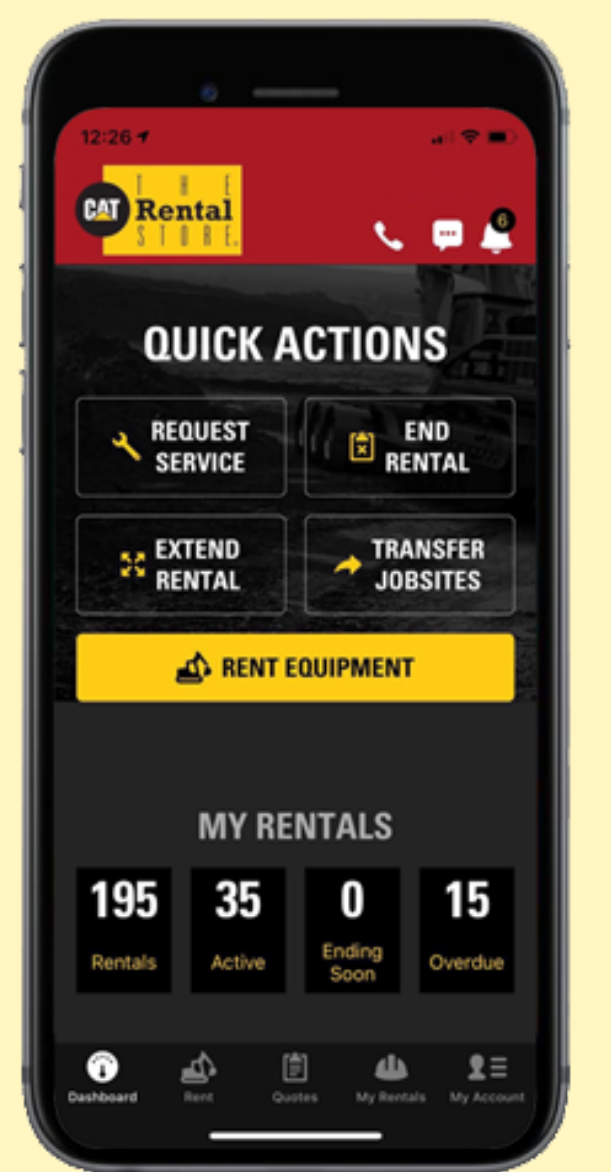
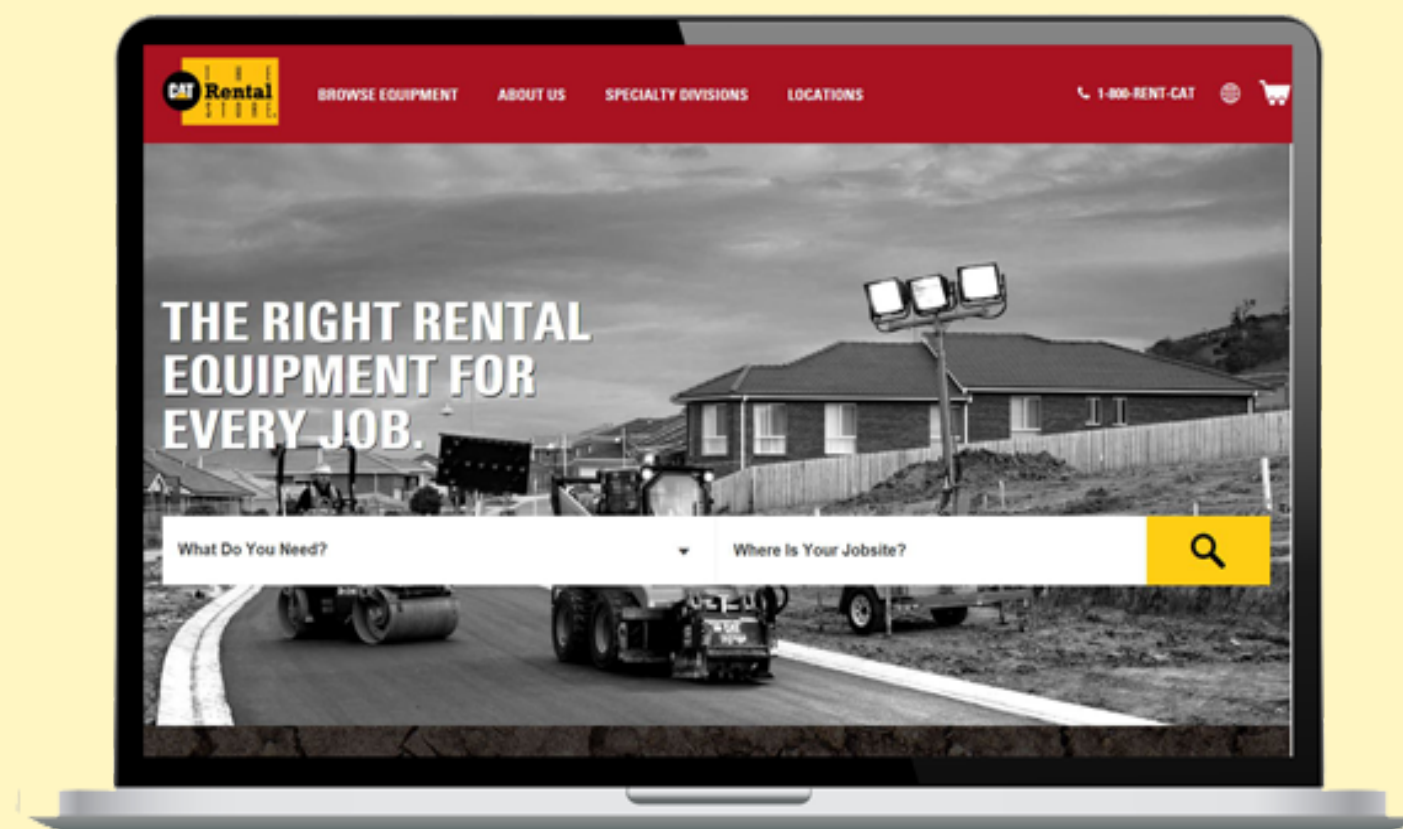


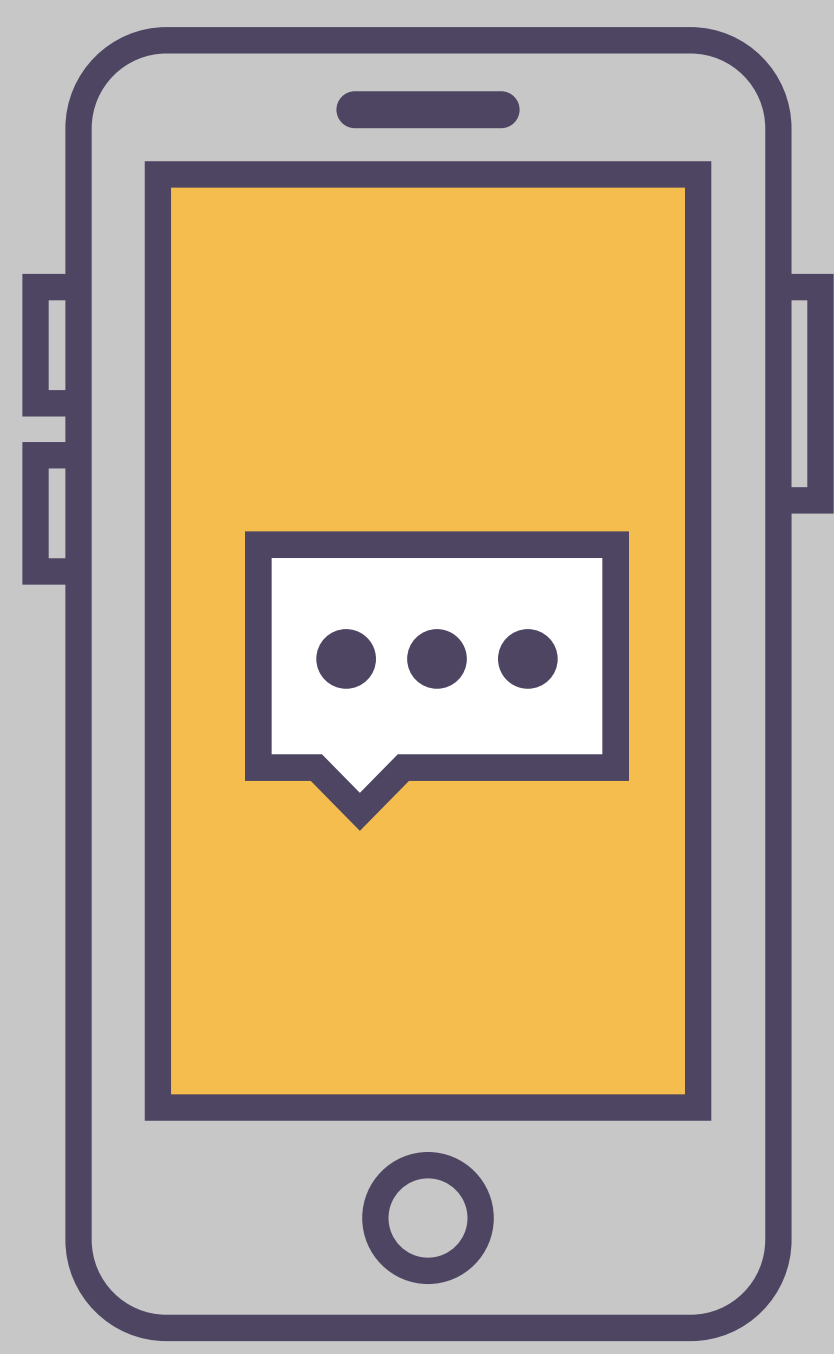
# UPPING OUR DIGITAL GAME



It's no secret that most of us spend a lot of time online, including shopping and researching products. Customers worldwide demand easy, convenient desktop and mobile solutions. Combine that with a growing, competitive rental industry, and you get the need for a top-notch online presence. That's where the new CatRentalStore.com and mobile app come in.



## THE DIGITAL LANDSCAPE



**3.7 billion**  
mobile users worldwide

More people own cell phones than toothbrushes.



The average person spends more than 3.3 hours on their phone every day.



**1 in 4 people**  
shop online at least once a week

"Your company needs to optimize its online presence for mobile users - it is absolutely vital. It's what will drive customer connectivity, trust and communication. It's what will compel those customers to take action, to connect with you, to make a purchase and to move forward." - Jim Kreyenhagen for Forbes

## THE RENTAL LANDSCAPE



Equipment rental revenue opportunity globally is about

**\$90B**

The rental industry is growing by about

**5%**

CAGR each year.

"Customers want an easy solution at their fingertips for everything they're doing, including renting through the Cat Rental Store. It's critical that we get this right." - GRUES Director Kurt Norris

## RENTING MADE EASY

Major new features of the Cat Rental Store digital experience:

- Customer-specific pricing
- Modifying contracts: call off or extend rentals
- Request on-site service for unexpected events
- Contact your dealer via the messaging feature

