

CAT® CERTIFIED MAINTAINED (CCM) PROGRAM

INTRODUCING THE NEW CCM PROGRAM

HELP MAXIMIZE YOUR MACHINE'S PERFORMANCE, LIFESPAN, AND RESALE VALUE.

Our CCM program ensures that your machine is expertly maintained by Cat Dealer Techs at each planned maintenance interval. Receive on-time, expert service using only Genuine Cat Parts and Fluids from the start of your machine's lifecycle.

With ongoing dealer-performed maintenance, you'll be confident you're meeting maintenance guidelines and avoiding costly downtime. If you eventually sell or trade in your machine, its CCM designation will give your potential buyer comfort the machine has been maintained to factory standards with original Cat parts. These benefits provide another unique advantage to our customers.

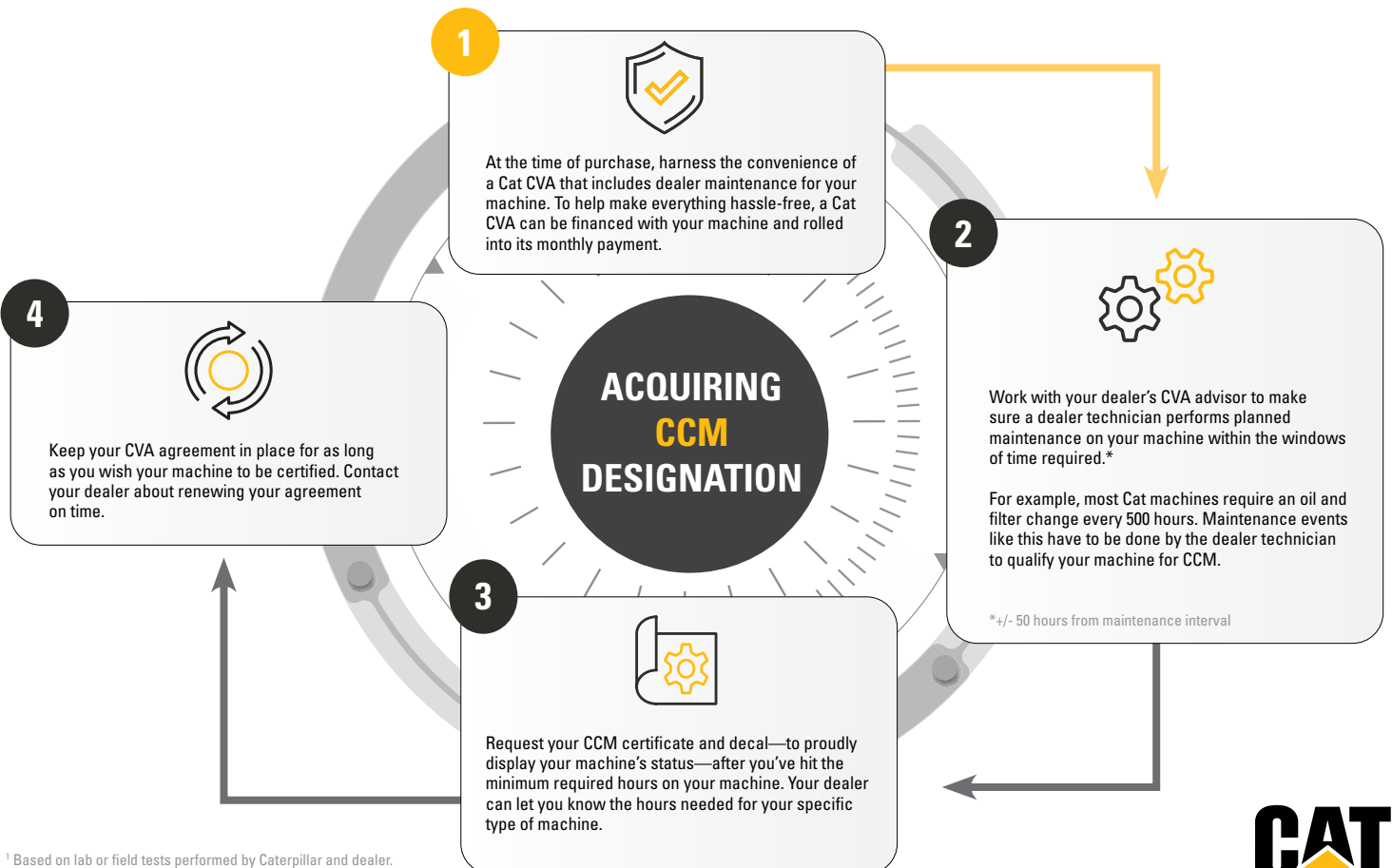


WANT TO LEARN MORE? Contact your dealer or visit Cat.com/CertifiedMaintained.

CAT CUSTOMER VALUE AGREEMENTS (CVA) MAKE IT EASY! ANY CVA WITH DEALER LABOR AND MEETING OMM REQUIREMENTS SINCE INITIAL DELIVERY IS ELIGIBLE FOR A CCM CERTIFICATION.²

HERE'S HOW THE CCM PROGRAM WORKS

The following steps can be taken to achieve CCM status for your machine:



¹ Based on lab or field tests performed by Caterpillar and dealer.

² CVAs and CCM designation are subject to restrictions and availability. Contact your Cat dealer for more information.



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Q AND A - CCM PROGRAM

By taking the qualifying steps to earn CCM status, you can help ensure maximum performance and dependability for your machines, keeping your customers and employees happy in the process. To help you better understand CCM status—and how to achieve it—we've answered the most common questions about the program below.

Q : Do I need a Cat Customer Value Agreement (CVA) to qualify for Cat Certified Maintained (CCM)?

A : Yes, your machine needs a CVA that includes dealer performed maintenance in order to qualify for CCM.

Q : If my machine has all the PM intervals completed on time but doesn't have a CVA, can I still receive CCM designation?

A : To obtain CCM designation, you must have enrolled your machine in a dealer maintenance CVA at time of purchase and had all planned maintenance performed by dealer technicians.

Q : My business buys Cat filters and fluids, but I (or my staff) personally change them on the machines according to the OMM. Can I have my Cat machine certified with CCM?

A : At this time, the only way Cat can certify a machine is by validating work orders done by Cat dealers. But we're currently working on a path for our parts customers to use other digital tools from Caterpillar in order to satisfy certification requirements.

Q : What should I do if my CCM machine decal has been lost or damaged?

A : Please contact your dealer for replacement instructions.

Q : I have had my machine serviced by several Cat dealers; can it still qualify for CCM?

A : Yes, as long as all of your machine's required planned maintenance has been performed on time (+/- 50 hours from maintenance interval)—it will qualify. The CCM decal will state the name of the dealer that the machine's CVA was purchased through.

Q : How long does CCM designation last once it's been earned?

A : You can continue to maintain CCM status for your machine as long as you keep your CVA up to date through your dealer. Your decal can be re-issued at specific intervals the longer into the maintenance life cycle you go.

Q : Can I apply CCM to other manufacturers' machines if a Cat dealer performed planned maintenance on them?

A : No, this program is only for Cat machines.

Q : Can Cat guarantee a better residual value for my machine if it's been designated CCM?

A : Because multiple factors can affect a machine's final residual value, many outside our control, we're unable to make this guarantee. However, we believe proper CCM documentation and signage will help customers maximize their machine's residual value. CCM badging and documentation allows our current Cat owners to prove to potential buyers the investment that has been made in maintaining the Cat machine.

Q : What happens if the required planned maintenance starts to get behind because I don't have time to do the maintenances?

A : We understand that things happen, so we provide a certain amount of flexibility with CCM. You can certify your machine for the stretch of time the machine was kept on schedule for planned maintenance, within 80% range of on-time completion. But once a machine falls outside that 80% range, then Cat can no longer certify that required planned maintenance has been done to manufacturer specification.