



MAXIMIZE COMPONENT LIFE AND ENGINE PERFORMANCE

Cat[®] Oil Filters

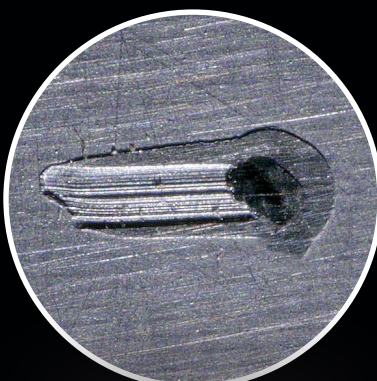
We Compared Cat Advanced High Efficiency Engine Oil Filters Against the Competition

	ADVANCED	UHE
Cat Advanced High Efficiency Oil Filter	✓	
Competitor's Oil Filter		✓

VS

Cat Oil Filters are designed to:

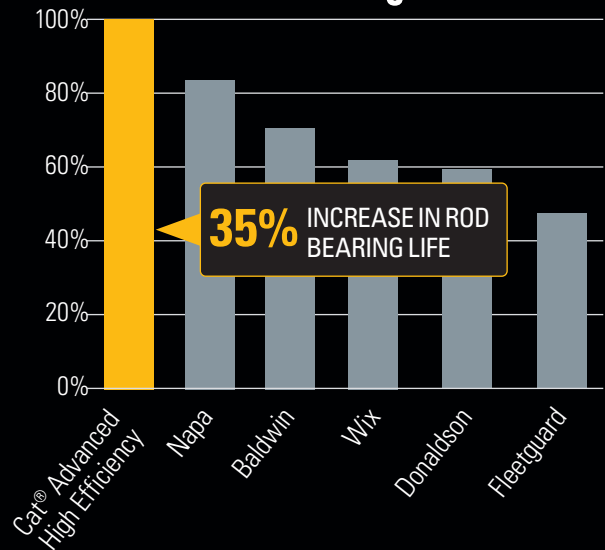
- Maximize engine and engine oil cleanliness
- Meet expected oil change intervals
- Provide the best machine performance and lubrication system protection



Magnified image of abrasive wear on rod bearing.

Cat filters and fluids are designed to work together as a system to optimize your Cat iron and reduce equipment downtime, resulting in greater profits for your business.

Rod Bearing Life



Testing conducted by an independent test lab utilized different brands of engine oil filters and measured wear occurring to the rod bearings on a C13 engine. Based on wear rates attained during the test Cat Advanced High Efficiency Filter shows a **35% increase in rod bearing life.**

Premature wear and resulting damage has a cost associated with it. >>



Cat[®] Advanced High Efficiency Engine Oil Filters— Protect Your Bottom Line

Not only do Cat Advanced High Efficiency Filters provide the best protection for your engine, they are also priced below the competition's Premium offering.

It is important to remember the filter with the lowest price isn't always the lowest cost option. A filter that provides better protection can significantly reduce your costs by extending engine life and minimizing the costs associated with a rebuild. In order to reduce your overall operating cost, it is necessary to consider **ALL** of the costs associated with your oil filter:

- **Filter Costs** — How much do you have to pay for the filter, and how frequently do you have to replace it?
- **Repair & Rebuild Costs (Parts, Labor & Downtime)** — How well does the filter protect your engine?

ANNUALIZED COST EXAMPLE			
	Filter Cost per Year	Rebuild Cost per Year*	Total Cost per Year
Cat [®] Advanced Oil Filter	\$128	\$4,314	\$4,442
Competitive Oil Filter	\$140	\$7,718	\$7,858

* In this example the Rebuild Cost is calculated by taking the parts and labor cost associated with an engine rebuild and dividing by the expected life based on the wear testing conducted. Better protection and lower wear rates results in longer rebuild cycles. This allows the cost of a rebuild to be spread over a longer period of time making the annualized cost associated with the rebuild less. The additional cost of downtime and lost production is not included but can be significant and would further increase the difference in rebuild cost. Example assumes machine utilization of 2,000 hours/year, filter pricing that is readily available in the market and changing your oil filter every 500 hours. Costs associated with five different machine models were averaged. Competitive values are based on the average for the 5 competitive brands tested. This example is in USD and is based on testing conducted, actual costs may vary depending on application, use and a variety of factors.

LET'S DO THE WORK.™

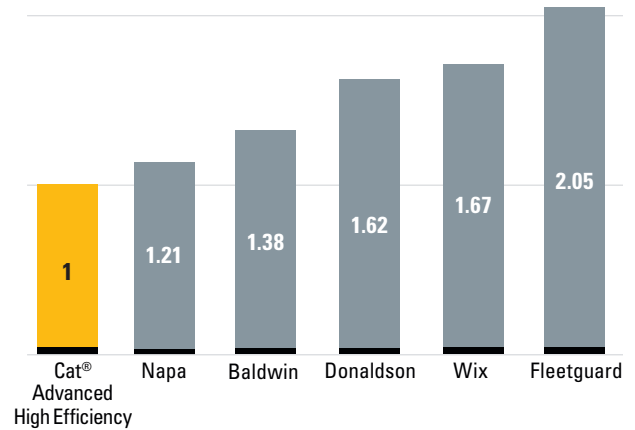
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Using The Wrong Filter Costs More

Cost Per Hour
(Normalized)



- **Filter Cost Per Hour** — Considers the filter purchase price and assumes changing the filter every 500 hours over the expected life of the engine.
- **Engine Rebuild Cost Per Hour** — Considers the price associated with parts and labor required for an engine rebuild and the expected component life based on wear testing conducted by an independent test lab. Cost of downtime is not included, but can be significant and would even further increase the cost differential.

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.

