

# TOP 10 REASONS



## TO ORDER YOUR NEW KENWORTH WITH AN ENGINE START MODULE (ESM) FACTORY-INSTALLED OPTION

**1** CRANKS IN TEMPERATURES UP TO 149°F AND AS LOW AS -40°F

**2** EFFECTIVELY ELIMINATES JUMP-STARTS

**3** LONGEVITY - 8 YEAR DESIGN LIFE\* OR HUNDREDS OF THOUSANDS OF CRANKS

**4** 4 YEAR LIMITED NON-PRORATED WARRANTY

**5** STARTS TRUCK EVEN WHEN BATTERIES ARE SEVERELY DISCHARGED

**6** DECREASES BATTERY REPLACEMENT COSTS

**7** INCREASES UPTIME

**8** WEIGHT (ONLY 19 LBS) INCREASES PAYLOAD

**9** LOWERS FUEL COST DUE TO IDLE REDUCTION

**10** MAINTENANCE FREE

The Kenworth ESM Option Code is 1821218 for T680 and T880 trucks

Read more about the Kenworth ESM Option:  
<http://bit.ly/1AqMghJ>



ULTRA 31/1800 Engine Start Module

\*Results may vary. Additional terms and conditions, including the limited warranty, apply at the time of purchase. See the warranty details and datasheet for applicable operating and use requirements.