

CATERPILLAR INDUSTRIAL DESIGN

Caterpillar's Industrial Design team is infusing Cat DNA into the company's machines and power systems. For nearly six decades, the team has blended art and engineering to give form to the function and technology of Cat® products.

THE TEAM



12 team members from around the world, including Illinois, Minnesota, North Carolina, and Japan



EXPERIENCE:

60+
YEARS THAT CATERPILLAR HAS HAD INDUSTRIAL DESIGN

155
TEAM'S TOTAL COMBINED YEARS OF EXPERIENCE IN INDUSTRIAL DESIGN FIELD

96
INDUSTRIAL DESIGN TEAM'S TOTAL COMBINED YEARS OF EXPERIENCE AT CATERPILLAR

300+
PATENTS AWARDED TO THE TEAM



AREAS OF INSPIRATION:

Inspiration isn't just found in our industries.

CONSUMER ELECTRONICS

AUTOMOTIVE

AEROSPACE

FURNITURE

MEDICAL

SPORTS

TOYS

BY THE NUMBERS:

The Industrial Design team uses innovative technologies to design and concept the next generation of Cat products – saving time and money in the development process.

The **Virtual Reality Cave** is a fully immersive digital environment designed for virtual testing of all types of early design concerns

1 hr in the cave is worth **\$50k** in development cost savings



Gravity Sketch is one of the newest technologies in their toolbox. It's an **immersive 3D** design tool that allows them to design concepts in **real-time**.



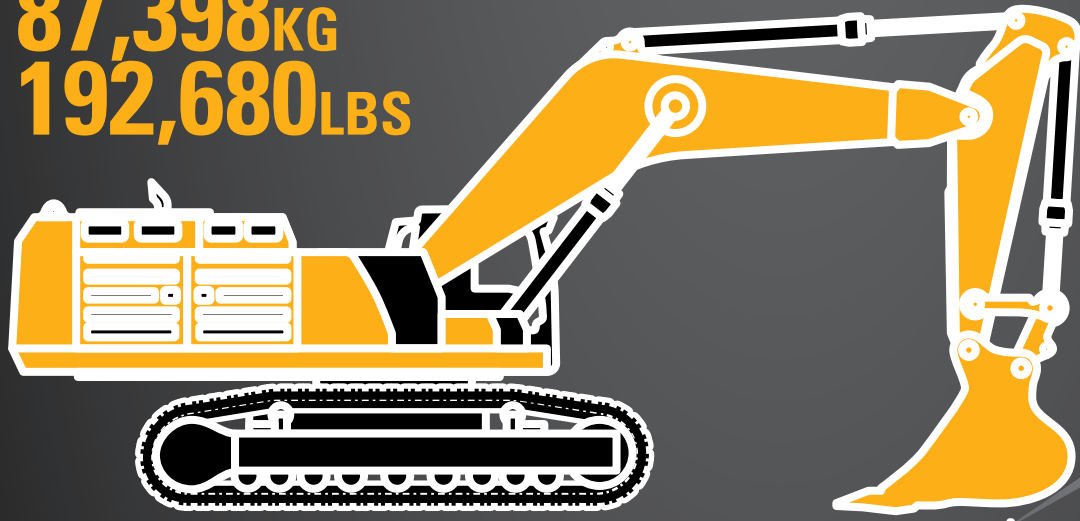
25% increase in concept generation speed with **Gravity Sketch**

SIZE DOESN'T MATTER

The same **ATTENTION TO DETAIL** is given to each product the team works on, regardless of the amount of involvement or the size of the product. Here's a look at the **LARGEST** and **SMALLEST** products they've collaborated with the engineering teams on.

LARGEST DESIGN:
390 NEXT GEN EXCAVATOR

87,398KG
192,680LBS



SMALLEST DESIGN:
CAT KEY

0.009KG
0.02LBS



The team designs **OPERATOR STATIONS** (including seats, controls and displays) for **MAXIMUM COMFORT** and **EFFICIENCY**. They are designed for operators ranging from:



5ft 0in
152.4cm

6ft 7in
200.66cm



MODERN HEX TRADE DRESS REFRESH

The Cat Modern Hex was designed by the Caterpillar Industrial Design group. The design combines the traditional Cat trademark and product model names with a bold, three-dimensional red hexagon and grille pattern.

1,070
Cat Product Models will be transitioned to the new Modern Hex trade dress prior to **CONEXPO**

400+
Designs considered for new trade dress

