

PROTECT YOUR ENGINE THE GENUINE WAY

WITH CAT® FILTERS



Shop genuine Cat® filters
online at parts.cat.com



**OIL & GAS
PARTS AND SERVICE**



CAT®

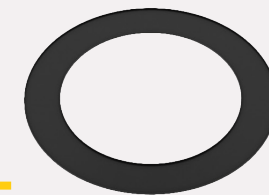
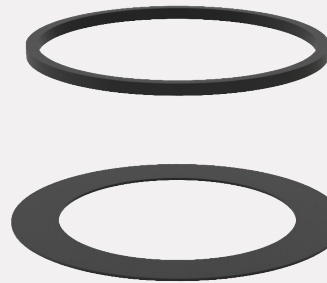
BUILT EXCLUSIVELY FOR CAT®

PROTECT THE HEALTH AND LONGEVITY OF YOUR CAT® ENGINE

When it's time to replace your engine filter, choosing a filter built exclusively for your Cat engine can save you time and money. Genuine Cat filters are specifically designed to protect and extend the life of your Cat engine. You get dependable performance, legendary support, and the ease of buying online.

Enjoy the convenience of shopping online, access to millions of parts, and the peace of mind that comes with knowing you'll get the correct fit on your engine at parts.cat.com.

AIR FILTERS



*In this example, the rebuild cost is calculated by taking the parts and labor costs associated with an engine rebuild and dividing it 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 could further increase the difference in rebuild cost.

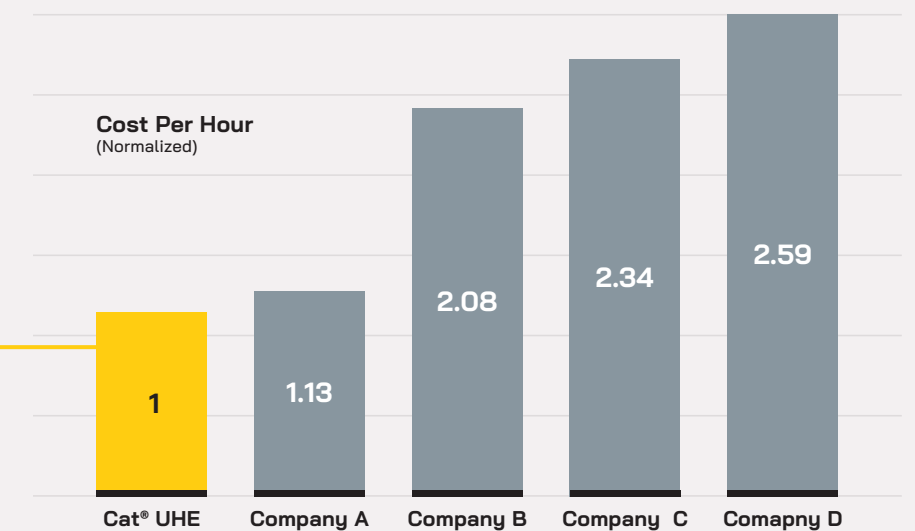
Example assumes machine utilization of 2,000 hours/year, filter pricing that is readily available in the market and changing the air filter every 500 hours. Costs associated with ix different machine models were averaged. Competitive values are based on the average for the four competitive brands tested. This example is in USD and is based on testing conducted. Actual costs may vary depending on application, use and a variety of factors.

PROTECT YOUR ENGINE AND YOUR BOTTOM LINE

If you think you're saving money with the lowest priced air filter, think again. An air filter that is designed exclusively for your engine provides better protection and can significantly reduce costs by extending engine life and minimizing the expenses that come with maintenance and rebuilds. Our Cat® Ultra High Efficiency (UHE) Air Filters outperform standard filters by providing superior protection and extended piston ring life, which helps save on overall costs down the road.

All the convenience and productivity you need at parts.cat.com

USING THE WRONG FILTER COSTS MORE

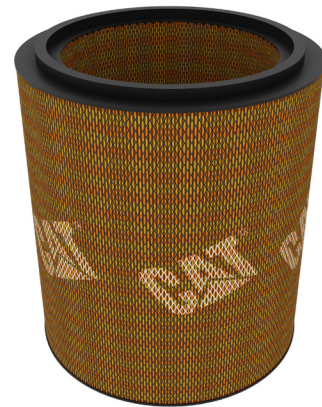


■ **Filter Cost Per Hour** — Considers the filter purchase price and assumes changing the filter every 500 hours over the expected life of the engine.

■ **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.

ANNUALIZED COST EXAMPLE			
	Filter Cost per year	Rebuild Cost per year*	Total Cost per year
Cat® UHE Filter	\$395	\$5,445	\$5,849
Competitive Air Filter	\$318	\$11,585	\$11,903

GENUINE PARTS FOR THE HEALTH AND LONGEVITY OF YOUR ENGINE



The benefits of a Cat® UHE air filter are unmatched when it comes to capturing damaging debris from intake air, protecting critical engine components, and providing the lowest operating costs.

CAT® ULTRA HIGH EFFICIENCY (UHE) ENGINE AIR FILTERS

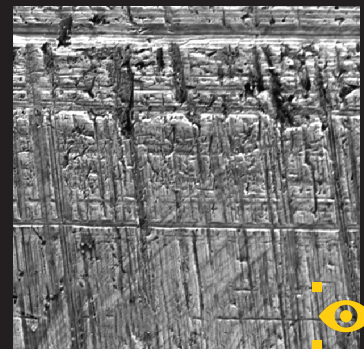
No other engine air filter outperforms a Cat® UHE air filter when it comes to:

- Capturing damaging debris from intake air
- Protecting critical engine components
- Providing the lowest operating cost

In tests conducted on multiple filter brands to see the impact on piston ring wear, the Cat UHE filter provided a 50% increase in piston ring life, protecting not only the Cat engine but Cat parts as well.

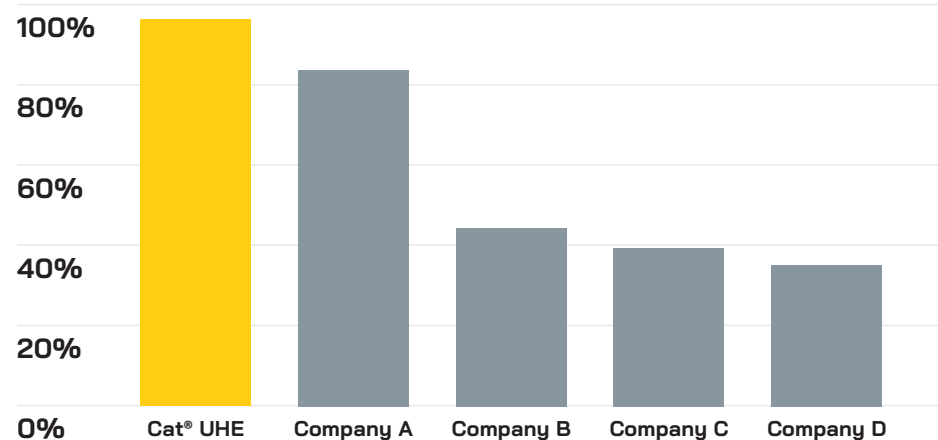
Cat® equipment is designed to work in extreme applications where dirt, dust and other contaminants are common. Dust is abrasive, and when contained in the intake air required for combustion, it will cause premature damage and wear to engine components.

This premature wear and resulting damage has a cost associated with it.



Magnified image of abrasive wear on a piston ring.

PISTON RING LIFE



Testing conducted by an independent test lab, utilizing different brands of engine air filters and measured wear occurring to the piston rings on a C13 engine. Based on the wear rates attained during the test, on average, the Cat UHE filter provides a **50% increase in piston ring life**.

50%
Increase in Piston Ring Life

FLUID FILTERS



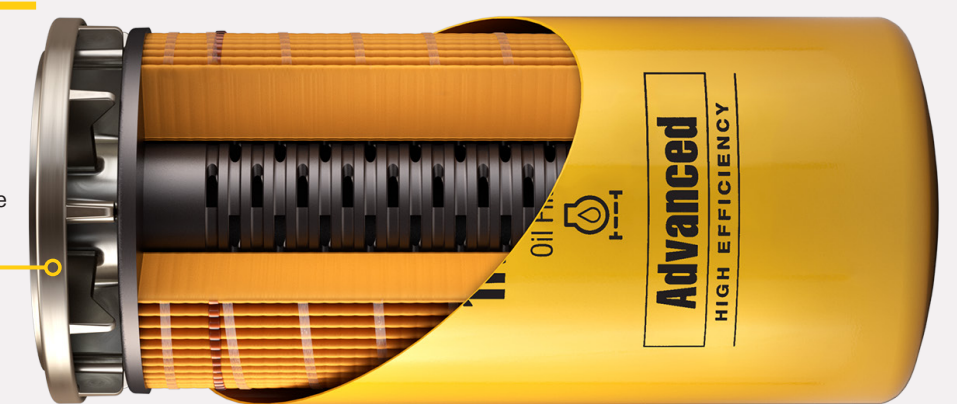
GENUINE PARTS TODAY, LESS DOWNTIME TOMORROW

The true cost of purchasing non-Cat filters becomes clear over time, as early hour component failures occur. That's why it's important to understand that Cat fuel filters are just not like the rest of them, as they keep your Cat engine healthy and running longer. From lab tests to customer testimony, the results prove that your engine runs cleaner and performs better and therefore saves you money in the long run.

parts.cat.com offers the genuine filters you need to keep your engine running optimally.

Make the right choice!

- Best component protection
- Best fuel system performance
- Lowest overall cost



IMPROVED FILTRATION FOR A CLEANER ENGINE

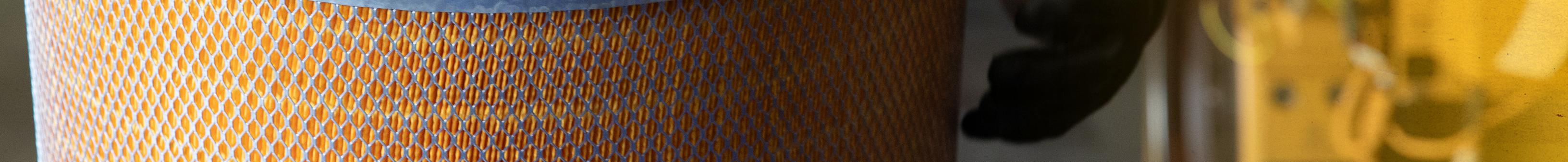
Cat Advanced High Efficiency Engine Oil Filters increase contamination control performance providing for a much cleaner running engine lubrication system. Cat Advanced Oil Filters provide enhanced filtration without the shorter change intervals often required by other brands' higher efficiency filters.

IMPROVED FILTRATION FOR LESS WEAR

To increase contamination control capability, the Cat Advanced Oil Filter combines improved filtration efficiency, excellent contaminant holding capacity and low pressure drop characteristics.

Types of Cat® Engine Fuel Filters:

- 1 Standard Efficiency
- 2 Advanced Efficiency
- 3 Ultra High Efficiency



GENUINE CAT FILTERS DESIGNED TO PROTECT, AVAILABLE ONLINE.

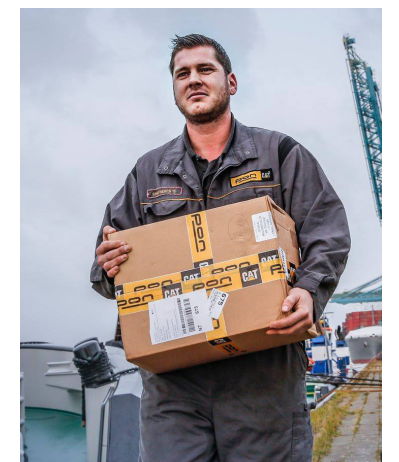


GENUINE CAT FILTERS ARE DESIGNED AND TESTED BY EXPERTS to provide your engine with longer service life, excellent protection, and minimal owning and operating costs. With genuine Cat filters you're protecting your investment and saving on costs down the road – with the convenience of shopping online at parts.cat.com.

ENDLESS PRODUCTION REQUIRES ENDLESS SUPPORT QUALITY SUPPORT TODAY MEANS MAXIMUM PRODUCTION TOMORROW.

CAT OIL & GAS OFFERS ENDLESS SUPPORT to help ensure your worksite gets the service and parts it might need, saving time while shopping online is an immediate and convenient way to shop the parts you need. With millions of genuine Cat parts, parts.cat.com shows the exact parts built for your engine. Just look for the green checkmark.

That means you get the peace of mind from knowing your operations are healthy and productive all while getting the most out of your investment.





MORE CONVENIENCE. HIGHER PRODUCTIVITY. ALL ONLINE.

At parts.cat.com, you gain access to part verification, equipment management, price quotes from your local dealer, and the saved list feature to keep track of all your parts.



Shop genuine Cat filters online at
parts.cat.com



Contact your dealer to find more information about parts.cat.com.