

NEXT-LEVEL COVERAGE D24 HDD WITH CAT® ESC

PERFECT MATCH OF POWER AND PROTECTION



As a leading manufacturer of industrial and agricultural equipment, Vermeer's legacy is steeped in history, farming and family. In 1948, Gary Vermeer built a small shop and established Vermeer Manufacturing Company. As his farm flourished, his company expanded from a family operation into an industry-changing powerhouse recognized around the world. Headquartered in the heart of the farming community in Pella, Iowa, [Vermeer Corporation](#)'s wide array of equipment serves customers across various applications, including environmental, agriculture, underground construction, infrastructure, surface mining, tree care, landscape and utility installation.

CUSTOMER:

Vermeer

LOCATION:

Pella, Iowa

EQUIPMENT:

D24 Horizontal Directional Drill

FEATURED PRODUCT:

Extended Service Coverage (ESC)

SCOPE OF ENGINE USE:

Cat® C3.6 EU Stage V,
U.S. EPA Tier 4 Final

CAT SELLING DEALER:

Ziegler

THE POWER OF A CAT® DEALER RELATIONSHIP

Vermeer's local Cat® dealer, [Ziegler Cat](#), is also a family-owned business committed to serving its customers and local communities. The two companies have a longstanding relationship in the industrial engine space and align on more than just business values.

"As a Cat dealer, we recognize that uptime is very important. And, we want to make sure that Vermeer has a quality product out there. We'll do whatever it takes here at Ziegler to support Vermeer and their customers," said Ziegler Application Engineer, Ryan Stebbins.

In the mid-1990s, Vermeer ventured into horizontal directional drilling and has since launched a diverse range of utility directional drills. From individual contractors with small crews to large companies with fleets across the country, Vermeer helps drilling experts tackle the most challenging jobs with the right equipment. Additionally, Vermeer's strong dealer network and relationship with the Cat dealer ensure first-class support for their product throughout its entire lifecycle.

DRILLING DOWN THE DETAILS

In 2024, Vermeer introduced the new [D24 Horizontal Directional Drill \(HDD\)](#), successor to the D23x30 S3. Built for installing fiber optic, gas, power and more, it provides immense capability in a small package. The D24 HDD makes drilling easier for crews of various skill levels with its open-side vise. It also helps increase uptime with on-rig diagnostics and bolstered reliability from redesigned components. With increased rod-carrying capabilities, the D24 HDD allows customers to choose between 400 and 480 feet of rod to drill longer distances.



POWER PROFILE

For over 25 years, Vermeer has relied on Cat engines to operate its drilling machinery. The D24 HDD is equipped with the [Cat® 3.6](#)—a compact industrial diesel engine known for its reliability and performance. Vermeer chose the C3.6 because of its lighter weight, lower sound and ability to meet torque and horsepower needs in a smaller engine package. Customers can drill longer in harder ground conditions while navigating congested jobsites.

“We’ve used Caterpillar engines for a long time—more than 25 years,” said Vermeer Vice President of Infrastructure Product, Mike Byram. “Obviously, the Cat brand, the reputation and the upfront engineering support we get are important. But the biggest thing that is very aligned with Vermeer is the aftersales support.”

VERMEER EXTENDS MORE TO ITS CUSTOMERS

Vermeer offers an industry-leading three-year, 3,000-hour OEM extended warranty program on the D24 HDD. The program covers everything from parts to labor—anywhere in the world. It is a robust warranty plan built into the overall price of the machine, and Vermeer is unique to the industry for providing this kind of standard coverage.

“The number one priority of this machine and this generation of drills is to drastically improve our reliability. It’s saying we have the confidence in this machine to put this kind of warranty on it, and it gives us an advantage,” said Byram.

The relationship between Ziegler Cat and customers like Vermeer brings additional value to machine owners. For example, Ziegler Cat increased the engine’s Extended Service Coverage (ESC) to match Vermeer’s three-year, 3,000-hour coverage, giving the customer coverage of all machine-critical systems.

“It’s a differentiator for customers. We’re trying to help them control the cost over the lifetime of this product, and extended warranty gives them peace of mind on the cost for three years,” said Vermeer Customer Experience Manager for Service, Tayte Askelsen.

CONTINUING TO SERVE THE CUSTOMER

Vermeer is dedicated to building premium products, powering them with the best engines available and enabling its customers to get the most out of its machines. Working with Ziegler Cat allows Vermeer to serve its global customers efficiently and productively while providing invaluable aftermarket support.

“I’ve been supporting Vermeer for about seven years now. I wouldn’t call it a typical OEM—supplier relationship. It’s truly a partnership,” said Stebbins. “I’m proud to be part of this relationship because it’s very rewarding to work with an OEM like Vermeer that strives to do things the right way.”

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