

CURIOUS ABOUT NEW MACHINE TECHNOLOGY?

Give it a try on a rental machine

One of the easiest ways to get comfortable with new technology is to rent one or more units on a short-term basis. Equipment dealers often stock their rental fleets with newer models—low-hour machines that feature the latest technology. Put that technology to work on a small scale in your business and find out how it affects your bottom line.



PRODUCTIVITY, EQUIPMENT MANAGEMENT OR BOTH?

When choosing machines to rent, think about which kind of technology you'd like to try.

PRODUCTIVITY SYSTEMS:

- » Measure payload and cycle time by machine and by operator, delivering the data you need to optimize production, identify training opportunities and reduce loading and hauling costs.
- » Improve the speed and accuracy of certain machine functions—like grading and compacting—so you can finish jobs faster with less rework.

EQUIPMENT MANAGEMENT TECHNOLOGIES:

- » Provide location, fuel burn, utilization rates and operator data to help you cut costs, protect your fleet, plan training and get full use from your equipment assets.
- » Track hours, health and maintenance issues so you can maximize uptime and control repair costs.

Some companies prefer to test one type of technology at a time.

Others appreciate the synergies that can be achieved by trying it all. The choice is yours.

MORE REASONS TO RENT

The ability to try before you buy is a great reason to rent. Here are some others:

- » **Ready to work.** Low-hour, well-maintained rental machines can be on the job earning revenue fast.
- » **More flexibility.** Supplementing your core fleet with rental machines can help you quickly adapt to changing project requirements or customer expectations.
- » **No maintenance costs.** Most rental agreements cover all the maintenance expenses, including Preventive Maintenance (PM).
- » **No storage costs.** Get machines delivered when and where you need them, then call for a pick up when you're done.
- » **No capital investment.** Pay for the use of the asset, not the asset itself, and free up your capital for other priorities.
- » **More borrowing power.** Rental keeps your balance sheet strong because payments are recorded as expenses, not liabilities.
- » **Lower emissions.** Late-model rental machines typically feature newer engines that meet tougher emissions standards.

DON'T GO IT ALONE

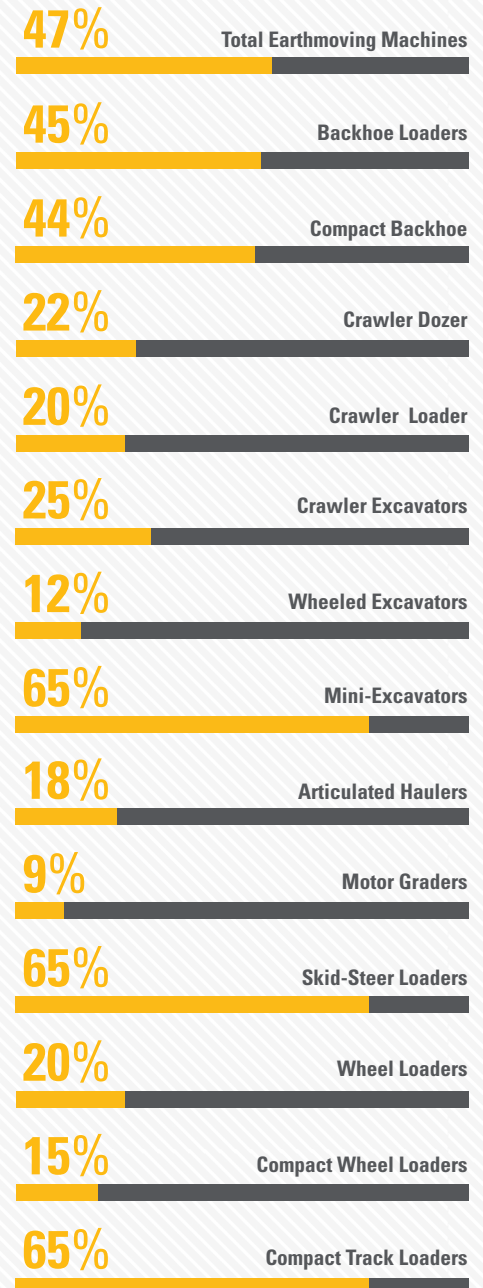
Get your equipment dealer involved before you rent. Work with a professional who can:

- » Explain the technology options simply and clearly
- » Help you choose the right size machine and work tools for the job
- » Interpret the data you capture
- » Provide information about short-term rental and lease-purchase options

Connect me with my Cat® dealer to take technology for a test run.

RENTAL IS GROWING

The rental industry buys 47% of all earthmoving machines sold in North America, including 45% of backhoes and 65% of skid steers. As fleets grow, you have more options for testing new technology on rental equipment.



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