



Nothing but **HEAVY DUTY.**®



M18 FUEL™ 3/8" Mid-Torque Impact Wrench Launch Deck



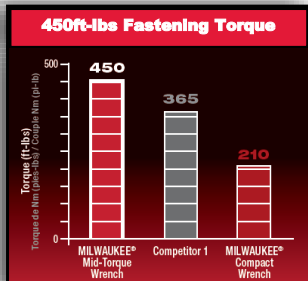
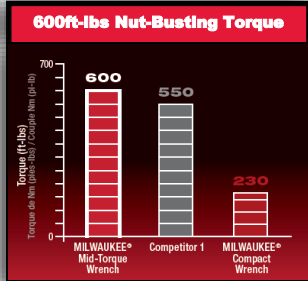
M18 FUEL

M18 FUEL™ 3/8" Mid-Torque Impact Wrench

One-Slider

Pre-Order Date: **June 1, 2018**

Launch Ship Date: **July 1, 2018**



Most Powerful 3/8" Impact Wrench

- Complete pneumatic replacement, outperforms cordless competitor
- 450ft-lbs Fastening Torque
- 600ft-lbs Nut-busting Torque

Compact Length

- 6.7" in length for more access in tight spaces

3-Speed DRIVE CONTROL™

- 0-575, 2,000, 2,300RPM
- Provides additional control for low torque applications

Premium Anvil Design

- Up to 60% longer anvil life than cordless competitor



Item#	Product Name	Launch Date	Ship Date	List Price	50% Off Cost	HD Cost	Sugg. Retail	iMAP	UPC
2852-20	M18 FUEL MTIW 3/8" Friction Ring - Bare	6/1/2017	7/1/2017	\$314.00	\$157.00	\$151.00	\$189.00	\$189.00	045342533008
2852-22	M18 FUEL MTIW 3/8" Friction Ring - 5.0 Kit	6/1/2017	7/1/2017	\$702.00	\$351.00	\$339.00	\$399.00	\$399.00	045242533015
2852-22CT	M18 FUEL MTIW 3/8" Friction Ring - 2.0 Kit	6/1/2017	7/1/2017	\$524.00	\$262.00	\$254.00	\$299.00	\$299.00	045242533022

M18 FUEL™

DRIVEN TO OUTPERFORM.™

1 POWERSTATE™
BRUSHLESS
MOTOR

2 REDLINK PLUS™
INTELLIGENCE

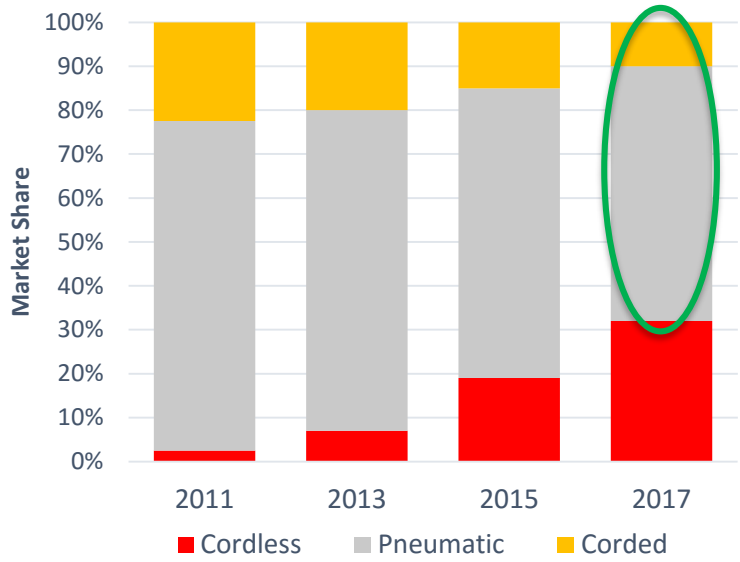
3 REDLITHIUM™
XC5.0
BATTERY PACK
FITS ALL M18™ TOOLS.

UP TO
600 FT-LBS
NUT-BUSTING
TORQUE

UP TO
450 FT-LBS
FASTENING
TORQUE

3-MODE
DRIVE
CONTROL™

Impact Wrench Market: \$1 Billion



\$700MM Opportunity for additional Impact Wrench Sales

3/8" Impact Wrench Landscape

PNEUMATIC



- Over 60% of market size uses a pneumatic 3/8"
- More powerful than compact 3/8" cordless wrenches (325ft-lbs)
- Significant market shift happening from pneumatic to cordless

CORDLESS



- Recent competitive 3/8" Mid-Torque Wrenches launched
- Significantly more torque than compact wrenches
 - 550ft-lbs vs. 230ft-lbs

\$700mm Opportunity for Continued Pneumatic to Cordless Conversion

Common Users & Applications

Automotive & Heavy Machinery



Common Applications:

- Underhood repair
- Underbody maintenance

Core MEP Users



Common Applications:

- Concrete anchor fastening
- Grooved joint couplings

General Contractors



Common Applications:

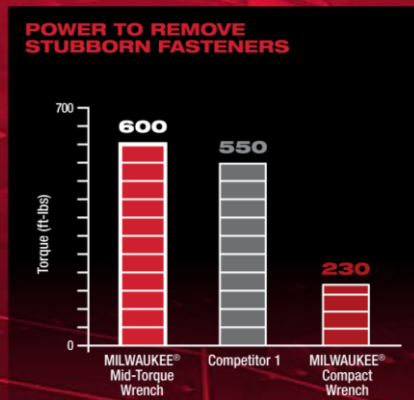
- Lag bolts for framing, sill plate, or decking installation
- Concrete anchor fastening

M18 FUEL™

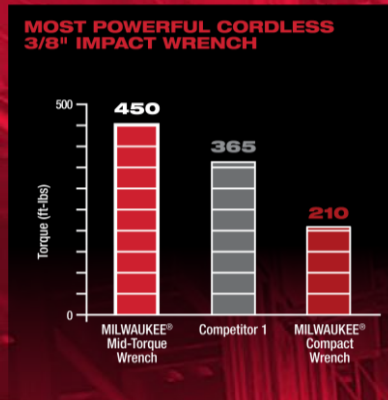
DRIVEN TO OUTPERFORM.™



UP TO
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3-MODE
**DRIVE
CONTROL**™



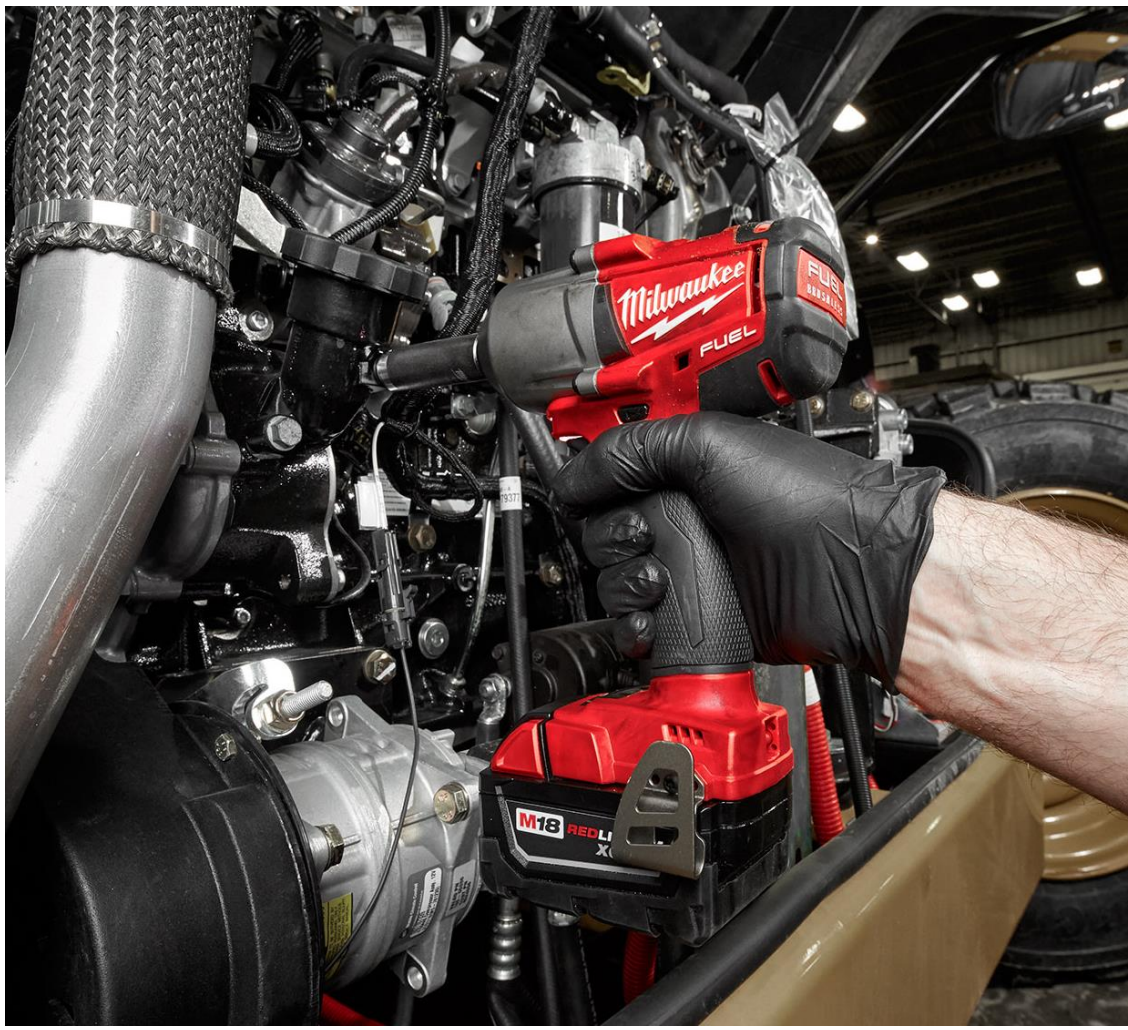


POWER TO REMOVE STUBBORN FASTENERS

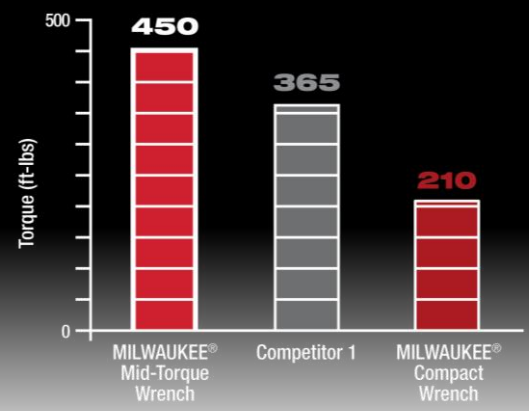


Up to 600ft-lbs Nut-Busting Torque

- Most Powerful 3/8" Impact Wrench in the Industry
 - Outperforms pneumatic and cordless
- Power to break loose the most stubborn of fasteners



MOST POWERFUL CORDLESS 3/8" IMPACT WRENCH



Up to 450ft-lbs Fastening Torque

- Most Powerful 3/8" Impact Wrench in the Industry
 - Outperforms pneumatic and cordless
- Power to fasten the most demanding applications



3-Mode DRIVE CONTROL™

- Delivers unmatched control to for the right speed and torque for the application
- RPM: 0-575 / 2,000 / 2,300
- IPM: 0-450 / 2,900 / 3,200
- Fastening Torque (ft-lbs):
 - 0-100 / 325 / 450

How We Win vs. Cordless



*IR is only competitive cordless 3/8" MTIW in the market

BRAND	Milwaukee®	Ingersoll Rand
SKU	2852-22	W5132-K22
Fastening Torque	✓ 450ft-lbs	340ft-lbs
Nut-Busting Torque	✓ 600ft-lbs	550ft-lbs
RPM	✓ 0-2,400	0-2,100
Anvil Material	✓ Premium Alloy: Up to 60% longer life	Standard
System	Performance Driven ✓ Trade Focused System Wide	Limited System Breadth of Line

How We Win vs. Pneumatic



	Milwaukee®	Snap-On	Ingersoll Rand
	2852-22	MG325	2115TiMax
Fastening Torque	✓ 450ft-lbs	325ft-lbs	280ft-lbs
Nut-Busting Torque	✓ 600ft-lbs	325ft-lbs	300ft-lbs
Hose/Compressor Required	✓ NO	Yes	Yes
Daily Maintenance	✓ NO	Yes	Yes
LED Work Light	✓ YES	No	No
System	Performance Driven ✓ Trade Focused System Wide	No System Different tools require different couplers	No System Different tools require different couplers

THE **M18** SYSTEM

PERFORMANCE DRIVEN

Most Advanced Technology on the Planet



1 POWERSTATE™ BRUSHLESS MOTOR

2 REDLINK PLUS™ INTELLIGENCE

3 REDLITHIUM™ XC5.0 BATTERY PACK
FITS ALL M18™ TOOLS.

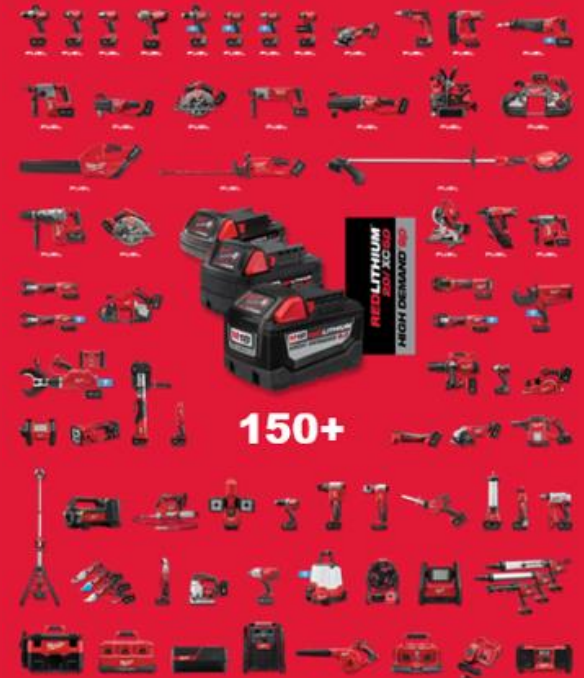
TRADE FOCUSED

Focused Solutions For The Trades



SYSTEM WIDE

Protecting Our End User's Investment





M18 FUEL

M18 FUEL™ 3/8" Mid-Torque Impact Wrench

Tool Walk-Around



Are protective rubber boots available for the M18 FUEL 3/8" Mid-Torque Impact Wrench?

- *Yes, the rubber boot will be available to help protect the tool and application that our users are working on. The part number is 49-16-2861. This rubber boot will fit all 3/8" and 1/2" M18 FUEL Mid-Torque solutions.*

Will the Mid-Torque Impact Wrenches be rated for use in High Voltage environments?

- *Yes, the Mid-Torque Impact Wrenches are rated up to 69kV.*