

THE PROOF

The word 'PROOF' is rendered in a large, bold, black, sans-serif font. The letter 'P' is partially obscured by a yellow CAT wheel loader, which is positioned as if it is driving through the letter. 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. The word 'THE' is positioned above 'PROOF' in a smaller, similar font.

For more information, visit cat.com/filtersandfluids

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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?

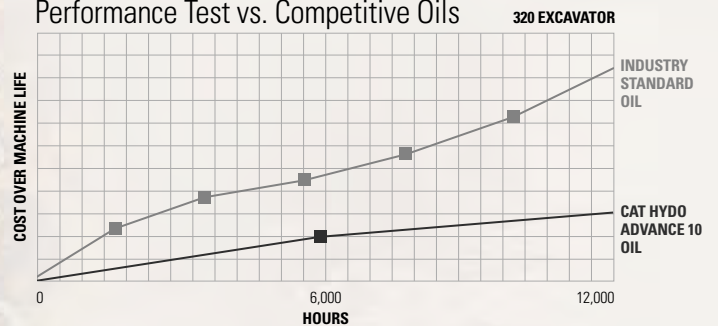
Advanced oil disperses more water and has superior filtration properties for less risk of contamination – that's why the coloration is lighter, which is better. The impact? Less rust and less corrosion. The outcome? Longer component life and less maintenance. The real outcome? You make more money working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

