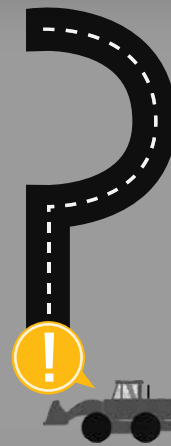


WHAT'S YOUR PLAN B



What to do when
buying new equipment
isn't an option.

There's work to do in your community. Important work. Roads to maintain. Bridges to repair. Snow to remove. A water supply to manage. Getting it all done—on time at or under budget—requires a fleet of reliable equipment, one that's large enough to accommodate your needs, yet not so big that the assets are underutilized.

Keeping a fleet at its optimum size is especially challenging when the workload's demanding and budgets are tight. Even when you can build a business case for additional assets, it simply may not be feasible to acquire new equipment. That's why it's important to have a Plan B.

BE OPEN

If your fleet isn't getting the job done, but you don't have funding for new equipment, keep an open mind about other possibilities. Depending on the dealer you do business with, you may have plenty of good alternatives.

• Rental

Accommodate emergencies or expand your fleet on a short-term basis by renting equipment for a day, week, month or longer. You'll pay for the use of the machine, not the machine itself, and in the process, conserve capital, control costs and protect your balance sheet.

• Low-hour used

Some equipment dealers turn over their rental fleets at a fairly rapid rate as part of a strategy to keep the inventory "fresh." Consequently, they may have a good supply of nearly-new units to sell. A used machine that comes from a rental fleet can be an attractive option because it's priced lower than new and often comes with valuable features, a complete service history and a good warranty.

• High-hour used

If your job doesn't require a machine with the latest features and capabilities, a quality high-hour used unit could be the answer. Certain brands of equipment are designed to work productively and economically for decades. Find an older model that's been well taken care of, factor in the cost of future maintenance and service, and you might have a great option for your situation.

• Certified used

Some equipment dealers offer a special line of "certified" used products. These are generally lower-hour machines that have passed a rigorous inspection and meet very high standards of quality and performance. They are often backed by an attractive warranty and can represent a good alternative to new.

• Remanufactured or rebuilt

Those premium-quality machines that are built to last forever may have a second life to offer. Some manufacturers and dealers restore these units to their original specifications and send them back to work. Consider having one of your older machines remanufactured or buy a rebuilt product from a reputable dealer. Taking advantage of that extra life not only saves money, but also reduces waste and conserves natural resources.

BE CREATIVE

While your Plan B for procurement might include rental or used equipment, don't assume you need a larger fleet to accommodate a heavier workload. There are other ways to get more work out of an existing set of assets.

• Site design

Efficient workflow saves time and money. Look at your operation with a critical eye and take steps to streamline your processes and eliminate non-value-adding activities.

• System matching

Heavy equipment is designed to function as a system. Be sure all aspects of your earthmoving system are sized right and equipped to work together efficiently.

• Work tool selection

The right work tool can make all the difference when it comes to efficiency. If an existing machine isn't handling a job, perhaps it needs a bigger blade or a larger bucket.

• Maintenance discipline

A well-maintained fleet runs at top performance and is better able to do demanding work, quickly and economically.

• Training

Operator skills vary widely and have a big impact on efficiency. Invest in training and you'll get more done with your current fleet.

BE DISCRIMINATING

No matter how effectively your fleet is performing today, it's important to have a Plan B in your back pocket, just in case the workload in your community increases and you don't have the funds to buy new machines. Not every dealer is equipped to help you develop a solid plan. So be discriminating when it comes to choosing a dealer partner. Make sure they offer a full range of new, used and rental options and have the expertise to help you maximize the return on your equipment investment.

Getting you the reliable equipment you depend on.
That's what we're built to deliver.

BUILT FOR IT.