

Customer Support Agreements



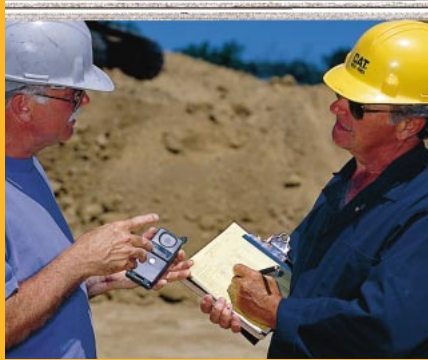
An Agreement to Increase Productivity and Lower Costs

Every Caterpillar® machine is designed and built to provide maximum productivity and



operating economy throughout its working life. Maintaining that built-in value takes

careful planning and ongoing attention. When you have a Customer Support Agreement (CSA) with your Cat® Dealer, you have more time to do what you do best. Trained dealer



technicians can then do their part to maintain your machines and drive operating costs down.

In the end everyone's goal is the same: getting more work done at a lower cost.

What is a Customer Support Agreement?

A CSA is any arrangement between you and your Cat Dealer that lowers your cost per unit of production. Agreements are tailored to fit your situation and can range from simple Preventive Maintenance Kits to sophisticated Total Cost Performance Guarantees.

Perhaps the most important feature of any CSA is flexibility. There are no pre-set requirements or specific products and services that you must agree to buy. In every case and with every machine, a CSA is an individualized plan. Depending on your needs, your costs can be a flat rate monthly fee or some other arrangement based on actual production hours.

Your agreement may include as few or as many machines as you wish. You can cover individual machine systems (engine, hydraulic, drive train and undercarriage, for example) or the entire machine. Your Cat Dealer will work with you to determine the best strategies to maximize productivity and minimize costs.

CSAs are for everyone.

Customer Support Agreements are not just for large machines, and they are not just for new machines. The need to get more work done at a lower cost is the same, regardless of the machine, its age or its application. That's why CSAs are available for existing fleets and used equipment. Even certified or dealer rebuild machines can be covered.

“When I got this CAT machine, I wanted it taken care of. I wanted the responsibility taken off my back. This CSA is exactly what we were looking for. It’s the kind of commitment we like to see.”

**Mike Boyd, Co-owner
Westside Builders
Atlanta, GA**



A Step Beyond Warranties and Service Contracts

Customer Support Agreements are an excellent tool for managing new Cat machines right from the start. But agreements can also be written after the sale to help you control costs and



improve availability. In

every case, you get access to trained experts who know more about your Cat equipment than anyone else. Building the right CSA

always begins with a careful assessment of your needs,

and ends with an agreement that provides you with the lowest possible cost per production unit.



How can a CSA help you?

Ask yourself these questions...

Think about your current preventive maintenance practices and service needs, and consider who is best qualified to provide these services. Chances are, your Cat Dealer can provide service in a more timely, efficient and cost-effective manner. You save money, improve availability and have more time to concentrate on other important aspects of your business.

Is your machine always available when you need it?

Effective equipment management is one of the most important keys to maximum productivity and minimum costs. If you cannot make it a priority with your existing resources, consider the management experts at your Cat Dealer.

Do you have a preventive maintenance program?

- Have you studied the recommendations in your Owner's Manual?
- Do you perform maintenance at all recommended intervals?
- Do you perform all of the recommended services?

A "no" answer to any of these questions probably means preventive maintenance is not getting priority attention. A CSA can ensure maintenance recommendations are followed to the letter.

Do you have a predictive maintenance program?

Knowing beforehand that service will be needed allows you to schedule downtime and save money with before-failure repairs. Component repairs and/or overhauls can be accurately anticipated—allowing for the downtime to be at the most convenient times and at the lowest possible costs.



Are 20 percent or more of your repairs after failure?

Before-failure repairs often cost less than half of after-failure repairs. A CSA can maximize service life and minimize costs by repairing before a major failure occurs.

What are your owning and operating costs by machine?

Once you know these costs you can make informed decisions regarding equipment replacement options. Through a CSA, your dealer can help you improve maintenance record-keeping so these important costs are readily available. And improved maintenance and record-keeping means higher resale value.

What percentage of your resources are spent on the following?

- Finding and training mechanics
- Repair tools, equipment and diagnostic tooling
- Environmental disposal fees
- Employee benefits
- Parts inventories
- Shop building upkeep, taxes, insurance, utilities
- Service and lube trucks

All of these factors impact your bottom line. A CSA can minimize these and other costs by placing a variety of service duties into the expert hands of dealer technicians.

What is your real job?

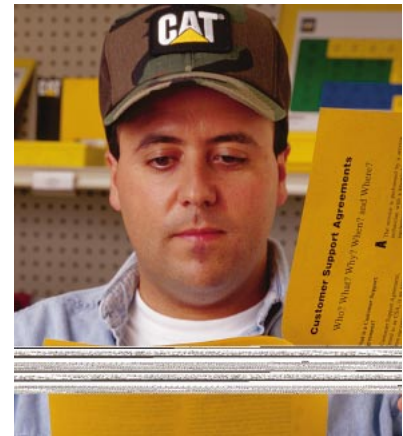
It sounds simple, but the fact is, you may wear a number of hats in your business — from machine operator to equipment manager and service technician. A CSA can cover any or all of your equipment management needs, allowing you the benefits of working with the experts, your Cat Dealer.

“We had a hard time getting an internal PM program off the ground. Now our people see preventive maintenance done right. It’s a kind of training for us. This gives us a better handle on costs and more control on scheduling downtime.”

**James Kelly, Central Shop Manager
Florida Rock Industries, Inc.
Tyrone, GA**

A Step in the Right Direction

Competitive pressures make cost control more important today than ever before. Customer Support Agreements are a total solution that make equipment management an asset rather than a



liability. An almost infinite variety of easy, convenient and cost-effective CSAs is available. Your Cat Dealer is ready to work with you to develop an agreement that provides maximum

benefits for your equipment, your resources and your way of working.



A variety of flexible options

How you work, where you work and the extent of your service capabilities are among the variables that will determine the type of CSA that is right for you. Following are a few of the more common options.

Preventive Maintenance Agreements

This includes on-site preventive maintenance services performed to factory specifications.

- Trained technicians with extensive equipment knowledge inspect and maintain your equipment.
- Reports provide additional indicators that should be addressed to prevent costly repairs.
- S-O-SSM Fluid Analysis and factory-trained interpreters maximize equipment life by evaluating trends in oil condition and component wear.

Custom Hydraulic Service

Hydraulic system management minimizes costs and maximizes machine productivity and availability. The focus is on three areas:

- Contamination Control — More than 70 percent of hydraulic component failures can be traced to some type of contamination. Expert diagnostics and inspections can detect problems long before your operators can detect them.
- S-O-S Fluid Analysis — Your Cat Dealer interpreter provides expert analysis of component wear rates and makes recommendations.
- Technical Inspections — Visual checks, plus performance and diagnostic testing of cycle times, drift rates and pump flow, give you the inside story on your hydraulic system.

Complete Machine Inspection Programs

Your Cat Dealer provides complete machine inspection programs performed by trained technicians with advanced diagnostic tools. Inspection results are provided to help you make informed equipment management decisions based on your work demands.

Total Maintenance and Repair

Your Cat Dealer provides all maintenance and repair for a guaranteed cost per hour for a specified period of time/hours. Repair management and planned component replacement are important elements of this option to lower your costs and increase your productivity and availability. This agreement allows you to concentrate on your business while your Cat Dealer helps manage your equipment.

Customized Agreements

Your Cat Dealer offers an extensive list of services to support a customized, total solution for your equipment management needs.

- On-site preventive maintenance
- Planned component replacement
- S-O-S fluid analysis
- Technical inspections
- Maintenance record-keeping
- Parts availability guarantees
- Preventive Maintenance Kits
- Operator training
- Service turnaround
- On-site technicians
- Loaner machines
- Creative equipment financing
- Custom Track Service
- Guaranteed parts delivery
- Firm-priced rebuilds
- Rental/lease arrangements with maintenance



Why choose a CSA?

A Customer Support Agreement is an opportunity for you to increase productivity and availability while lowering your owning and operating costs. CSAs help you find equipment problems before they cause failure, leaving you with fewer repairs and less unscheduled downtime. The experts at your Cat Dealer can make sure your machine is available when you need it. Plus, you can customize your CSA so it maximizes your time and resources.

“This program is the wave of the future. With labor shortages of qualified people, we need to train people to make money for us rather than training them to perform maintenance.”

**Bill Cornett, Vice President
Showalter Construction
North Carolina**

Always the best products and services.

One important benefit of any Customer Support Agreement is the exclusive use of Cat maintenance products and replacement parts. They're available only from your Cat Dealer, and they're your guarantee of quality, performance and value in all your preventive maintenance and repairs.



**For more information, see your
Cat Dealer today or visit our
Web site at <http://www.CAT.com>.**

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