

35MAX & 15QMAX

1/2" & 3/8" Ultra-Compact Impacttools™

Agenda

- Market Overview
- Customer Portrait
- Product Overview
- Engineering Overview
- Product Offering
- Field Trial Feedback
- Competitive Landscape
- Commercialization

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Market Overview



Market Overview

- Competition has seen success with the introduction of ultra-compact “stubby” impact wrenches to the market. Rebranding of Taiwanese-manufactured solutions by major competitors, i.e. Chicago Pneumatic, has set the level of customer expectation.
- More so now than ever, access points for operators and technicians are getting increasingly confined. Users need a compact tool that will surpass the tight fit, remain lightweight, and provide required performance in order to get their jobs done.
- Value drivers
 - Power-to-Weight
 - Reliability
 - Access
 - Control

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Market Overview



A Crowded Space (This is Only Some) Offering Eerily Similar Tools in Both Performance and Design

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Customer Portrait

End User Profile & Applications

Primary target end users are operators that frequently come across tasks that may have prohibitive access points, or desire a lightweight tool that can still get the job done. Their requirement is that a tool be reduced to the smallest dimensions, including weight, length, height, and width, and still provides them the required performance to remove or tighten fasteners in even the tightest of entrance spots.

Application
Vehicle Repair & Maintenance
Industrial Machine Maintenance
Manufacturing Equipment Repair
Machinery Installation
Equipment Disassembly

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Product Overview



Positioning Statement

The Ingersoll Rand 35MAX and 15QMAX Ultra-Compact Impacttools are durable, access-granting 1/2" and 3/8" tools, respectively, that weigh only 2.4 lbs., yet still pack a powerful punch. Their tested, market-leading reliability, premiere power-to-weight ratios, and one-handed operability make these tools ready for any task, no matter if it is up, under, over, or around any awaiting obstruction

POWER-TO-WEIGHT



RELIABILITY

ACCESS

CONTROL

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Features & Benefits

Access

There is no place for work to hide; as this compact design gives the user the admittance and power they need, even if the task is up, under, over, or around any awaiting obstruction

Reliability

Built on the IR Impactool™ legacy, this tool is testing at **2X the life of competitive products** available today. This tool will be the most reliable for an extensive period of time, no matter the application. We offer a 2-year warranty to prove it

Power-to-Weight

At 2.4 pounds, this tool is the lightest on the market, and it still manages to produce a torque output that can compete with the best; making it a **power-to-weight leader in its class**

Control

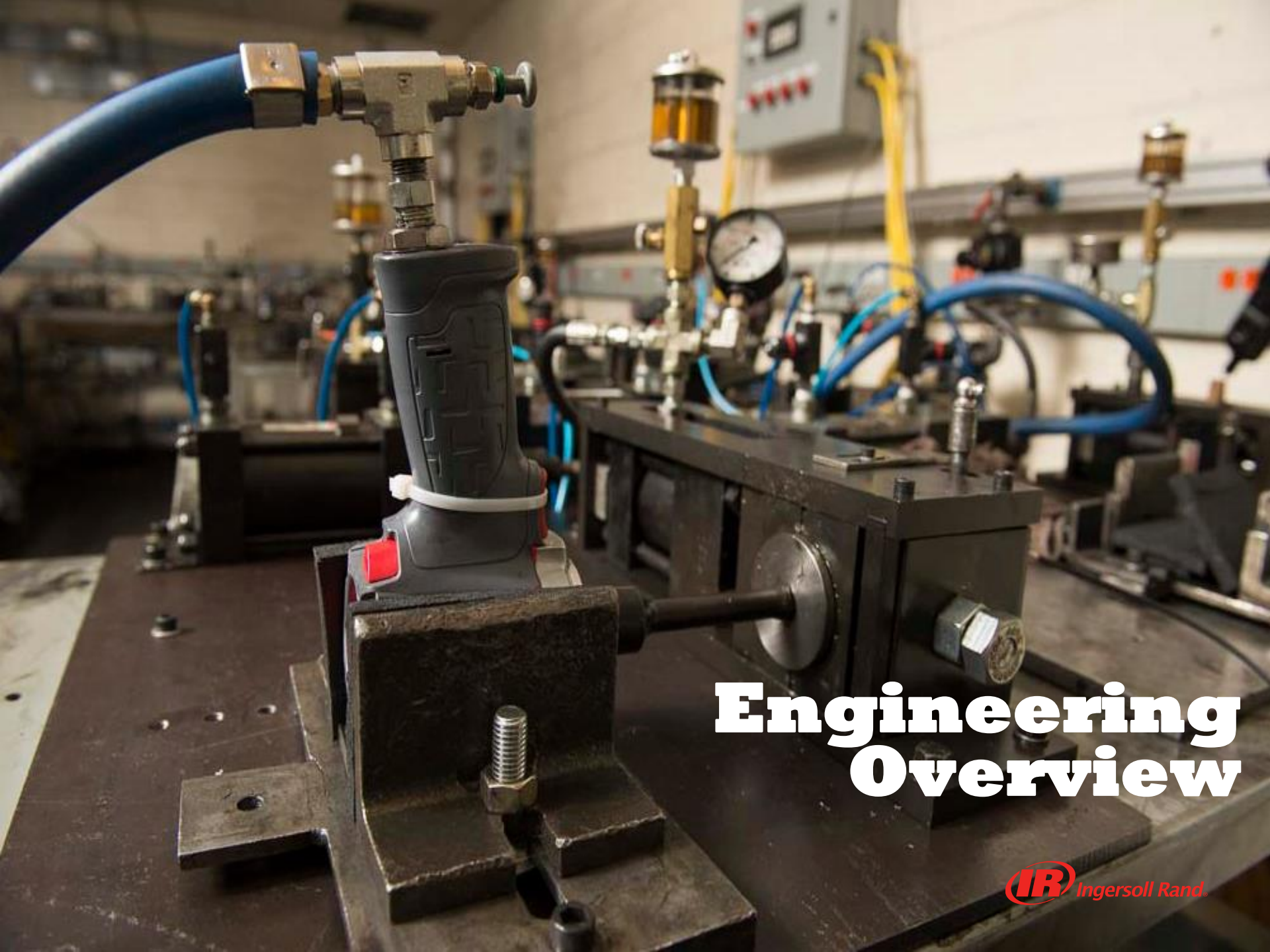
With the forward/reverse buttons located on the back of the tool, one-handed governance has never been this convenient. It features 3 different regulation settings (in forward) on its easy to operate power regulator dial



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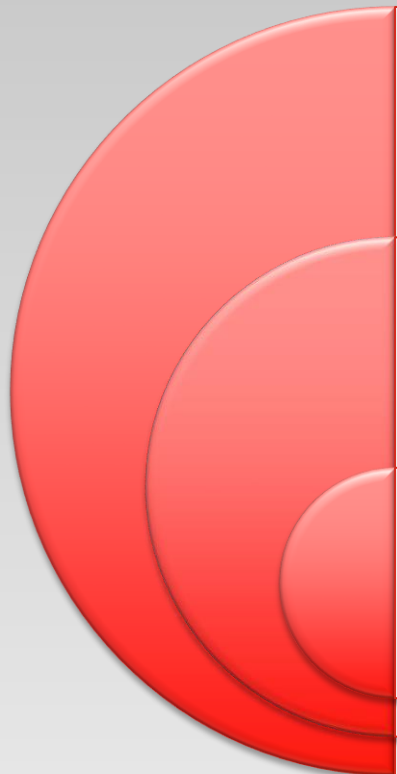
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Engineering Overview

Engineering Overview



Twin Hammer Design	<ul style="list-style-type: none">• Reduces vibration• Increases performance
Same Ingersoll Rand “guts” you trust ...condensed	<ul style="list-style-type: none">• Market-leading durability• IR designed, engineered, and manufactured
Premiere Quiet Technology (3/8”)	<ul style="list-style-type: none">• No added weight or componentry• Adheres to workplace conditions

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Product Offering

IR Ingersoll Rand.

Product Offering

<u>Model</u>	<u>CCN</u>	<u>Description</u>	<u>List Price (USD)</u>
35MAX	47544404001	1/2" Ultra-Compact Impactool	\$245.00
15QMAX	47544405001	3/8" Quiet Ultra-Compact Impactool	\$245.00
35-BOOT	47555720001	BOOT, 35MAX AND 15QMAX	\$21.00

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Product Specifications

Model	Drive		Max Torque					Impacting Sound Level dB(A) (ISO15744)		Free Speed Sound Level dB(A) (ISO15744)		Vibration (m/s ²) ISO28927		Avg. Air Consumption cfm (l/min)	Air Consumption @ Load cfm (l/min)	Air Inlet NPTF (in.)	Min Hose Size (in.)
	Type	Output Size	Nut Busting Torque ft.-lbs. (Nm)	Forward ft.-lbs. (Nm)	Reverse ft.-lbs. (Nm)	Impacts per Minute (bpm)	Max Free Speed (rpm)	Pressure (Lp)	Power (Lw)	Pressure (Lp)	Power (Lw)	Level	K				
35MAX	Square	1/2"	625 (850)	360 (490)	450 (610)	1,250	8,000	95.9	106.9	102.1	113.1	6.4	1.0	4 (113)	17 (481)	1/4"	3/8"
15QMAX	Square	3/8"	475 (650)	310 (420)	380 (520)	1,350	6,000	89.7	100.7	83.7	94.7	5.5	0.9	4 (113)	17 (481)	1/4"	3/8"

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Product Load Data

Model	Weight Lbs. (kg)	Length In. (mm)	Width In. (mm)	Height In. (mm)	Package Weight Lbs. (kg)	Package Length In. (mm)	Package Width In. (mm)	Package Height In. (mm)	HTS	ECCN	COO	Warranty	UPC
35MAX	2.4 (1.1)	4.6 (117)	2.4 (61)	7.1 (180)	3.0 (1.4)	9.3 (236)	6.3 (160)	3.1 (79)	8467290040	EAR99	China	2-year	663023126036
15QMAX	2.4 (1.1)	4.6 (117)	2.4 (61)	7.1 (180)	3.0 (1.4)	9.3 (236)	6.3 (160)	3.1 (79)	8467290040	EAR99	China	2-year	663023126043

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Parts List

<u>Item Number</u>	<u>CCN</u>	<u>Description</u>	<u>List Price (USD)</u>
35MAX-A40	47562149001	HOUSING ASSEMBLY (FOR 35MAX)	\$25.00
15QMAX-A40	47562150001	HOUSING ASSEMBLY (FOR 15QMAX)	\$25.00
35MAX-300	47533612001	NAMEPLATE LABEL (FOR 35MAX)	TBD
15QMAX-300	47524478001	NAMEPLATE LABEL (FOR 15QMAX)	TBD
35-K75	47562151001	BUTTON KIT	\$3.00
2131-A329	04167896	REVERSE VALVE ASSEMBLY	\$12.00
2135-D565A	45531787	INLET BUSHING ASSEMBLY	\$17.00
2131-57	04167862	INLET CLIP	\$3.00
2135-K303	45535031	INLET PARTS KIT	\$15.00
2135-D93	80096704	TRIGGER ASSEMBLY	\$4.00
2115-638	80126170	SCREW, HAMMER CASE (4 REQ.)	\$2.00

*Updated file will be sent when final components are priced

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Parts List (cont.)

<u>Item Number</u>	<u>CCN</u>	<u>Description</u>	<u>List Price (USD)</u>
35-K249	47562152001	POWER REGULATOR KIT	\$34.00
35-639	47524480001	SCREW, MOTOR (4 REQ.)	TBD
35-A53	47562156001	ROTOR ASSEMBLY	\$36.00
35-42-7	47562153001	VANE PACK (SET OF 7)	\$5.00
35-A3	47562157001	CYLINDER ASSEMBLY	\$29.00
15Q-311	47559331001	SILENCER (FOR 15QMAX)	TBD
4U-97	03070927	BALL BEARING, FRONT	\$10.00
35-36	47524968001	GASKET, HAMMER CASE	TBD
35-THK1	47562154001	HAMMER MECHANISM KIT	TBD
35-724	47520211001	HAMMER (2 REQ.)	TBD
35-A726	47533613001	ANVIL ASSEMBLY (FOR 35MAX)	TBD

*Updated file will be sent when final components are priced

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Parts List (cont.)

<u>Item Number</u>	<u>CCN</u>	<u>Description</u>	<u>List Price (USD)</u>
15-A626	47539292001	ANVIL ASSEMBLY (FOR 15QMAX)	TBD
2125QTi-K425	80107733	SOCKET RETAINER KIT (FOR 35MAX)	\$3.00
2125QTi-K425-10	47517616001	SOCKET RETAINER KIT (FOR 35MAX – 10 PACK)	\$7.00
1702-K425	47533407	SOCKET RETAINER KIT (FOR 15QMAX)	TBD
35-D727	47533633001	HAMMER CASE ASSEMBLY	TBD
131-188	04700878	GREASE FITTING	\$3.00
35-TK1	47562155001	TUNE-UP KIT	TBD

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Field Trial Feedback

Field Trial Feedback



“You guys finally have one! All of my impacts are IR, so I know I can trust this one.”

– Tire Shop Technician (Owner of a competitive model that was unhappy with trigger operation and position)

“I have used this thing in place of my standard 1/2” gun, and it performs every time I need it to, plus it’s lighter weight” – Auto Service Technician



“We love the weight! The girth is narrower than the competitive model we have today. It can fit in tighter places.”

– Auto Repair Technician


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Competitive Landscape

IR Ingersoll Rand.

Product Differentiation - 1/2"

				
Company	Ingersoll Rand	King Tony America	CP	AirCat
Max Torque Rev (ft.-lbs.)	450	500	450	500
Weight (lbs.)	2.4	3.3	2.9	2.8
Length (in)	4.6	4.4	4.4	4.3
Sound Level (dBA)	96	85	95	89
Power Regulator	Dial (Back)	Switch (Back)	Thumbwheel (Front)	Thumbwheel (Front)
F/R Location	Buttons (Back)	Switch (Back)	Switch (Front)	Switch (Front)

*Competitive Advertised Specifications

**Leading Power-to-Weight Ratio;
Plus Greater Durability and Increased Control**

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Product Differentiation - 3/8"

				
Company	Ingersoll Rand	King Tony America	CP	AirCat
Max Torque Rev (ft.-lbs.)	380	350	415	400
Weight (lbs.)	2.4	3.0	2.9	2.8
Length (in)	4.6	4.4	4.4	4.3
Sound Level (dBA)	90	85	95	89
Power Regulator	Dial (Back)	Switch (Back)	Thumbwheel (Front)	Thumbwheel (Front)
Forward/Reverse	Buttons (Back)	Switch (Back)	Switch (Front)	Switch (Front)

*Competitive Advertised Specifications

**Leading Power-to-Weight with Added Quiet Technology;
Plus Greater Durability and Increased Control**

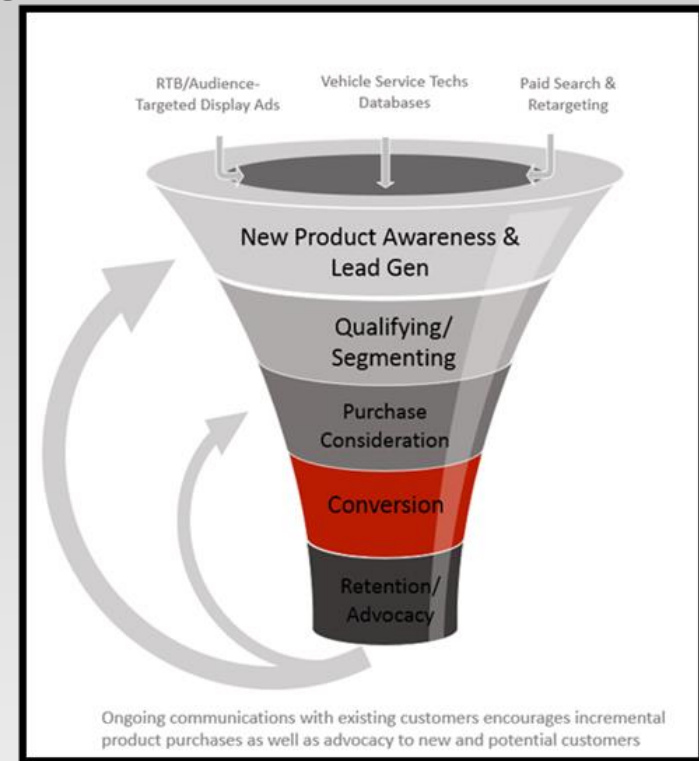
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A detailed photograph of a cluttered workbench. In the center is a grey and red cordless drill with 'IR Ingersoll Rand' branding. To its right are a pair of black work gloves with 'BLACK CANYON' on the wrist. Various other tools are scattered around, including pliers, sockets, a hammer, and a yellow coiled cable. The background shows a red toolbox with a white label that says 'UNLOCK' with an arrow pointing right. The overall scene is a busy, well-used workshop.

Marketing Collateral & Commercialization

End User Marketing Activities

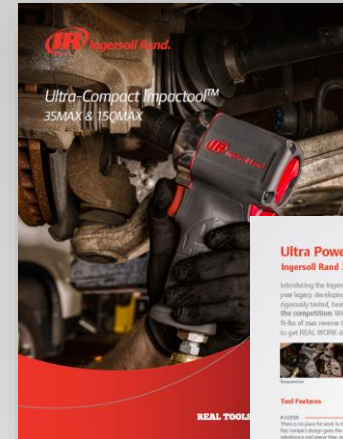
- Digital Marketing Campaign
 - Full-funnel digital marketing program to generate targeted awareness for new & existing products, drive purchase consideration and conversion, and retain lifelong customers
 - Retargeting, display ads, email drip campaign
 - Lead with New Products
- Social Media Campaign
 - Social contest
 - “Boosted” posts
- PR
 - Press Release (May 2nd)
 - Targeted media & blogger outreach
 - Demo tools for review
- Video Testimonials



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Chanel Marketing Activities

- Marketing collateral available on IR Media Center
 - Flyers, Streetfighters, ad builders, images, videos, etc.
 - www.ingersollrandmarketing.com
- Introduction at Spring trade shows
- Ads in channel partner publications
- Demo units for each salesperson (End of April/Beginning of May)



Ultra Power - Ultra Compact - Ultra Reliable
Ingersoll Rand 35MAX 1/2" & 15QMAX 3/8" Ultra-Compact impactools™

Introducing the Ingersoll Rand 35MAX Ultra-compact impactool™. Built on Ingersoll Rand's 100 year legacy developing industry leading tools, you can always rely on the 35MAX. This tool has been rigorously tested, broken up, dropped and pushed to the limits to make sure it lasts twice as long as the competition. With its built-in torque, superior durability, superior accessibility and 422 lb-ft of case reverse torque at just 2.8 lbs, the 35MAX is not just a body-piercer, it's a tool you need to get REAL WORK done fast and done right.

Tool Features

- ACCESS** - Thanks to its compact design, the 35MAX is the lightest on the market, and it still manages to produce a torque output that can compete with the best. Working in a space too tight for a 20-lb tool.
- RELIABILITY** - Built on our 100-year legacy, the 35MAX has a proven track record for performance and reliability. It's built to last, and it's built to last. It's built to last. It's built to last. It's built to last.
- POWER TO RESIST** - At 422 lb-ft, the 35MAX is the lightest on the market, and it still manages to produce a torque output that can compete with the best. Working in a space too tight for a 20-lb tool.
- CONSTRUCTION** - Built on our 100-year legacy, the 35MAX has a proven track record for performance and reliability. It's built to last, and it's built to last. It's built to last. It's built to last. It's built to last.

Specs

		1/2" & 3/8" Ultra-Compact Impactools™			
		35MAX	15QMAX	15QMAX	15QMAX
Model	35MAX	15QMAX	15QMAX	15QMAX	15QMAX
Case Torque (lb-ft)	422	422	422	422	422
Weight (lb)	2.8	2.8	2.8	2.8	2.8
Length (in)	10.5	10.5	10.5	10.5	10.5
Width (in)	2.5	2.5	2.5	2.5	2.5
Height (in)	4.5	4.5	4.5	4.5	4.5
Case Torque (lb-ft)	422	422	422	422	422
Weight (lb)	2.8	2.8	2.8	2.8	2.8
Length (in)	10.5	10.5	10.5	10.5	10.5
Width (in)	2.5	2.5	2.5	2.5	2.5
Height (in)	4.5	4.5	4.5	4.5	4.5

*With Super Tool technology.

Ingersoll Rand **REAL TOOLS FOR REAL WORK**

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