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ESW Group, which manufactures a line of emissions control products designed primarily for diesel engine applications, has expanded into the medium and heavy-duty vehicle aftermarket niche. The company's new Skyline diesel particulate filter (DPF) is designed for several 2007 and newer engine families.



## TECHNOLOGY of clean AIR

# CLEANING UP IN A NEW MARKET

ESW Group expands into new DPF replacement niche

**BY JACK BURKE**

It's been eight years since medium- and heavy-duty vehicles in the United States started sporting diesel particulate filters (DPFs) to help meet stricter emissions requirements. During that time, millions of those vehicles have driven billions of miles, and many of the filters in the DPF systems are nearing their useful lifespan.

ESW Group, which makes a diverse line of emissions control products designed primarily for diesel engine applications, sees an opening in a potentially lucrative aftermarket segment and is expanding its offerings to meet that new need, said Mark Yung, executive chairman of the Montgomeryville, Pa.-based company.

"The evolutionary change that the

market saw in 2007, plus the growing recognition that even cleaner trucks need to replace mission-critical parts to ensure low emissions, is now creating this opportunity eight years later around an end-user market that is very sizeable," Yung said. "These medium- to heavy-duty vehicles have very long shelf lives and can run up to 20 years and for many miles, and the DPF filters installed on these vehicles will have their own replacement cycle. This plays very well into the capabilities and knowledge base that ESW has been able to create around a niche market — the diesel emission control market."

The company's new Skyline DPFs, which were introduced in June, are designed to be an "exact fit" replace-

ment for original equipment manufacturer (OEM) products and are compatible with several 2007 and newer heavy- and medium-duty on-highway engine families. The Skyline DPFs are manufactured in the United States with new OEM-grade materials and incorporate stainless steel to enhance durability and corrosion resistance. The DPFs incorporate cordierite substrates with advanced coatings and include a two-year unlimited mileage warranty.

Yung said ESW couldn't cover every engine family and every single part number up front, but it will continue to add other engine families as demand develops.

"To date, we've been focused on selling compliance products, and as we go forward in the aftermarket world, we're focusing around producing the same high-quality product through heavy engineering development and testing at our lab but at a value point that makes sense," Yung said. "In the compliance-driven diesel emissions control market, you're focusing on pockets that have identified a regulatory need — here, we're talking about basically anyone who owns a truck."

The move into aftermarket products leverages ESW Group's emissions control system experience, Yung said. Founded in 1999, ESW Group has developed a strong foundation and brand recognition in diesel emissions control systems, a proven engineering team, manufacturing, distribution, a market-leading field support team and emissions testing services, Yung said.

"To us, participating in, going into this aftermarket segment is really leveraging all that we've created in terms of capabilities around the diesel emissions control market," Yung



## Skyline DPF Applications Model Year 2007 And Newer Engines Only

Engine Manufacturer	Engine Models
Caterpillar	C7, C9, C13, C15
Cummins	ISB, ISC, ISL, ISM, ISX
Detroit Diesel	Series 60, DD13, DD15, DD16
Hino	J05D, J05E, J08E
International/Navistar	MaxxForce 5, 7, DT, 9/10, 11, 13, 15
Isuzu	4HK1, 6HK1X
Mercedes/Daimler Chrysler	OM642LA, OM926LA, OM460LA
Mitsubishi Fuso	4M50, 6M60
Paccar	PX-7, PX-9, MX-13
Volvo/Mack	MP7, D11F, D11H, MP8, D13H, MP10, D16F, D16H

said. "This gives us the opportunity to deploy all those capabilities into a new and emerging marketplace that we see evolving before our very eyes."

Yung said that some estimates peg the value of the medium- and heavy-duty aftertreatment maintenance and repair market at \$3 billion by 2017.

ESW's experience in diesel emissions control markets will help the company succeed in the aftermarket niche, Yung said. In its current business, ESW has forged relationships with regulatory agencies, developed its

own emissions testing (see February 2015 *Diesel Progress North American Edition*) and built distribution, post-sales and warranty infrastructures.

"We'll be able to leverage our scalable cloud-based systems that are relatively customized for a high SKU-based market and for our distributors as well as fully integrated to our business, which is also going to be useful to us in this new market," Yung said. "Those trucks are at a stage where they are requiring more replacement parts around their OEM diesel emissions controls, so all the fundamen-

tals have us very excited for the aftermarket opportunity."

With a large upside to the DPF aftermarket segment, Yung expects competition from both OEMs and other companies. The goal is to compete with OEMs on value points and with other market entrants on service and availability, he said.

"There will be competition, but we've been afforded, by becoming one of the leading players in diesel emissions control market, the ability to invest a significant amount of capital on core capabilities, including our emissions testing facility, all that time spent with (regulatory agencies) and in building our proprietary distribution network," Yung said. "It will be a natural evolution to the marketplace, which will give us to a certain extent a first-mover advantage versus other new entrants into the marketplace."

Yung said ESW plans to leverage its expertise in other aftermarket areas as well.

"We're looking at eventually doing diesel oxidation catalysts (DOC), other FTR (factory through repair)-related parts eventually, but we don't have a specific timetable," Yung said. "Right now, DPF is our core focus, given that in itself, it is a pretty broad market segment." **dp**



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