



ADAM KANIA

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Specialist Representative
Europe, Africa and Middle
East Territory*

"I really enjoy working with the dealers, getting to see the perspective of the customer and being closer to how our products are actually used in the field."

BUNDLED REPAIR SOLUTIONS

WHY DID CATERPILLAR CREATE BUNDLED REPAIR SOLUTIONS?

After some research, Cat Marine determined that customers would like a simpler option for overhaul repairs and ability to go to the dealer and get something quoted quickly at a reduced price.



WHAT SHOULD CUSTOMERS KNOW ABOUT THESE BUNDLED REPAIR SOLUTIONS?

They're a quick, fast solution. For example, if customers only need to do work on a water pump or a cylinder head, there's a bundled kit of gaskets for that. And it can be quoted that day by the dealer.

There's really a lot of customization that's possible. You can mix and match between full kits or just pieces of them.

And the Cat Marine warranty for parts is one year, covering both the parts and labor.

DO THEY HELP WITH THE ACTUAL OVERHAUL PROCESS?

Parts are packaged by sub groups. For both the dealer and the customer, we've made it simple so everything that's necessary for a repair is in one box. And if you order more than one, they're separated based on that. So you can get fuel injectors or cylinder heads or water pumps,

and they're all packaged separately. It makes it easier to identify what parts go with what system.

In the past, the dealer would receive an unsorted box of all the parts and they would have to spend time sorting out which parts go with what part of the repair — now that work is done already.

EXTENDED SERVICE COVERAGE

EXTENDED SERVICE COVERAGE (ESC) — WHAT IS IT?

It functions similar to our warranty but it's not a warranty — it's actually an insurance that our customers can purchase. So, if something does fail within a certain time period, based on the contract, customers will be reimbursed for parts and labor.

HOW DOES IT WORK WITH THE STANDARD ONE-YEAR PARTS WARRANTY?

You can use the ESC on top of the warranty.

UPGRADE KITS

WHAT IS A PERFORMANCE UPGRADE KIT?

It's a way for our customers to update their marine vessel without purchasing a new engine. They could take an older engine, for example a Tier 1 engine, to a Tier 2 emissions level without purchasing a whole new engine.

DOES IT AFFECT THE ENGINE'S PERFORMANCE?

When you increase the emissions tier level, you reduce the particulate matter going into the air, but the engine maintains its same level of performance.

WHAT'S THE ADVANTAGE OF USING THE UPGRADE KIT?

I think the biggest advantage of the upgrade kits is that our customers are able to update the engine without having to do all the work of disconnecting it, cutting a hole to bring the old one out of the vessel and putting a new engine in.

It's a simpler way to improve the emissions of the vessel as opposed to replacing the whole engine.

WHEN IS THE BEST TIME TO DO A PERFORMANCE UPGRADE?

The best time to do it is when you're planning a lot of work on the engine already, such as a major overhaul. It's a good time to consider the Upgrade Kit because some of the parts will be duplicates. In other words, you might have to replace a part during an overhaul that's already in the upgrade kit.





CAT REMAN

WHAT'S THE DIFFERENCE BETWEEN A CAT REMAN PART AND A CAT USED PART?

A Cat Reman part starts with an old part from the field. It is brought back to Cat Reman for inspection, cleaning and reassembly, using new parts and remanufactured parts to end up with a Reman part that is the same form, fit and function as a new part.

A used part would be something that we inspect but don't remanufacture to the same level as a new part.

WHAT ARE THE BENEFITS OF BUYING REMAN PARTS?

You receive a like-new part at a reduced cost. And it also is good for sustainability.

ARE REMAN PARTS COVERED BY A WARRANTY?

Yes, it's the same as a new part so in our case it would be one year.

ARE CUSTOMERS USING CAT REMAN PARTS?

They're very popular. I have customers who exclusively use Reman parts. Some use Reman injectors, cylinder heads and they swear by them.



The majority of the customers who have used Reman once continue using Reman because they find the parts have the same amount of life and they can get them at a fraction of the cost of a new part.

CORE CREDIT IS ONE WAY TO SAVE WITH REMAN. WHAT IS IT?

The customer turns the old part (a core) over to the dealer. The dealer does an inspection and determines the level of core credit that the customer should receive for this part (core). The customer is credited that amount on the invoice for their new purchase.

HOW CAN A CUSTOMER ENSURE THEY GET THE MAXIMUM CORE CREDIT?

The best way is working together with the dealer to make sure their maintenance practices meet Caterpillar standards and that they're taking care of parts when they remove them from an engine.

DEALER SUPPORT

WHAT IS UNIQUE ABOUT THE CAT DEALER NETWORK?

The dealers are connected through various systems. In these systems, depending on which one you're looking at, we have warranty information, ESC information, engine serial numbers or repair history. This allows dealers to give customers the best service as quickly as possible and ensure they get the same level of service no matter where they're at.

WHAT SERVICES DO CAT DEALERS OFFER?

Cat dealers offer a range of services that cover the entire life cycle of a product.

To start with, they provide sales and service support for new engines and products.

The Cat dealer also helps the customer complete preventative maintenance, by ensuring that they understand the requirements of the product, and by offering services such as a Scheduled Oil Sampling (S•O•SSM), which can give an indication of product health and operation. Dealers may even offer total maintenance or Customer Service Agreements, completing preventative maintenance and overhauls for a customer based on flat rates.

Additionally, if a problem does arise, the Cat dealer is in the best position to troubleshoot that problem and solicit help from Caterpillar directly if needed.

WHAT'S THE BENEFIT OF GOING TO A CAT DEALER FOR PARTS, UNPLANNED REPAIRS OR MAINTENANCE?

Caterpillar works to make sure that all dealers are performing at the same level so the customer receives consistent service no matter where they're at in the world.

A dealer technician will be trained on the latest Caterpillar information, have the latest Caterpillar technical information and will be able to help our customers faster because of that.

If you're going to a third-party shop, you may not know if the part is actually a Caterpillar part, you may not know if the technicians actually know anything about that specific engine and they probably don't have the latest information from Caterpillar as far as what needs to be done to complete that repair.

DO CUSTOMERS NOTICE THE DIFFERENCE?

There are always cases when a customer tries to find an alternative to the dealer network, but the quality of the part received or the work done often doesn't match what they receive from the Cat dealer network. Part of the value you receive from the Cat brand is the access to the dealer network. The question is: Is the alternative worth the risk to your investment?

WHAT ARE WAYS CAT MARINE IS HELPING TO ENSURE CAT CUSTOMERS RECEIVE CONSISTENT SERVICE — GLOBALLY?

One of my main functions is to make sure a customer, if he's working with a Cat dealer he's not familiar with, has his needs understood and receives service at the same level as a dealer he might work with more regularly.

Cat Marine also has a Parts and Service Strategy, including a stringent Marine Service Assessment with an extensive audit process, to ensure global consistency for customers.

BUILT FOR IT.™

