

CURIOUS ABOUT NEW MACHINE TECHNOLOGY?

Rent a Cat® machine and give it a try

One of the easiest ways to get comfortable with new technology is to rent one or more machines from your Cat dealer. Our dealers often stock rental fleets with newer models that feature the latest technology. Put that technology to work in your business on a small scale and find out how it can improve your bottom line.



PRODUCTIVITY, EQUIPMENT MANAGEMENT OR BOTH?

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

CAT 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.

CAT 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 CAT MACHINES

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 from your Cat dealer can be on the job earning revenue fast.
- » **More flexibility.** Supplementing your core fleet with Cat rental machines can help you quickly adapt to changing project requirements or customer expectations.
- » **No maintenance costs.** Most rental agreements often 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 are finished.
- » **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 Cat rental machines typically feature newer engines that meet tougher emissions standards.

GET ADVICE FROM YOUR CAT DEALER

Talk to the experts before you rent your next machine. Your Cat dealer will:

- » 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

Contact your Cat® dealer and take technology for a test run.

RENTAL IS GROWING

About 35 percent of all earthmoving machines sold in Europe, Africa, the Middle East and Eurasia are delivered to rental fleets. As the industry grows and the Cat Rental Store network expands, you have more options for testing new technologies on rental products.

LEARN ABOUT EMSOLUTIONS

Next time you talk with your Cat Rental Store representative, ask about EMSolutions. Find out how this suite of services will help you control costs, manage people, improve operational efficiency and reduce risk. With several levels of service available, you can choose the amount of support you require and pay only for the services you really need.



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