



Cummins Power Generation brand replaces Cummins Onan on residential and light commercial generators

New marketing strategy leverages the equity in a well-known global industrial brand for expanded residential and light commercial power applications.

MINNEAPOLIS, MINN., October 1, 2013 – Cummins Power Generation has announced that it will be pursuing a one-brand strategy for its residential and light commercial standby generators. The company's air- and liquid-cooled [residential and light commercial standby generators](#) were previously marketed under the brand Cummins Onan. Phased in over the next few months, these lines will now be branded Cummins Power Generation.

"This rebranding will help us leverage the strength in the Cummins Power Generation brand, reminding customers that the same brand trusted in some of the largest power applications in the world also powers smaller applications such as homes and small businesses," said Vivek Malapati, residential and commercial segment leader for Cummins Power Generation. "The branding strategy also is consistent with global branding for this segment outside of North America."

For over 94 years, [Cummins Power Generation](#) has been supplying reliable power for customers around the world. The company manufactures gas powered generator sets from 5 kW to 2,000 kW and diesel generator sets from 10 kW to 2,750 kW. Providers of essential services like hospitals, data centers and public safety agencies rely on emergency standby power systems to keep functioning during power outages, but homeowners and small businesses also benefit from the safety and convenience of backup power in the event of utility power failures.

[Cummins Onan](#) will continue to be an important brand for the company's line of generators used in recreational vehicles, commercial mobile generators and marine generators.

"Some things that will not change are our excellent product quality, great customer experiences and our overarching brand promise," said Malapati.



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About Cummins Power Generation

Cummins Power Generation, a subsidiary of Cummins Inc. (NYSE: CMI), is a global leader dedicated to increasing the availability and reliability of electric power around the world. With more than 90 years of experience, the company's global network of distributors in more than 190 countries delivers innovative solutions for any power need – commercial, industrial, recreational, emergency and residential.