics it wanted for its new line of performance and efficiency series trucks for introduction in North America

### Engineered Testing

👍 The testing specs developed in concert with Cummins and LaFrance are now used on all of Cummins' part drawings for its aluminum engine badges

### Continued Partnership

👍 Our reliable support of the X15 Series program in 2016/2017 has led to additional X15 program launches in 2018, 2019 (100th anniversary), and 2020