

# THE DIFFERENCE

For more information, visit [cat.com/filtersandfluids](https://cat.com/filtersandfluids)

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# HERE'S THE THING...

It's hard to see the design differences between Cat Fluids and other brands of fluids. You can look at molecule diagrams or talk sheer stability and oxidation resistance. But let's focus on what matters most: the performance difference of Cat Fluids and how it makes a difference for your operation. Lab tests prove it, customer studies support it and fluid experts help you understand it.

## SEE IT

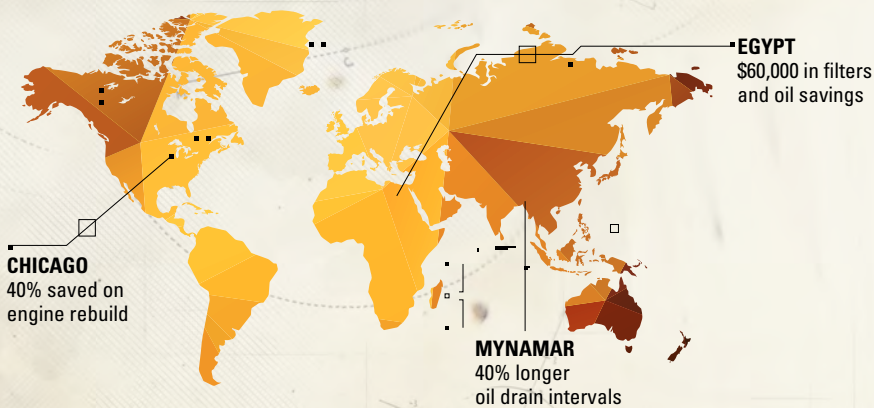


## BELIEVE IT

"We can extend our drain times and get more life out of the engines and you don't have to worry about it."

— Chris Johnson, Equipment Manager, Kaw Valley Companies —

### RESULTS THAT MAKE A DIFFERENCE



## UNDERSTAND IT

Cat fluids stand alone in understanding the equipment it protects. Why does that matter? The more a fluid knows its surrounding components, the better it protects them. Not only are the fluids designed for Cat equipment, Cat equipment is designed to perform at its best when using Cat Fluids. With industry-leading quality and reliability — you get results that make the difference easy to see.

Ask your dealer about the difference or visit [cat.com/filtersandfluids](http://cat.com/filtersandfluids) for the proof and the design.





# THE PROOF

The word 'PROOF' is rendered in a large, bold, black, sans-serif font. A yellow CAT wheel loader is integrated into the letter 'O', appearing to drive through it. The loader is shown from a side profile, facing right. The background of the letters and the loader is a dark, textured surface with splatters of dirt or mud, suggesting a rugged, industrial environment.

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# IT'S LIKE THAT OLD SAYING,

## "A Picture Saves a Thousand Dollars."

Okay, we didn't get the quote right. But we have proof that Cat Fluids perform best for your Cat equipment. The best fluids know the ins and outs of the components it protects. And from brakes to clutches to power shift transmissions – no one knows Cat equipment's friction devices better than those who engineered it. When you add in the most robust endurance testing in the industry — the results show.

## THINK OIL IS OIL? TAKE A CLOSER LOOK.



This destructive piston pump test shows Cat hydraulic oil in great condition after 200 hours, and the industry standard which failed at 178 hours.

### That's just the piston ring wear.

You should see the other guy — meaning the actual oil...

### So what's happening here?

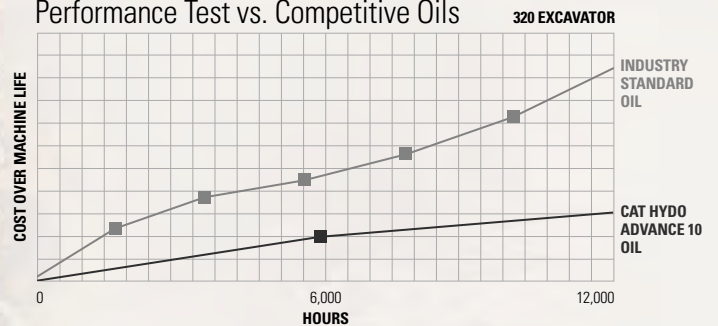
Advanced oil disperses more water and has superior filtration properties for less risk of contamination – that's why the coloration is lighter, which is better. The impact? Less rust and less corrosion. The outcome? Longer component life and less maintenance. The real outcome? You make more money working more and spend less money on repairs.

When you pair Cat Fluids with S-O-S™ analysis, this study proved the ability to extend oil drain intervals by 300 percent. That means *three* oil changes with a competitor, compared to *one* with Cat Fluids and S-O-S analysis.

**Beyond the lab, customers all over experience longer drain intervals that translate to bottom line savings.**



### Performance Test vs. Competitive Oils



#### Myanmar Bus Company

**Profile:** Bus company switches eight buses to Cat DEO 15W-40 with S-O-S™ Services

**Savings by Percent:** 40% longer oil drain intervals, 1.3% saved on its total fuel bill

**Savings by Dollars:** \$5,000 saved per year

#### Egyptian Contractor

**Profile:** 84-machine fleet switches to Cat Fluids with S-O-S Services

**Oil Cost Savings:** \$21,000

**Filter Cost Savings:** \$42,000

Ask your dealer about Cat Fluids for your equipment. Or check out [cat.com/filtersandfluids](http://cat.com/filtersandfluids) for more information on The Difference and The Design of Cat Fluids.





# THE DESIGN



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# DESIGNED DIFFERENT— TO MAKE THE DIFFERENCE

It's not always easy to see design differences of fluids, but they're very real. The first question when buying fluids, "Does it meet specifications?" Cat Fluids meet industry specs, then go far beyond in performance testing and quality control.

As the lifeblood of healthy equipment, all Cat Fluids are tailored specifically to optimize Cat equipment and components. Formula experts work in lockstep with component engineers to optimize the fluids' relationship with friction thresholds. We're talking working temperatures, air release points, viscosity, seal swelling. It's designed to specs then rigorously tested, from labs to field trials.

**"I can show them that it's not all the same.  
They're just not made the same."**

— Terry, Lead Greasemaker —

**"No other OEM in the world goes to the amount of extensive  
testing and endurance testing that Cat Fluid does."**

— Alex, Global Fluids Advisor —



- ✓ Superior oxidation stability
- ✓ Enhanced shear stability
- ✓ Improved oil aeration
- ✓ Backwards compatible
- ✓ More viscosity control in high-temperature

The point is – with today's engines doing more work with less emissions – we're a long time away from that old adage, "oil is oil." The good news is this: Cat experts have already done the work. Some oils undergo years of development, all to ensure Cat Fluids protect your Cat equipment like no other brand in the world. That's why tests show extended oil drain intervals and customers around the world can experience savings in the thousands.

**Talk to your dealer about Cat Fluids, or visit  
[cat.com/filtersandfluids](http://cat.com/filtersandfluids) for more on The Difference or The Proof.**





# THE DECISION



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# YOUR BOTTOM LINE WILL THANK YOU LATER

We're not talking pennies of savings. Cat® Fluids deliver extended oil drains, less unplanned downtime and longer component life. Those are benefits that can save you thousands in owning and operating costs. When you consider your investment in top-performing Cat equipment, there's no better way to protect that investment. Talk to your Cat dealer about how these fluids solutions can protect your machine and your bottom line.



## Scheduled Oil Sampling Analysis

See problems to avoid. See chances to save.



## Cat Greases

Extreme environments meet unbeatable performance.



## Cat Oils

Already tested. Ready to work.



## Cat Coolants

Full line. Full protection.



SET IT. FORGET IT. AND SAVE.  
**THAT'S A CVA.**



There's no solution growing quicker than getting fluids as part of a **Cat Customer Value Agreement (CVA)**. Ask your dealer about a flexible plan for hassle-free maintenance. Whether you prefer to handle maintenance or take advantage of dealer service — customers across the world are seeing the payoff with CVAs. It's a stress-free solution for easy ownership, peace of mind, and ensuring your machine makes the most for your operation.

Talk to your Cat Dealer about Cat Fluids for your equipment — or visit [cat.com/filtersandfluids](http://cat.com/filtersandfluids) for more on The Difference, The Proof or The Design.

