



THE CAT[®] PERFORMANCE CVA FOR THE MACHINE YOU OWN

A WHOLE NEW LEVEL OF
PROTECTION AND CONVENIENCE
FOR THE EQUIPMENT YOU TRUST

Dealer participation may vary.



FIRST-OF-ITS-KIND COMPONENT PROTECTION.

THAT'S A PERFORMANCE CVA.

You trust your Cat® equipment to get the job done. >> **That's why protecting it is crucial.** << With the Performance Customer Value Agreement (CVA), you get your choice of component protection options for injectors, turbochargers or aftertreatment systems — no matter how long you've owned your machine. But that's not all you get.

HASSLE-FREE

SECURITY

PEACE OF MIND

THE PERFORMANCE CVA DELIVERS:

HASSLE-FREE OWNERSHIP AND MAINTENANCE

- > Planned maintenance with trained technicians handling the labor
- > Flexible payment options
- > Genuine Cat parts readily available or you get paid

SECURITY OF EXPERT DEALER SUPPORT

- > Component cost coverage options for injectors, turbochargers or aftertreatment systems when replaced by your Cat dealer
- > Maximum efficiency with focused maintenance to extend component life and boost performance
- > Priority scheduling and technician response by the second day¹ for unplanned repairs

PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT

- > Fluid health management
- > Access to 24/7 insights with VisionLink® and Cat Inspect
- > Lower risk of unscheduled downtime with planned maintenance and scheduled repairs

FOCUS ON YOUR WORK.

LET US HANDLE THE HASSLES.

You have enough to worry about running your operation. So put the oil pan down. Don't worry about looking up how to program the e-trim software. New components look pricey? Don't sweat it. The Performance CVA takes care of all that — with component cost coverage and trained technicians to handle complex maintenance and repairs. Keep the risk low and uptime high with the Performance CVA.

All Cat Customer Value Agreements (CVAs) include a maintenance parts availability commitment. CVAs with dealer labor include technician response and repair parts commitment. Dealer participation may vary.

1. Second Day response is provided by the end of the second business day from initial customer contact, with calls outside dealer business hours considered received at the start of the next business day.

NOW BLOWN INJECTORS DON'T BLOW THE BUDGET

PERFORMANCE CVAs OFFER COST COVERAGE LIKE NEVER BEFORE

Increase in fuel consumption. Decrease in horsepower. Oil degradation. These are signs you have a faulty or blown fuel injector. You lose efficiency, performance and uptime — costing you thousands. But don't sweat it. **The Performance CVA covers the cost of replacing injectors.** So you can keep delivering fuel to your engine and savings to your bottom line.

TRICKY TO REPLACE? NOW, IT'S A PIECE OF CAKE

WE'LL TAKE CARE OF IT FOR YOU

Cat injectors give you the best wear life, fuel economy and performance. That's because they're custom-built to work with your Cat engine. And to get optimal performance, the injectors must be programmed with Cat software. But time is money, so don't spend hours trying to teach yourself how to calibrate and trim your new injectors. Let our trained technicians tackle the complex maintenance and repairs — **so you can focus on your work.**



NEXT STEPS TO INJECTOR PROTECTION WITH THE PERFORMANCE CVA

With the Performance CVA for your previously purchased machine, not only do you get protection and convenience with injectors, but you also get genuine Cat parts when promised, annual inspections, equipment health data and more. Talk to your Cat dealer about a Performance CVA and learn what "peace of mind" really means.



DON'T LET A LOST TURBO TAKE YOUR PRODUCTIVITY

PROTECT IT WITH THE PERFORMANCE CVA

When turbos go out, your machine's out of commission. Worse yet, if your turbo blows, it can take your pistons and heads out with it — costing you time and money. But with the Performance CVA, the cost of turbos isn't your concern. **If it fails unexpectedly, your CVA covers the cost of replacement when it's installed by your Cat dealer.**



TURN COMPLEXITY INTO SIMPLICITY

WHAT MAKES TURBOS COMPLEX?

Great question. Turbos build up a significant amount of heat, so they need to be correctly installed and insulated. Turbos also need to deliver the right emissions to meet mandatory requirements. And since Cat turbos are designed alongside your specific engine, **who better to handle the maintenance than our expert technicians?**



TURBOCHARGE YOUR OPERATION WITH THE PERFORMANCE CVA

The Performance CVA gives you unmatched protection and convenience for turbos, but that's not all you get. You also benefit from genuine Cat parts when promised, priority appointment scheduling, machine health data and much more. **Don't wait — talk to your Cat dealer today about the Performance CVA.**

FINALLY, A “SET-IT-AND-FORGET-IT” FOR AFTERTREATMENT SYSTEMS

PERFORMANCE CVAs TAKE CARE OF IT SO YOU DON'T HAVE TO

Aftertreatment systems strip your exhaust of harmful particulates, like soot and nitric oxide. The EPA also requires it. Without an aftertreatment system, you'll not only face big fines in the field, but your machine won't perform as efficiently as it should.



HAVE NO FEAR. THIS CVA'S HERE TO SAVE YOU — TIME AND MONEY.

If components like your NOx sensor, Diesel Exhaust Fluid (DEF) pump and DEF injector fail, the cost is covered when they're replaced by your Cat dealer.

Our aftertreatment system is designed with your engine specs in mind. This careful design makes maintenance complex — requiring the help of expert Cat dealer technicians. Luckily, this CVA brings those techs right to you to get the job done. **That's the Performance CVA.**



GET IN TOUCH TO GET THE PERFORMANCE CVA FOR YOUR AFTERTREATMENT SYSTEM

Work with your Cat dealer to ensure you operate stress-free with the Performance CVA. Not only do you get industry-leading protection and convenience, but you also benefit from genuine Cat parts delivered on time, machine health alerts, diagnostics before arrival and much more.

PERFORMANCE CVA

FOR A MACHINE YOU OWN



WHAT YOU GET

This CVA offers the convenience of maintenance performed by your Cat dealer with the right parts, right on time, right at your machine — with component protection for equipment you already own. Your CVA takes care of that so your operation can maximize its performance.

GENUINE CAT PARTS DELIVERED WITH PROFESSIONAL DEALER SERVICE

- > Planned Maintenance (PM) kits align to planned hours
- > Parts vary based on Operation and Maintenance Manuals

CONNECTED MACHINE DATA AND INSIGHTS

- > Actionable insights from VisionLink®
- > Machine data such as hours, location, fuel burn and maintenance alerts

DEALER-EXECUTED INSPECTIONS

- > Results viewable and shareable in the Cat Inspect app
- > PMs and annual Technical Analysis (TA) 1 inspections

COMPONENT PROTECTION

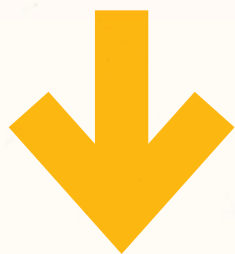
- > Protection on critical components like injectors, turbochargers and aftertreatment systems

CAT FLUIDS WITH DEALER S•O•SSM ANALYSIS FOR FLUID HEALTH MANAGEMENT

- > Sampling schedule depends on Operation and Maintenance Manuals

SERVICES COMMITMENT

- > Parts when promised — or we pay
- > If maintenance parts aren't available by the next day¹, and repair parts aren't available by the second, you'll receive up to \$1000 in Cat Credit².
- > Priority appointment scheduling, diagnostics before arrival and progress updates
- > Technician response by the second day³ to resolve unplanned repairs



WHY THE PERFORMANCE CVA WORKS FOR YOU

The Performance CVA introduces trained dealer service and maintenance. Dealer service offers flexibility for your operation to manage downtime as well as the need for in-house mechanics or technicians. Routine maintenance, annual inspections and fluid analysis are performed by your Cat dealer.

This CVA offers best-in-class protection for machines you already own — with component protection on critical components like injectors, turbos and aftertreatment systems.

All Cat Customer Value Agreements (CVAs) include a maintenance parts availability commitment. CVAs with dealer labor include technician response and repair parts commitment. Dealer participation may vary.

1. Next Day response is by the end of the next business day after initial contact or the customer's requested Order Need-By-Date.

2. Customers receive up to \$1,000 in Cat Credit for maintenance and common repair parts not covered by warranty or an Equipment Protection Plan (EPP).

Cat Credits are not to be issued to federal/state government entities, public institutions or tribal entities. For full terms, visit cat.com/en_US/support/cat-credits.html.

3. Second Day response is provided by the end of the second business day from initial customer contact, with calls outside dealer business hours considered received at the start of the next business day.



SUPPORT MADE SIMPLE. THAT'S A PERFORMANCE CVA.

It's a no-brainer. The all-new Performance CVA protects your machine, bottom line and peace of mind. With genuine Cat parts, experts handling the labor and critical component protection, you get the confidence of knowing your equipment is ready for peak performance.

LOOKING AT NEW MACHINES?

Remember there's a Cat Performance CVA for that, too. No matter where your machine's at in its lifecycle, your Cat dealer's got you covered — because that's what it's all about.



**THERE'S NEVER BEEN A
BETTER TIME THAN NOW.
DON'T WAIT. TALK TO
YOUR CAT DEALER
TODAY.**

