

A close-up portrait of a middle-aged man with a grey mustache and goatee, smiling. He is wearing a brown hard hat with a yellow and black logo, clear safety glasses, and an orange high-visibility safety vest over a tan jacket and a black shirt. The background is a blurred outdoor construction site.

CAT® CUSTOMER VALUE AGREEMENTS

KEEP YOUR EQUIPMENT EASY TO OWN AND READY TO WORK

THAT'S A CVA





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CVA

OVERVIEW AND BENEFITS

WHAT'S A CVA? Cat® Customer Value Agreements (CVAs) help keep your Cat machine easy to own and ready to work. Any CVA starts with Hassle-Free Maintenance and Ownership, featuring genuine Cat parts, delivered right on schedule, right to your location with step-by-step instructions, all rolled into one monthly machine payment. Security of Expert Dealer Support comes with Equipment Protection Plan (EPP) options on new machines and component protection for machines you already own to minimize surprise costs on covered repairs. Peace of Mind of Equipment Health Management provides you with machine alerts and information, as well as inspections and fluid health monitoring.



EASY OWNERSHIP

HASSLE-FREE
MAINTENANCE AND
OWNERSHIP

SECURITY
OF EXPERT DEALER
SUPPORT

PEACE OF MIND
FROM EQUIPMENT
HEALTH MANAGEMENT

THAT'S A CVA

Subject to restrictions and availability. Additional terms and conditions may apply. Contact your Cat dealer for more information.



WHAT TO EXPECT IN **EVERY CVA**

No matter which type of CVA you choose, you can expect value promises from Caterpillar and your Cat dealer that help keep your machine easy to own and ready to work.

01

HASSLE-FREE MAINTENANCE AND OWNERSHIP with genuine Cat parts delivered right to you, right on schedule — designed alongside the equipment they protect. Optimized for the machine and application, Cat parts work as a complete system made specifically for Cat machines, engines and fluids. If you prefer to handle the maintenance, clear instructions will accompany your parts. And your CVA is all one plan, fit for your operation and backed by expert tools and advice. So, you're free to focus on the work that boosts your bottom line.

02

SECURITY OF EXPERT DEALER SUPPORT offers EPP options to protect your new equipment from covered failures and component protection options on machines you already own — for injectors, turbochargers and aftertreatment components. Your CVA can put you at ease with expert dealer troubleshooting, diagnostics and repairs with genuine Cat parts. CVAs with dealer labor also come with Services Commitment benefits like second-day technician response time*, priority scheduling and progress updates.

03

PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT that lowers the risk of issues occurring at all. VisionLink® shows you real-time machine insights like machine hours, location, fuel burn and maintenance alerts. Fluid health analysis tests the condition of your equipment's oil, fuel and coolant — giving you a look inside major systems to better prevent failures, downtime or loss of production. Inspections further help monitor your equipment's health, and are shareable and viewable from the Cat Inspect app.

Check out the next page detailing the different CVAs available that best fit your operation.

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

WHICH CVA IS BEST FOR YOU?

CONVENIENCE CVA | PERFORMANCE CVA | CONFIDENCE CVA

TERMS		CONVENIENCE	PERFORMANCE	CONFIDENCE
		Planned maintenance (PM) parts	PM parts and labor + protection	PM parts and labor + additional maintenance and protection
		1 OR 3 YEARS	3 OR 5 YEARS	5 YEARS
HASSLE-FREE OWNERSHIP & MAINTENANCE	Flexible payment options (with machine, monthly, other financing)	✓	✓	✓
	Helpful advice on equipment and operations	✓	✓	✓
	Cat® genuine parts, delivered on time to your location	✓	✓	✓
	Cat fluids	Recommended	✓	✓
	Services Commitment Cat Credit* reimbursement if parts arrive after agreed upon date	Maintenance parts	Maintenance & common repair parts	Maintenance & common repair parts
	Trained dealer labor		✓	✓
SECURITY OF EXPERT DEALER SUPPORT	Expert troubleshooting, diagnostics and repairs with machine and component protection	Equipment Protection Plan (EPP) on a new machine	EPP on a new machine Component protection on a machine you own	EPP Premier level on a new machine
	Priority response with Services Commitment		✓	✓
	Cat Certified Maintained eligibility (designation that machine has been maintained by the dealer since initial purchase)		✓	✓
PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT	Easy access through VisionLink® to monitor machine hours, location and key health alerts, and inspection results through Cat Inspect	✓	✓	✓
	Inspections	Annual (Cat Inspect app)	Planned maintenance (PM) inspections	Planned maintenance (PM) inspections
	Fluid health and asset monitoring	Fluid health	Fluid health	Fluid health and asset condition monitoring

HASSLE-FREE

SECURITY

PEACE OF MIND

Subject to restrictions and availability. Dealer participation may vary. All Cat Customer Value Agreements (CVAs) include a maintenance parts availability commitment. Technician priority response and repair parts availability commitments apply to CVAs with dealer labor. Exchange rates and regional restrictions may apply. See your participating Cat dealer for details.

*Customers receive a Cat Credit up to [\$1,000] for maintenance and common repair parts not already covered through warranty or an Equipment Protection Plan (EPP). Cat Credits are not to be issued to any federal or state government entity, public institution or tribal entity. For additional information on Cat Credits terms and conditions, visit https://www.cat.com/en_US/support/cat-credits.html.

CONVENIENCE CVA

FOR A NEW OR USED CAT MACHINE
OR A CAT MACHINE YOU ALREADY OWN

Whether you're buying a new or used Cat machine or already own a Cat machine, there are three types of CVAs available: **Convenience**, **Performance** and **Confidence**. There's no better way to find the right fit than working with your Cat dealer — but we'll summarize what's unique about each CVA option. Let's start with **Convenience**.



WHAT YOU GET WITH CONVENIENCE

This CVA offers the convenience of the right parts, delivered to your door, right on time, with the confidence of dealer repairs for powertrain, hydraulics or technology failures.

GENUINE CAT PARTS DELIVERED WITH INSTRUCTIONS FOR SELF-INSTALLATION

- Planned maintenance kits align to PM events (PM 1-4 only)
- Parts and fluids (recommended) vary based on Operation and Maintenance Manual

POWERTRAIN+HYDRAULICS+TECHNOLOGY EPP

- Coverage includes defects in material and Cat workmanship related to powertrain, hydraulics and technology
- EPP is portable and transferable across dealer network (regional and legal exclusions apply)
- EPP aligns with agreed upon hours utilized and CVA term

CONNECTED MACHINE DATA AND INSIGHTS

- Actionable insights from VisionLink
- Machine data such as hours, location, fuel burn and maintenance alerts
- Perform inspections and share results through Cat Inspect

ELIGIBILITY FOR SINGLE MONTHLY MACHINE PAYMENT

- This CVA can be included as part of your monthly machine payment

SERVICES COMMITMENT

- Parts when promised — or get paid
- If maintenance parts aren't available by the next day¹, we'll help cover the costs by giving you up to \$1,000 USD of Cat Credit²

WHY CONVENIENCE WORKS FOR YOU

Convenience is ideal for operations who handle maintenance work in-house. With this CVA, you get genuine Cat Parts delivered right to your location, right on schedule, with clear instructions printed or emailed. From there, you perform maintenance on your own schedule. Depending on your expected machine hours, your CVA could include 2, 3, 6 or 10 PM kits.

The **Convenience** CVA for new machines includes an EPP which matches the duration set up with PM kit intervals, by years or working hours. The EPP provides coverage for defects in material and Cat workmanship related to Powertrain, Hydraulics and Technology. **Convenience** also introduces advanced Cat Fluids, which can extend your component life. Like all CVAs, **Convenience** includes VisionLink integration to help you see machine data and insights that will help better manage your operation.

Subject to restrictions and availability. Dealer participation may vary. All Cat Customer Value Agreements (CVAs) include a maintenance parts availability commitment. CVAs with dealer labor include technician response and repair parts commitment. Exchange rates and regional restrictions may apply. See your participating Cat dealer for details.

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.

PERFORMANCE CVA

FOR A NEW OR USED CAT MACHINE
OR A CAT MACHINE YOU ALREADY OWN

Performance is the next CVA option when buying a new or used machine or for one you already own. It offers similar elements to Convenience, plus the benefits of more dealer service involvement. Let us show you what you get with **Performance** and why it might fit your operation.



WHAT YOU GET WITH PERFORMANCE

This CVA offers the convenience of maintenance performed by your Cat dealer with the right parts, right on time, right at your machine — with an EPP if you're buying a new machine and component protection if you already own the machine. Your CVA takes care of that so your operation can maximize its performance.

GENUINE CAT PARTS DELIVERED WITH PROFESSIONAL DEALER SERVICE

- Preventive maintenance kits align to planned hours (PM 1-4 only)
- Parts vary based on Operation and Maintenance Manual

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 Cat Inspect app
- PMs and annual TA1 inspections

EQUIPMENT OR COMPONENT PROTECTION PLANS

- On a new machine, EPP covering Powertrain, Hydraulics and Technology
- On a machine you own, component protection on critical components like injectors, aftertreatment components, turbochargers and more

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

- Sampling schedule depends on Operation and Maintenance Manual

SERVICES COMMITMENT

- Parts when promised — or get paid
- If maintenance and common repair parts aren't available by the next day¹, we'll help cover the costs by giving you up to \$1,000 USD of Cat Credit²
- Priority appointment scheduling, diagnostics before arrival and progress updates
- Second-day³ technician response

CAT CERTIFIED MAINTAINED ELIGIBILITY

Certification badge on your machine to:

- Verify maintenance performed by dealer technician on-time with genuine Cat parts and fluids
- Help improve resale value with machine report and maintenance/service history

WHY PERFORMANCE WORKS FOR YOU

Performance 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 unmatched protection for new machines and machines you already own. With a new machine, you get the same Powertrain, Hydraulics and Technology EPP coverage and data-driven insights as the **Convenience** level. And for a machine you already own, you get component protection on critical components like injectors, aftertreatment components, turbochargers and more.

Subject to restrictions and availability. Dealer participation may vary. All Cat Customer Value Agreements (CVAs) include a maintenance parts availability commitment.

CVAs with dealer labor include technician response and repair parts commitment. Exchange rates and regional restrictions may apply. See your participating Cat dealer for details.

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.

CONFIDENCE CVA

FOR A NEW CAT MACHINE

Confidence is the third CVA option when buying a new machine. This option provides the highest level of machine protection and dealer service involvement. See page 11 for the details on what you get with **Confidence** and how it keeps your machines easy to own and hassle-free.



WHAT YOU GET WITH CONFIDENCE

This CVA offers the convenience of maintenance performed by your Cat dealer with the right parts, right on time, right at your machine — as well as the confidence of dealer repairs for unexpected, major machine issues.

GENUINE CAT PARTS DELIVERED WITH PROFESSIONAL DEALER SERVICE

- Planned maintenance kits align to PM events (PM 1-4 plus milestone PMs i.e. PM3K, PM 5K, etc.)
- Parts vary based on Operation and Maintenance Manual

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

- Sampling schedule depends on Operation and Maintenance Manual

ACTIVE CONDITION MONITORING BY CAT DEALER

- Analyzing data from various sources such as inspections, fluid analysis, equipment history and technology
- Offers valuable and proactive information to help plan maintenance and repairs

SERVICES COMMITMENT

- Parts when promised — or get paid
- If maintenance and common repair parts aren't available the next day¹, we'll help cover the costs by giving you up to \$1,000 USD of Cat Credit²
- Priority appointment scheduling, diagnostics before arrival and progress updates
- Second-day³ technician response

ELIGIBILITY FOR SINGLE MONTHLY MACHINE PAYMENT

- This CVA can be included as part of your monthly machine payment

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 Cat Inspect app
- PMs and annual TA1 inspections

PREMIER EPP

- For new machines, coverage includes defects in material and Cat workmanship related to Powertrain, Hydraulics, Technology, Electronics, Cab, Brakes, Steering and Suspension
- EPP is portable and transferable across dealer network (regional and legal exclusions apply)
- EPP aligns with agreed upon hours utilized and CVA term

CAT CERTIFIED MAINTAINED

Certification badge on your machine to:

- Verify maintenance performed by dealer technician on-time with genuine Cat parts and fluids
- Help improve resale value with machine report and maintenance/service history

WHY CONFIDENCE WORKS FOR YOU

Confidence provides comprehensive equipment protection over the CVA duration. It extends EPP coverage (on a new machine) to include electronics, cab, brakes, steering and suspension. Similar to **Performance**, this CVA includes dealer service allowing flexible PM maintenance to maximize your uptime.

Unique to this option, your CVA includes milestone maintenance such as 3,000-hour and 5,000-hour service. This CVA includes Cat fluids and dealer-performed fluid analysis. This CVA includes dealer support and data-driven insights through VisionLink, as well as advanced insights of Condition Monitoring via dealer equipment health management and advice.

Subject to restrictions and availability. Dealer participation may vary. All Cat Customer Value Agreements (CVAs) include a maintenance parts availability commitment.

CVAs with dealer labor include technician response and repair parts commitment. Exchange rates and regional restrictions may apply. See your participating Cat dealer for details.

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).

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GET STARTED TODAY WITH YOUR **CAT DEALER**

Customer Value Agreements deliver a new tier of healthy machine ownership. It's not just protection, it's an edge to save on repair costs and maximize your machine performance. When you add in the conveniences of delivered parts and a single payment, you get ownership efficiencies like never before. That's a CVA.

With a variety of options and flexible elements, the best next step is to work with your Cat dealer. They can talk through the factors that are unique to your operation and recommend the best solution for you. Visit [Cat.com/myCVA](https://cat.com/myCVA) for more information or contact your Cat dealer for more information about how CVAs keep your equipment easy to own and ready to work.