



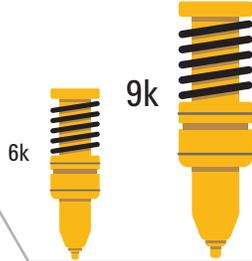
RUNNING THE NUMBERS CAT® CUSTOMER VALUE AGREEMENTS (CVAs)



IS A CVA WORTH IT? WHEN YOU LOOK AT IT THIS WAY... THE CHOICE IS EASY.

WOULD YOU RATHER

a fuel injector last 6,000 hours or 9,000?



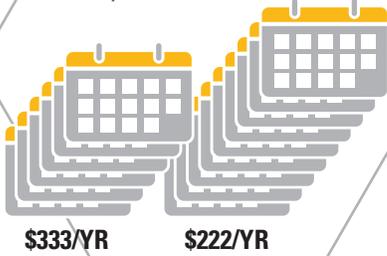
UP TO **50%**

LONGER COMPONENT LIFE WITH CAT® FILTERS

50 percent longer makes a big difference. With Cat filters, CVAs can extend your component life by up to 50 percent. The choice is easy. Work with your dealer for a CVA on your machine.

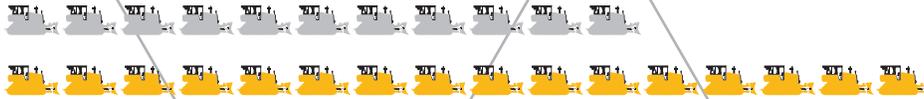
WOULD YOU RATHER

replace a hydraulic pump at 6 years or 9?



WOULD YOU RATHER

your machine last 10 years or 15 before an engine rebuild is needed?



UP TO

45%

LONGER FUEL INJECTOR LIFE WITH CAT FILTERS

WITH CAT FILTERS IN YOUR CVA & WITHOUT



By choosing Cat filters with a CVA, you could replace injectors closer to 9,000 hours...

Replacing fuel injectors can be costly. Without Cat filters, you might replace injectors every 6,000 hours.

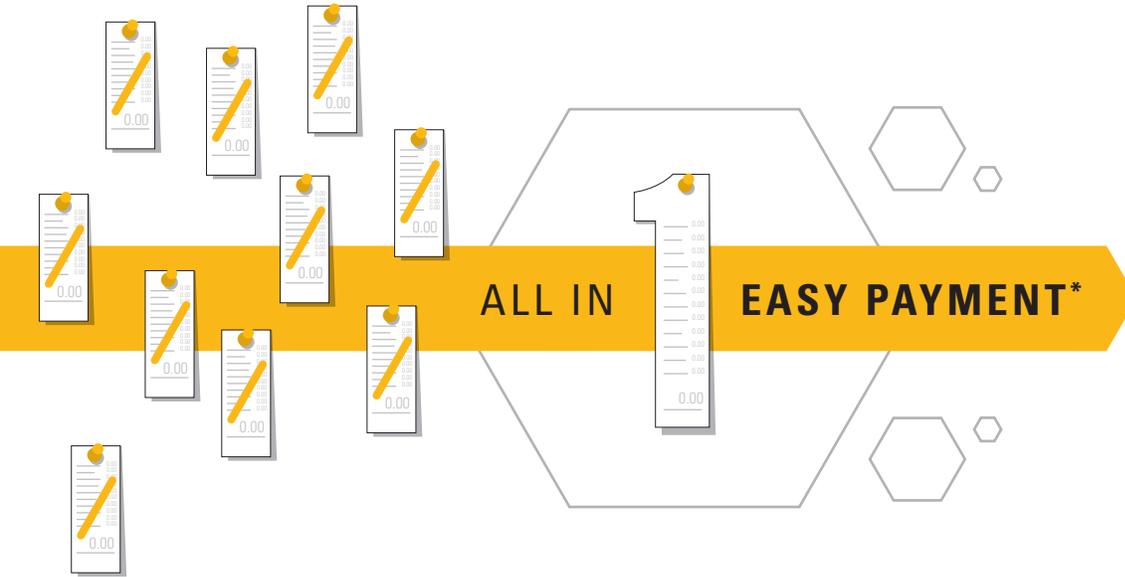
...so you don't have to replace them again at 12,000 hours.

That means over 15,000 hours on a machine, Cat filters could mean the difference between two fuel injector changes and just one. Get a CVA with Cat filters to invest in your equipment health and bottom line.





RUNNING THE NUMBERS CAT® CUSTOMER VALUE AGREEMENTS (CVAs)



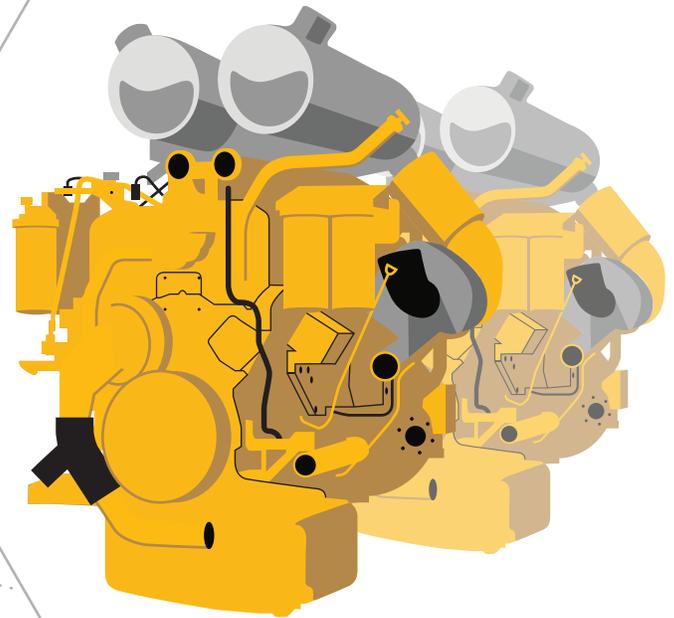
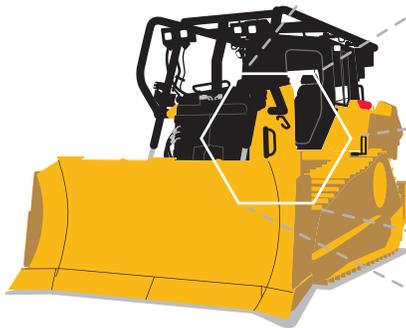
You run more than equipment. You run an entire operation. That means bigger priorities than tracking down scattered maintenance bills.

A Customer Value Agreement combines your parts, Equipment Protection Plan and any repair services into one easy plan. And that plan's eligible to be part of your machine payment.

It's one more way a CVA keeps your equipment easy to own and ready to work.

UP TO **2X** LONGER ENGINE WORKING LIFE WITH CAT FLUIDS**

Your engine's working life can last up to 2x longer with Cat fluids, available in a CVA. Think of an engine rebuild at 8,000 hours — compared to rebuilding at 16,000 hours. When you look at it that way, Cat fluids in a CVA is almost like having an extra engine.



Talk with your dealer about CVA options **OR VISIT CAT.COM/CVA**

* Subject to restrictions and availability. Additional terms and conditions may apply. Contact your Cat dealer for more information.
** Fluids recommended. Exclusions exist for some Building Construction Products (BCP) equipment.

