



William Adams Pty. Ltd.

# FREE CUSTOM TRACK SERVICE INSPECTION

## Are you getting the WEAR out of your tracks?

Custom Track Service (CTS) is a management program offered by William Adams to ensure you are getting maximum life out of your undercarriage.

Did you know that a CTS inspection on your undercarriage by a William Adams Representative may increase the life of your undercarriage and prevent having to replace your tracks prematurely?

Benefits of a Custom Track Service:

- Provides accurate information about the current condition of your total Cat undercarriage components.
- Allows you to plan for undercarriage replacement or maintenance options before failure.
- Provides quick and accurate analysis of undercarriage wear information.
- Enhances the built-in value of Cat undercarriage components.

It's simple and free to have a CTS inspection performed on your undercarriage, contact your nearest William Adams Branch to speak with your local Product Support Sales Representative and see how your tracks measure up and how much life you have left.

Refer to back page for your local William Adams contact details.

## 5% Parts Price Decrease

William Adams has decreased the price on Caterpillar Parts by a weighted average of 5%, effective January 3, 2011.\*

See for yourself by clicking into PartStore through the William Adams web site at [www.williamadams.com.au](http://www.williamadams.com.au). If you don't have access, registration is quick, easy and can be done almost immediately.

So why not compare today's prices, along with the other promotions currently available at William Adams – you will be amazed by the serious savings to be had!

\*Note: this is a weighted average figure. Price changes may vary by parts commodity.



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Standard 3748  
Experience a 3  
Year Total Support  
Guarantee  
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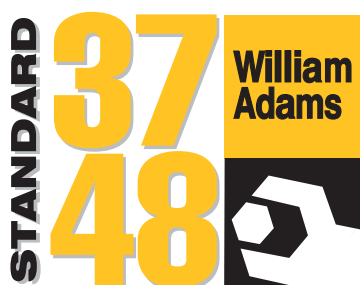
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# WILLIAM ADAMS STANDARD 3748

Experience a **3 Year Total Support Guarantee**

**3**

### **Three Year William Adams Total Support Guarantee\***

Total Support Guarantee gives you comprehensive protection (excluding wear parts) for 3 years. All scheduled servicing and repairs (not caused by misuse, neglect or lack of daily maintenance) are included in the Total Support service.

**7**

### **William Adams Product Support is available 7 days a week, 12 hours a day\***

All servicing and repairs for Standard 3748 machines is available 7 days a week, 12 hours per day. This ensures maximum uptime, with no overtime or travel charges during the entire 3 year Total Support period.

**48**

In the unlikely event repairs are unable to be completed within 48 hours, a replacement machine (or rental credit to your account) will be made available.

## WILLIAM ADAMS 3748 **PLUS**

You can experience a further 3 years or 3,000 hours of servicing once your Standard 3748 expires by extending with 3748 PLUS. Plus you will also receive an extra 1 year/2,000 hours of powertrain and hydraulic warranty coverage.

### **3748 PLUS – KEEPING YOU AT WORK, FOR LONGER**

- Continued reduction in operating costs
- Increased resale value
- Servicing for another 3 years or 3,000 hours after the expiry of your Standard 3748 package
- An additional 1 year or 2,000 hours of powertrain and hydraulics warranty coverage once your Standard 3748 package expires
- A continued pain-free experience when it comes to servicing your machine

Purchase **3748 PLUS** with Standard 3748 during machine purchase and lock in **3748 PLUS** at today's prices.

**Or**, purchase **3748 PLUS** when your Standard 3748 expires and become eligible for our easy 24 month interest-free payment plan, or elect to pay upfront and achieve a 5% discount.\*

\*Conditions apply. For full terms and conditions, please refer to the full Standard 3748 Agreement.



# See the benefit in CAT® CLASSIC PARTS

## Are you operating with an older CAT® fleet?

Then consider CAT® Classic™ Parts. CAT Classic Parts provide owners of older CAT products with competitively-priced repair alternatives that minimise the risk associated with non-genuine parts.

## What are Classic™ Parts?

- A lower cost repair option from Cat for older machines
- Product specifications meet requirements of older Cat equipment . . . but at a lower price
- Meet critical dimensional/functional requirements
- Available exclusively from Cat® Dealers world-wide
- Backed with the standard Caterpillar® parts warranty



### EXAMPLES

Pricing comparison on track components for a **320B Excavator\***

Parts	Model	Classic	Part #	Original	Part #
SPROCKET	320B	<b>\$289.36</b>	2869821	<b>\$443.92</b>	8E9805
ROLLER	320B	<b>\$98.60</b>	2869824	<b>\$224.11</b>	8E5600
SHOE - TRACK	320B	<b>\$41.12</b>	2869825	<b>\$51.40</b>	9W9351
BOLT-TRACK	320B	<b>\$0.87</b>	2869828	<b>\$2.01</b>	9W3619
LINK-CLASSIC	320B	<b>\$212.77</b>	3017964	<b>\$522.92</b>	875802
		<b>\$642.72</b>		<b>\$1,244.36</b>	

**Average of 48% saving incurred on above example.**

Pricing comparison on engine components for a **D7G Track Type Tractor\***

Parts	Model	Classic	Part #	Original	Part #
CSHFT AS-CLA	D7G	<b>\$1,829.97</b>	2423439	<b>\$5,222.84</b>	4N7693
DAMPER AS-CL	D7G	<b>\$159.70</b>	2992005	<b>\$428.21</b>	7N9312
GEAR-CLA	D7G	<b>\$196.51</b>	3148669	<b>\$569.01</b>	7N3515
		<b>\$2,186.18</b>		<b>\$6,220.06</b>	

**Average of 65% saving incurred on above example.**

\*Note: Pricing is based on specific part numbers, is current at time of publication and may change without notice.

## Benefits to you...

- Value-priced, economical repair option
- Offered by the original equipment manufacturer
- Classic Parts complement Cat original, Reman, and used parts
- Quality controlled by Caterpillar

Over 2,500 parts that meet or exceed industry standards.

## Classic Parts focuses on higher-cost components that drive up overall repair costs.

These parts include:

- Engine Parts
- Drive Train Parts
- Excavator Components
- Hydraulic Gear Pumps
- Linkage Pins
- Motor Grader Components
- Scraper Hitch Pins and Bearings
- Transmission and Torque Converter Parts
- TTT Equalizer Bars
- Undercarriage Parts (available only for limited models)

## Classic Parts model coverage includes:

### Engines:

D330/333/342, 3304/3306PC, 3304/3306DI

### Excavators:

215, 215B, 225, 225B, 235, 235B, 245, 245B, 320

### Motor Graders:

120/B/G, 12E/F/G, 14D/E/G, 112/E/F, 130G, 140/B/G

### Pipelayers:

561C/D, 571F/G, 572F/G, 583H/K, 594/H

### Track-Type Loaders:

941, 951/B/C, 955H/K/L, 977H/K/L, 983B

### Track-Type Tractors:

D3B/C, D4C/D/E, D5/B, D6C/D/H, D7E/F/G, D8H/K, D9G/H

### Wheel Loaders:

920, 930, 950/B/E, 966B/C/D/E, 980B/C

### Wheel Tractor Scrapers:

613, 613B, 621, 621B, 627/B, 631B/C/D

Contact William Adams or your Product Support Representative for further information.

# William Adams

## Truck Engine Parts & Services

### INTRODUCING PRECIOUS METALS IN-CHASSIS OVERHAUL KITS FOR C-12, 3406E AND C-15 CAT® ENGINES

#### EXTEND THE LIFE OF YOUR CAT ENGINE

Precious Metals In-Chassis Overhaul Kits are designed to give you a variety of value added options for overhauling your engine the right way – with the top performance and long life of genuine Cat parts.

Cat offers you three in-chassis overhaul options, giving you the ability to choose the level of repair that best suits your requirements.

Each kit is engineered to deliver a reliable and high quality rebuild that meets Caterpillar standards for recommended engine overhaul practices. This means that the kits may include components you might not think need replacing, but that could lead to unplanned downtime and costly failures if not replaced.

For more information about the available repair options for your Caterpillar truck engine, contact your local William Adams branch.

These three cost-effective overhaul options are backed by a full Cat parts warranty, regardless of who does the work.

**GOLD** Includes all gaskets, seals, o-rings and cylinder kits necessary for an in-chassis rebuild.

**GOLD PLUS** All of the Gold kit inclusions plus a Reman cylinder head.

**PLATINUM** Gold Plus kit with the addition of 6 Reman injectors, Reman water pump and Reman oil pump.

#### Overhaul options for all your needs



#### QUALITY YOU CAN COUNT ON

Cat engine components work together as a complete system, giving your truck a second life. And because you're getting genuine Cat parts, you can be assured of quality materials and controlled manufacturing processes.

Every component is engineered to exacting Cat specifications and built with the latest engineering upgrades. And because every component meets rigid Cat quality standards, they're covered with a full Cat parts warranty. You can have confidence in genuine Cat parts.

#### OPT FOR CAT POWER

Overhaul Protection for Truck Engines (OPT) is the last and most important part of your Caterpillar truck engine overhaul. OPT provides coverage on Caterpillar engine components that either pass inspection or are replaced at the time of the overhaul. OPT covers 100%\* of the parts and labour costs for covered component repairs due to defects in materials, factory and dealer workmanship.

That gives you assurance against unexpected repair costs and offers a hedge against rising parts and labour costs. OPT – Don't leave the workshop without it!

\*Terms & Conditions apply

### CAT® REMAN ON-HIGHWAY ENGINES

#### ON-HIGHWAY ENGINES DELIVERING RELIABILITY AND VALUE

Cat® Reman engines offer maximum value by providing improved productivity and efficiency together with as-new performance. As the world's leading remanufacturer of diesel engines, Caterpillar® employs state-of-the-art techniques, advanced remanufacturing processes, and genuine Caterpillar parts to return each engine to the same specifications as new.

Cat Reman engines also offer value by recycling the second life built into new Cat engines. This is good for you and the environment.

In addition to this, you benefit from:

- Same-as-new performance and emissions standards
- Repair option to lower overall owning and operating costs
- Reduced downtime for overhaul and repair
- The latest design improvements
- Dynamometer tested
- Nationwide warranty protection
- Extended coverage options.

The result: maximum on-highway engine value.

### GET THE POWER AND RELIABILITY YOU NEED

When it's time, or getting close to that time for your truck to have its power rejuvenated, you need options that get you back on the road quickly, affordably and reliably.

William Adams stocks the broadest line of ready-to-install remanufactured engines and components in the industry. Trading your engine in on a remanufactured engine is easy. Core acceptance decisions are made before repairs are started.

Core charges do apply.

#### Caterpillar. The difference counts™



### BASIC ENGINE COREACCEPTANCE CRITERIA

- Components are not visibly cracked, broken or welded
- Fully assembled and complete
- No non-operational damage such as mishandling, excessive rust, corrosion, or fire damage
- Acceptable Caterpillar part numbers.

### WARRANTIES PROTECT YOUR INVESTMENT

Our On-Highway engine warranty guarantees service, including parts, labour and contingent damage. The standard Reman Engine warranty is 24 months and unlimited kilometres.

An extended warranty period applies to the C-12 and C-15 cylinder block, crankshaft, and connecting rods. These parts are warranted for 36 months or 480,000 kilometres at no charge.

For full details see the Reman Engine warranty bulletin.

For more information on Cat Reman On-Highway engines, contact your local William Adams branch and see the advantages that come from genuine Cat Reman power.

#### VICTORIA

<b>Clayton</b> 17-55 Nantilla Road Clayton Nth, VIC 3168 Tel: (03) 9566 0666	<b>Geelong</b> Cnr Fyans Rd & Crown St Geelong, VIC 3126 Tel: (03) 5223 5223	<b>Laverton</b> 32-42 Spencer Street Laverton, VIC 3028 Tel: (03) 9931 9666	<b>Orbost</b> Princess Highway Nuwmeralla, VIC 3886 Tel: (03) 5154 3011	<b>Traralgon</b> Standing Drive Traralgon, VIC 3844 Tel: (03) 5175 6200
<b>Bendigo</b> 3 Adam Street Bendigo, VIC 3550 Tel: (03) 5444 4200	<b>Horsham</b> Dimboola Road Horsham, VIC 3400 Tel: (03) 5382 0071	<b>Mildura</b> 669 Fifteenth Street Mildura, VIC 3500 Tel: (03) 5018 6100	<b>Swan Hill</b> 36-38 Curlewis Street Swan Hill, VIC 3585 Tel: (03) 5032 3332	<b>Wodonga</b> 200 Melbourne Road Wodonga, VIC 3690 Tel: (02) 6024 4744

#### TASMANIA

<b>Burnie</b> Bass Highway Somerset, TAS 7322 Tel: (03) 6433 8888	<b>Launceston</b> 308 George Town Rd Rocherlea, TAS 7248 Tel: (03) 6326 6366
<b>Hobart</b> 2 Chardonay Drive Berriedale, TAS 7011 Tel: (03) 6249 0566	

#### Launceston

308 George Town Rd  
Rocherlea, TAS 7248  
Tel: (03) 6326 6366

William Adams Web  
www.williamadams.com.au

William Adams



# GETTING TO KNOW YOUR RESIDENT SERVICEMEN

## What is a Resident Serviceman?

A Resident Serviceman is a Field Service Technician who works remotely, away from a designated William Adams branch. Our Residents generally work out of their own home with a Field Service vehicle, tooling and parts as needed. They do not report into the branch daily like most Field Service Technicians, and are responsible for scheduling a lot of their own work, and speaking directly with customers to promote William Adams.

Our Residents have very close relationships with the customers in their region and their role is similar to a Sales Representative, as their customers will ring them directly for assistance and to schedule services. Our Residents are critical to building the parts and service business in their region, and bringing in work to William Adams.

Our Resident servicemen are well respected in the industry, and just like all of our Field Service Technicians, must have a very good level of technical knowledge and Caterpillar experience to support our customers and provide the best level of advice and service.

Our residents do not always work alone, and will work on jobs with Apprentices and Field Service Technicians for larger jobs or when more than one person is needed. Our Residents will also travel to a William Adams branch for meetings, employee updates and training to keep them in touch with their wider team.

## Why do we need residents?

Having Resident Servicemen spread throughout our Dealer Territory gives us broader coverage for our customers. It means that there is a William Adams technician who lives in an area outside of our traditional branch network, and can respond to our customers' needs quickly. This saves our customers paying for travel time from branches, and means they have someone they know and trust to call for their equipment needs.

Our customers know their local Resident, and have formed close working relationships with them. Our customers tell us they enjoy having a dedicated William Adams technician local to their region, and one who is familiar with their local area, business and equipment.

## How many do we have?

We have 13 residents located throughout Victoria and Tasmania.

## Where are they based?

Our Residents are based at: Ballarat, Benalla, Bendigo, Geelong, Orbost, Portland, Shepparton and Warrnambool.

## One of our Resident Servicemen . . . **Matt Low**



### Why did you choose to be a Resident?

I really enjoy the direct interaction in dealing with customers and having a hands on role. Being a Resident allows me to do this plus allows me to organise my own day and set my own priorities and time for jobs.

### What is involved in a typical day for you?

All the usual stuff – paperwork, repairs, going out and seeking work from our existing customers and introducing myself to potential new customers to see if I can repair their machines.

### How is your role different from working out of a Branch?

Instead of working on machines in a workshop environment, I work on the customer's site/property and have the opportunity to meet and deal directly

with them. At a branch, a Manager would supervise and manage the job requirements whereas I have to manage myself and my workload.

### How do you interact and stay in touch with your customers?

I deal with my customers mostly face to face or via phone. I like to get out and visit them to see how they are going to stay in touch. 99% of the time my customers will call me to book in a repair and on the odd occasion a service call may be passed on from one of the Sales Reps.

### What kind of service do you like to provide to your customers?

*The best service possible!*

# ARE YOU READY FOR SUMMER?

## Flat Rate Inspection and Health Check for only \$660.00

Call Power Systems today on 9566 0732.

William Adams



## Preparation is key to staying safe on the water this summer.

**Did you know around 82% of all boating incidents reported last year were due to boats breaking down on the water? Maintenance doesn't have to be a chore – let William Adams take care of it for you.**

Flat Rate Engine Inspection/health check \$660 (inc GST) for both main drive CAT engines PLUS onboard generator if fitted. **BONUS Tumbler Set** with each inspection\*.

Marine engine inspection will include:

- Interrogate Engine Control Module – download and record any logged faults on engine ECM
- Cooling System – Check Sea Water Strainer , random inspection of sacrificial zinc anodes
- Fuel System – Check fuel filtration
- Lube System – SOS, extract engine oil sample and carry out lab analyses
- Intake System – check air intake for restrictions
- Starting and charging system – check battery condition, inspect V belts
- Control and Protection System – check operation of displays gauges and controls
- Exhaust system – monitor engine exhaust
- Engine and Transmission operation – observe and verify normal operation of engine and driven equipment

**Call the Power Systems Group at William Adams on 9566 0732 or visit [www.williamadams.com.au/powersystems](http://www.williamadams.com.au/powersystems) for details**

#### Terms and Conditions

Offer valid from 1st November 2010 – 30th April, 2011. Price is inclusive of GST. Offer only valid if vessel is fitted with CAT Main Drive Engines. Up front payment conditions apply to non credit customers before works can commence.

Offer valid for vessels moored at the following Marina's, other Marina's may incur travel charges contact the dealer for details. Anchorage Marina, D'Albora Marinas Pier 35, D'Albora Marinas Victoria Harbour, Marina YE Docklands, Martha Cove Harbour, NewQuay Marina, Patterson's Lakes Marina, Royal Victorian Motor Yacht Club, Sandringham Yacht Club, Savages Wharf, St Kilda Marina, Waterfront City Marina, Western Port Marina.

\* Bonus Tumbler set consists of 2 glasses and a Cat cooler bag.



William Adams





# SERVICING HAS NEVER BEEN EASIER

301 to 305 **One Price** • 216 to 299 **One Price** • 902 to 908 **One Price**  
 No matter what size or model - **One Price**

Model	500Hr	1000Hr	2000Hr	3000Hr	4000Hr
Skid Steer Loader/ Multi Terrain Loader	\$599.00	\$1,199.00	\$1,699.00	\$1,499.00	\$1,699.00
Mini Excavator	\$799.00	\$949.00	\$1,399.00	\$1,059.00	\$1,399.00
Mini Wheel Loader	\$859.00	\$1,659.00	\$1,999.00	\$1,659.00	\$1,999.00

Prices valid until 30th June, 2011.  
 All prices are inclusive of GST and  
 Environmental/Consumable charge and  
 excluding travel. All services completed  
 as per the Caterpillar Operations and  
 Maintenance Manual.

## Get some CAT on your back!

Merchandise in store now at your local  
**William Adams Parts Department**



## STOCK UP ON CAT FILTERS – BUY 12 **GET 1 FREE!**



Putting the right lubricants in your machine is the first step – using proper filters is the second. Consistently using quality filters to maintain system cleanliness reduces component wear and lowers operating costs. Cat filters are designed to work with Cat fluids in Caterpillar engines and component systems to provide the highest levels of cleanliness and performance – protecting your systems and lowering your costs.

**Offer: Purchase 12 CAT filters of your choice and receive a Cat Filter of equal value FREE.**

### Terms and Conditions

Offer valid on sales from 1st February 2011 until the 30th April 2011.  
 Not valid in conjunction with any other offer.

# AIR-CONDITIONING SERVICE AT A FLAT RATE

Is your machine's air-conditioning system ready to shield you from sweltering summer days? To ensure you're operating in comfort this summer, William Adams is offering servicing for your air-conditioning system at set rates.

Machine type	Price (incl. parts and labour)	Machine type	Price (incl. parts and labour)
SSL/MTL	\$695.00 + GST	303/4/5 CCR Mini HEX	\$590.00 + GST
Grader up to 14H	\$920.00 + GST	Dozer up to D7	\$920.00 + GST
Wheel Loader up to 980	\$920.00 + GST	307 Excavator up to and including 330	\$920.00 + GST

**SERVICE INCLUSIONS:** • Splitting Heater boxes to gain access to evaporator unit and clean • Clean out condenser unit  
• New Cab Filters • New receiver dryer • De-vac and test system • Refill with refrigerant and test to specifications  
• Check and adjust belt • Any repairs outside this scope will be quoted.

Terms & Conditions: Offer valid from 15th January 2011 until 30th April, 2011. Any repairs not included in the offer will be subject to a quotation. Offer valid at Clayton, Laverton, Traralgon, Burnie, Hobart and Launceston Branches. Excludes travel to site.

## Support Listing

### Product Support Sales Representative Team

VIC - Eastern Metro	Paul Tasker 0418 512 505 paultasker@wadams.com.au
VIC - Major Accounts	Andy McCall 0418 177 260 andymccall@wadams.com.au
VIC - Western	Caine Smith 0418 370 825 cainessmith@wadams.com.au
VIC - North West	Adam Roberts 0418 311 529 adamroberts@wadams.com.au
VIC - North West Metro	Heath Sewell 0400 562 867 heathsewell@wadams.com.au
VIC - Gippsland Region	Gary Zarth 0407 554 923 garyzarth@wadams.com.au
TAS - North West	Michael Rowlands 0409 549 056 michaelrowlands@wadams.com.au
TAS - East	Mark Wiggins 0408 170 964 markwiggins@wadams.com.au

### Customer Support On-Highway Trucks

Manager	Mark Harkins 0438 931 966 markharkins@wadams.com.au
Sales Representative	Jason De Silva 0428 107 552 jasondesilva@wadams.com.au

## Branch Listing

### VICTORIA

#### Head Office – Clayton

17-55 Nantilla Road  
Clayton North, VIC 3168  
Tel: (03) 9566 0666

#### Bendigo

3 Adam Street  
Bendigo, VIC 3550  
Tel: (03) 5444 4200

#### Geelong

Cnr Fyans Road & Crown  
Street  
South Geelong, VIC 3220  
Tel: (03) 5223 5223

#### Horsham

Dimboola Road  
Horsham, VIC 3400  
Tel: (03) 5382 0071

#### Laverton

32-42 Spencer Street  
Laverton, VIC 3028  
Tel: (03) 9931 9666

#### Mildura

669 Fifteenth Street  
Mildura, VIC 3500  
Tel: (03) 5018 6100

#### Orbost

Princess Highway  
Newmerella, VIC 3886  
Tel: (03) 5154 3011

#### Swan Hill

36-38 Curlewis Street  
Swan Hill, VIC 3585  
Tel: (03) 5032 3332

#### Traralgon

Standing Drive  
Traralgon, VIC 3844  
Tel: (03) 5175 6200

#### Wodonga

200 Melbourne Road  
Wodonga, VIC 3690  
Tel: (02) 6024 4744

### TASMANIA

#### Burnie

Bass Highway  
Somerset, TAS 7322  
Tel: (03) 6433 8888

#### Hobart

2 Chardonay Drive  
Berriedale, TAS 7011  
Tel: (03) 6249 0566

#### Launceston

308 George Town Road  
Rocherlea, VIC 7248  
Tel: (03) 6326 6366

William Adams Website  
[www.williamadams.com.au](http://www.williamadams.com.au)

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