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BIO

My background is marine. I went to the United States Merchant Marine Academy and sailed while I was there. I'm happy to work in the marine industry—it's something I'm very familiar with.

CAT® BUNDLED REPAIR SOLUTIONS— WHAT DOES A CUSTOMER NEED TO KNOW?

They're for overhauls and for regular repairs. They're available through Cat® dealers. Kits are as flexible as customers want them to be from just the gasket kits themselves to all the related components.

They can get the bundled repair kits as quickly and cheaper than they can get the piece parts.



WHY DID CATERPILLAR CREATE BUNDLED REPAIR SOLUTIONS?

Our customers are looking for everything that the bundled kit represents in terms of simplicity and availability. It's one part number, that's stocked, so our Cat dealers can get a quote turned around as fast as possible. The faster a customer receives the quote, the faster they can make the maintenance decision.

WHAT DO YOU LIKE MOST ABOUT THEM?

Flexibility, to me, is one of the best parts. Having the kits in stock, with a lead time that is the same as the piece parts, while also being able to choose exactly what parts of the engine to be overhauled—that's flexibility.

WHAT HAS THE RESPONSE BEEN?

The response has been fantastic, as demonstrated in the number of bundled repair kits and gasket kits our customers have already ordered. In terms of unplanned repairs, I think customers appreciate the gasket kits and the fact that everything comes packaged by system. If they need to do a repair on a water pump, they know that they can just buy the pump along with a water pump gasket kit that is one part number with all hardware, seals and gaskets included.

EXTENDED SERVICE COVERAGE (ESC)— WHAT IS IT?

Cat has a one-year parts warranty. For some customers, that's not long enough for what they need. So Cat Marine has worked with Cat Insurance to come up with what we call Extended Service Coverage (ESC).

ESC is added on to the warranty period and provides peace of mind for our customers—if a covered failure were to occur during that coverage period, all parts and labor would be covered.

HOW IS IT PURCHASED?

It's almost like an *à la carte* menu that the customer can select in terms of total engine service hours, total number of years and also what level of coverage they're looking for. And those levels of coverage all correspond to which components are and aren't covered. We offer a significant level of flexibility regarding our ESC coverage options.

WHAT DO MARINE CUSTOMERS THINK?

We use ESC to demonstrate our commitment to stand behind our product. Customers have seen the value of the ESC coverage themselves and have since started purchasing it.

WHAT IS A 3500 PERFORMANCE UPGRADE KIT?

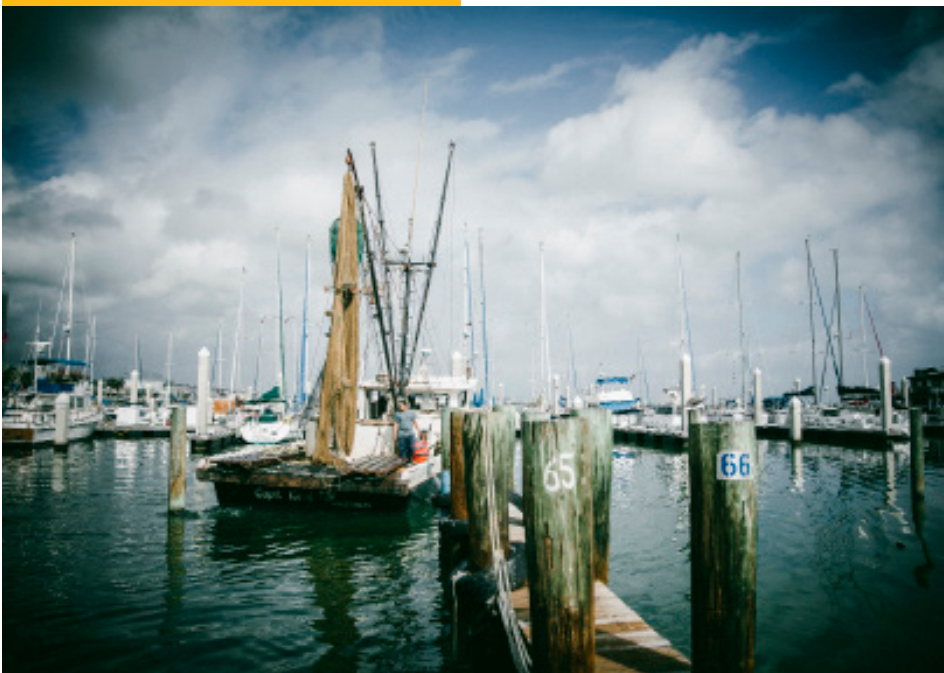
A performance upgrade kit essentially takes a 3500 Marine MUI engine to an EUI engine.

From a performance perspective, it should be a close match to the current rating. In a lot of cases, depending on what rating and application you have, you could see up to 10 percent in fuel savings.

HOW DOES A CUSTOMER KNOW IT'S WORTH IT?

There are a lot of benefits that aren't necessarily quantifiable. We've gotten a lot of feedback with regard to things like a decrease in vibration, the engine runs smoother, and better transient response in some cases. There is also typically a significant reduction in transient smoke because of the EUI injectors.

When you take into account fuel efficiency over an annual operation period, the return on investment can be very quick. However, while ROI period can vary, your Cat dealer can help evaluate the benefits for your specific application.





WHEN IS THE BEST TIME TO UPGRADE AN ENGINE?

Typically, when an engine is coming up for a major overhaul would be the most advantageous time to look into a performance upgrade kit, because you're going to be replacing a lot of the major components anyway.

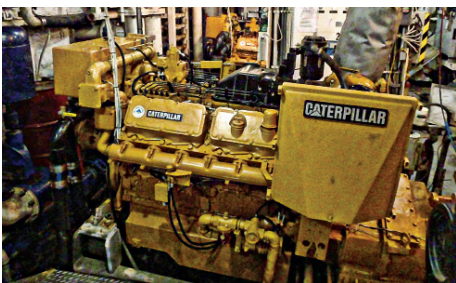
WHERE IS AN ENGINE UPGRADE PERFORMED?

It can all be done in hull. That's definitely a big advantage.

3500 EMISSIONS UPGRADE KITS – WHAT CAN THEY DO?

Cat emissions upgrade kits can take an MUI engine all the way to an EPA Tier 2 emissions level. It's something that's becoming increasingly important, especially to a lot of our offshore supply vessel customers in the Gulf of Mexico.

We definitely recommend our customers consult with their dealer because there can be some variations depending on what you have, to what you want to go to, and that can represent a significant difference in the total price of their emissions upgrade.



WHEN IS THE BEST TIME TO DO AN EMISSIONS UPGRADE?

Same thing with performance kits, definitely want to do it in conjunction with an overhaul. Keep in mind, if a manufacturer has something available like the emissions upgrade kit, they would be required by the EPA to install that kit during an overhaul.

WHERE IS AN EMISSIONS UPGRADE PERFORMED?

Like the performance upgrade kits, the emissions upgrade kits can all be done in hull. The one caveat is you can't have a block that was built prior to 1994. That's because prior to 1994, 3500 engine blocks had a smaller cam bore that's not suitable for use with EUI injectors. This is also something that your Cat dealer can help to evaluate.

WHAT IS A CAT REMAN PART?

We take the core, a used part from the field, and we'll clean up that core and refurbish it and bring it back up to "as new" specs.

WHAT ARE THE BENEFITS OF BUYING CAT REMAN PARTS?

The best part about Reman is it provides a very economical repair option for our customers. And as long as their core (the part they are replacing) is deemed suitable for return they'll get core credit, which has the potential to significantly reduce the overall maintenance cost.

WHY BOTHER RETURNING OLD CORES?

When we sell a Reman part to a customer, they'll notice a line item on their invoice that includes a core charge. The customer will get the core charge back when the physical core has been returned to the dealer and it has been deemed to be suitable.

HOW CAN A CUSTOMER ENSURE THEY GET FULL CORE CREDIT?

It's always important to remove a part using the appropriate tools so it isn't damaged. We also recommend for the part to be packaged right away and stored indoors so it's not affected by the salt air, which increases the risk of corrosion.

ARE CUSTOMERS USING CAT REMAN PARTS?

Reman parts have been an overwhelming success. Customers are actually disappointed in the cases when we do not have a Reman option. So it's something they recognize the value in and ask for specifically.

CAT MARINE TALKS ABOUT THE BENEFITS OF THE GLOBAL CAT DEALER NETWORK. WHAT ARE SOME OF THEM?

Our dealer network is definitely one of the reasons why a customer will choose Cat.

Customers need to know that if a repair is needed it's done right the first time. They can rely on the Cat dealer to have the technician with the capability of getting the repair done and the parts – which are available within 24 hours in most cases, worldwide.

And no matter which Cat dealer they buy their engine or parts from, they can go to any other Cat dealer for warranty coverage or ESC.

HOW DO CAT DEALERS COMMUNICATE WITH EACH OTHER TO SERVE MARINE CUSTOMERS, SOME OF WHOM ARE MOVING FROM COAST TO COAST?

We have internal systems that our dealers all have visibility to with regard to a customer's engine, identified by serial number. They can go into the system and understand what the rating is, when's the last time it went through an overhaul or a major repair evolution and obviously the servicing dealer always has the capability of contacting whoever the selling dealer was.

IN ONE SENTENCE, WHAT'S THE MISSION OF CAT MARINE SUPPORT?

With the Cat dealer network and offerings such as financing, ESC performance and emissions upgrade kits, and bundled repair kits, our mission for the marine market is to reduce our customers' overall maintenance costs and increase their uptime.

BUILT FOR IT.™

