



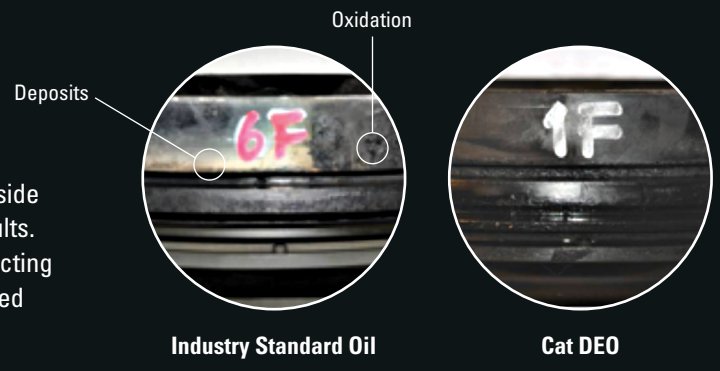
**FORMULATED
FOR PROTECTION.
DESIGNED FOR
YOUR CAT® ENGINE.**

CAT DIESEL ENGINE OIL (DEO)

No other product on the market can outperform Cat® DEO when it comes to:

- Wear protection
- Extended oil drain intervals
- Engine cleanliness with sludge protection
- Performance in extreme conditions

To prove Cat DEO's superior performance, we tested it side-by-side against an industry standard oil. This piston test shows the results. The engine that used Cat DEO showed no rough deposits, protecting against engine liner wear, excess oil consumption and decreased engine performance.



Balanced Formulation

Cat DEO goes through a robust formulation process that considers not just one, but all the critical factors that contribute to engine performance. That means your Cat engine operates at peak performance and efficiency, and gets the protection it needs to achieve maximum life.

- Oxidation control
- Soot handling
- Extended oil drain intervals*
- Increased fuel efficiency**
- Deposit prevention
- Low temperature pumpability
- Cleanliness
- Shear stability

*Extended drain intervals dependent on using Cat DEO along with Cat fluids, filters and S.O.S Fluid Analysis
 **Relative to conventional 15W-40 engine oil. Actual fuel economy is dependent on vehicle/equipment type, outside temperature, driving conditions and your current fluid viscosity.



THE BOTTOM LINE? PROVEN CUSTOMER SAVINGS.

Don't let something as critical as engine oil drains go unchecked. It might seem like all oils are similar in quality and only differ in price, but a couple dollars saved on a cheaper oil today may cost you on machine component breakdown in the long term.

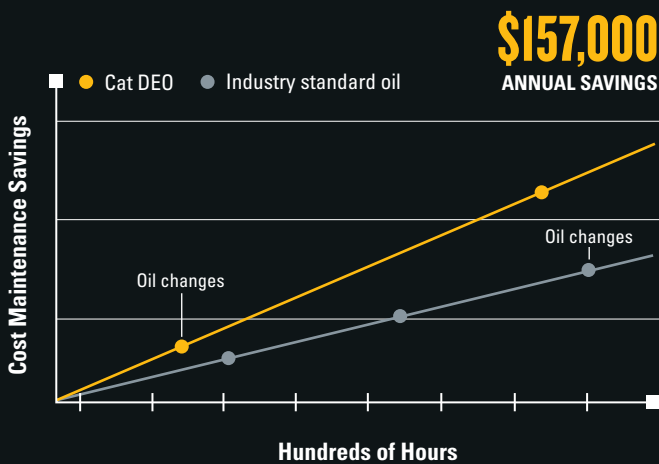
Cat DEO offers outstanding protection compared to conventional and synthetic oils.

- **Designed as part of the Cat System** — engineers and formulation specialists work together to create the best protection and performance for Cat engines.
- **Endurance tested on Cat equipment** — validated for the tough conditions our engines are designed to operate in the field.

Savings at the New York Waterway

New York Waterway is the largest ferry and excursion fleet in the New York Harbor, owning and operating a fleet of 48 ferries outfitted with 96 Cat engines. They recently switched from using an industry standard oil to Cat DEO 15W-40, along with Cat filters and S.O.S. Fluid Analysis, at the advice of their Cat dealer.

The result? The company quickly extended their drain intervals from every 250 hours with the industry standard oil to 400 hours with Cat DEO — and the savings stacked up.



LET'S DO THE WORK.™

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Superior Products Lead to Better Profits

New York Waterway achieved real savings for their operation with Cat DEO



Productivity

Eliminated four routine filter/fluids changes per year, plus reduced labor hours



Equipment performance

Extended oil drains by 150 hours per engine across 96-engine fleet



Product savings

Decreased spending on oil supply and disposal

CAT DEALERS DEFINE WORLD-CLASS PRODUCT SUPPORT

We offer you the right parts and service solutions, when and where you need them. The Cat dealer network of highly trained experts keeps your entire fleet up and running to maximize your equipment investment.

