



# CAT® CVA<sup>®</sup>



Cat® Customer Value Agreements (CVAs) make machine ownership easy, predictable and tailored to your operation.



# CUSTOMER VALUE AGREEMENTS

[CAT.COM/MYCVA](http://CAT.COM/MYCVA)





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WHAT

OVERVIEW AND BENEFITS

WHAT'S A CVA?

Cat® Customer Value Agreements (CVAs) are your open door to easy ownership. CVAs are machine management plans that fit your business needs. Whether you take care of maintenance yourself or prefer to work with your Cat dealer, every CVA helps protect your investment, extend equipment life and manage costs.

Each plan is built around your operation and backed by the reliability of genuine Cat parts and dealer expertise. You get the flexibility to maintain your equipment on your terms and the confidence that your machines will deliver on every job. If you're buying new or simply buying a machine that's new to you, you can add security, peace of mind and extend the reliable performance of your Cat equipment by adding a CVA.

BENEFITS

Cat CVAs provide the equipment protection, machine health monitoring and reliable coverage you need to stay ahead of downtime. Benefits include:

- + **Less downtime.** Stay ahead of problems with proactive inspections, machine monitoring and parts that show up right when you need them.
- + **No surprise costs.** Protection plans help you budget with confidence and avoid unexpected hits to your bottom line.
- + **Stronger value.** Well-maintained equipment instills confidence and puts more money back in your pocket.
- + **Confidence.** With dealer-backed support, you're never left on your own. Help is always close by.



WHO

CVAs: ARE THEY FOR YOU?

THERE'S A CVA FOR *EVERYONE*

A CVA is built for anyone who wants reliable ownership without hassle. All Cat machines are eligible for CVAs, no matter if you bought them from a Cat dealer or a reseller. Whether you're covering a single machine or several, doing DIY or dealer maintenance, there's a plan that fits your operation.

OWNERSHIP MADE EASY

Cat CVAs are designed to simplify equipment ownership, combining service, parts and protection into one easy plan. You'll know exactly what to expect and when to expect it. With flexible options and dependable support, CVAs make it easier to manage costs, maintain uptime and maximise your machine's resale value, all while ensuring your equipment performs to Caterpillar standards year after year.

WHY

# CVAs: WHAT TO EXPECT

## OUR VALUE PROMISES

No matter how you choose to manage your maintenance, you can count on value promises from Caterpillar and your Cat dealer that help keep you ahead.

**HASSLE-FREE MAINTENANCE AND OWNERSHIP**

Get genuine Cat parts delivered to you, on schedule. Designed alongside Cat equipment, Cat parts work as a complete system to ensure reliability and performance. If you prefer to handle maintenance yourself, clear instructions will be included in your parts delivery. Every CVA is backed by expert tools and dealer support, as well as next-day parts with Services Commitment.

**SECURITY OF EXPERT DEALER SUPPORT**

Your CVA includes Equipment Protection Plan (EPP) coverage for new equipment and component protection options for equipment that you already own, including injectors, turbochargers and aftertreatment components. You'll have access to dealer diagnostics and repairs with genuine Cat parts, along with two-day repair<sup>1</sup> times with our Services Commitment.

**PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT**

Avoid issues before they interrupt your operation. VisionLink® provides real-time equipment insights like operating hours, location, fuel usage and maintenance alerts. Fluid health analysis like the S·O·S<sup>SM</sup> programme tracks the condition of your oil, fuel and coolant to identify potential issues before they impact your work. Inspections help to monitor performance and can be viewed in the Cat Inspect app.

1. Applies to common repairs. Contact dealer for major repair commitment. Terms and Conditions apply.



WHY

# THE CAT CVA SERVICES COMMITMENT

## DOWNTIME COSTS. YOUR SUPPORT SHOULDN'T.

Services Commitment is built into every CVA, delivering reliability you can count on. Because when you need a machine back up, time is of the essence. Get next-day parts and two-day repairs<sup>1</sup> or get paid.

**NEXT-DAY PARTS**

All CVAs are eligible for next-day availability of applicable maintenance, wear and repair parts. If they're not delivered as promised, you'll get paid.<sup>2</sup>

**TWO-DAY REPAIRS**

CVAs with dealer labour receive repair completion on covered machines within two days from initial customer authorisation – or when you say. If the repair takes longer, you'll get paid.

2. Dealer participation may vary. Contact your local Cat dealer for details



RELIABILITY YOU CAN COUNT ON

Each commitment keeps your operation moving with expert service, proactive updates and genuine accountability on every jobsite.

WHY

# FOR THOSE WHO WANT THE SUPPORT OF DEALER EXPERTS

For operations that want service support from the Cat experts, a CVA with dealer labour provides complete peace of mind. Your Cat dealer handles maintenance, inspections and repairs using trained technicians and genuine parts, keeping your equipment performing longer.

- THE PERFORMANCE CVA INCLUDES:
- + Dealer-performed maintenance and inspections
  - + Flexible plan terms and single monthly payment options<sup>2</sup>
  - + Genuine Cat parts and fluids delivered with professional dealer service
  - + Component and EPP coverage options
  - + VisionLink, Condition Monitoring and S-O-S<sup>SM</sup> fluid analysis
  - + Priority scheduling, diagnostics and machine progress updates
  - + Services Commitment: Two-day repairs<sup>1</sup> and next-day parts, or you'll get paid<sup>2</sup>
  - + Eligibility for Cat Certified Maintained (CCM)

- THE CONFIDENCE CVA INCLUDES:
- + All that comes with Performance
  - + Active Condition Monitoring by Cat dealers, offering valuable and proactive information
  - + Premier EPP coverage options for new machines that includes defects in material and Cat workmanship related to powertrain, hydraulics, technology, electronics, cab, brakes, steering and suspension
  - + Portable and transferable EPP across dealer networks

WHY

# FOR THOSE WHO WANT ADDED PROTECTION FOR KEY SYSTEMS

If you already own Cat equipment and want to protect critical components, CVAs for Ground Engaging Tools and Undercarriage give you targeted coverage and dependable support. Get the same genuine Cat parts, expert monitoring and reliable protection trusted by Cat dealers, all designed to extend component life and reduce repair costs.



WHY

# FOR THOSE WHO HANDLE THEIR OWN MAINTENANCE

If you prefer to perform service on your own, the Convenience CVA gives you everything you need. Get genuine Cat parts and fluids with step-by-step instructions delivered when you need them. You stay in control of your schedule while maintaining the same trusted Cat quality and dependability.

- THE CONVENIENCE CVA INCLUDES:
- + Planned maintenance kits delivered on schedule to align to your service intervals
  - + Instructions aligned to your specific equipment and interval
  - + Flexible plan terms and single monthly payment options
  - + Connected machine data with VisionLink and Cat Inspect for helpful machine tracking such as hours, location, fuel burn and maintenance alerts
  - + Next-day parts availability through our Services Commitment

CAT®CUSTOMER VALUE AGREEMENTS



CHOOSE THE CVA THAT FITS

CHOOSE THE CVA THAT FITS YOUR OPERATION

LEVEL 1  
CONVENIENCE CVA

LEVEL 2  
PERFORMANCE CVA

LEVEL 3  
CONFIDENCE CVA

| TERMS                                          |                                                                                                                                 | CONVENIENCE                    | PERFORMANCE                                                       | CONFIDENCE                                                  |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------|
|                                                |                                                                                                                                 | Planned maintenance (PM) parts | PM parts and labour + protection                                  | PM parts and labour + additional maintenance and protection |
|                                                |                                                                                                                                 | 1 or 3 years                   | 3 or 5 years                                                      | 5 years                                                     |
| HASSLE-FREE OWNERSHIP & MAINTENANCE            | Flexible payment options <sup>2</sup> (with machine, monthly, other financing)                                                  | ✓                              | ✓                                                                 | ✓                                                           |
|                                                | Helpful advice on equipment and operations                                                                                      | ✓                              | ✓                                                                 | ✓                                                           |
|                                                | Genuine Cat parts, delivered on time to your location                                                                           | ✓                              | ✓                                                                 | ✓                                                           |
|                                                | Cat fluids                                                                                                                      | Recommended                    | ✓                                                                 | ✓                                                           |
|                                                | Services Commitment with reimbursement if maintenance, wear and common repair parts arrive after agreed upon date               | Maintenance parts              | ✓                                                                 | ✓                                                           |
|                                                | Trained dealer labour                                                                                                           |                                | ✓                                                                 | ✓                                                           |
| SECURITY OF EXPERT DEALER SUPPORT              | Expert troubleshooting, diagnostics and repairs with machine and component protection                                           | EPP on a new machine           | EPP on a new machine<br>Component protection on a machine you own | EPP Premier level on a new machine                          |
|                                                | Services Commitment repair completion                                                                                           |                                | ✓                                                                 | ✓                                                           |
|                                                | CCM eligibility (designation that machine has been maintained by the Cat dealer since initial purchase)                         |                                | ✓                                                                 | ✓                                                           |
| PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT | Easy access through VisionLink to monitor machine hours, location, key health alerts and inspection results through Cat Inspect | ✓                              | ✓                                                                 | ✓                                                           |
|                                                | Inspections                                                                                                                     | Annual (Cat Inspect app)       | PM inspections                                                    | PM inspections                                              |
|                                                | Fluid health and asset monitoring                                                                                               | Fluid health                   | Fluid health                                                      | Fluid health and asset Condition Monitoring                 |

Getting started with a CVA is simple.

Your Cat dealer can help you customise every detail and build a CVA that fits your needs. Here’s how to get started:

1. Talk to your Cat dealer. Discuss your equipment, workflow and service preferences.

2. Choose your maintenance style. Handle maintenance on your own, in-house or rely on dealer technicians.

3. Add the right coverage. Include equipment protection, inspections and monitoring as needed.

4. Simplify your payment. Build your CVA into one predictable monthly payment or add it to your financing.

NO MATTER HOW YOU WORK, THERE’S A CVA BUILT *FOR YOU.*



KEY CVA TERMS

FROM GENUINE PARTS TO PEACE OF MIND

Defining our key CVA terms and offerings:

Customer Value Agreement (CVA)

Definition: A CVA is a tailored ownership plan that brings Cat parts, services and dealer support together around how you want to own and operate your equipment.

Why it matters: Instead of chasing down maintenance tasks or worrying about unexpected repairs, you have a plan in place from day one. CVAs simplify ownership, control costs and protect your uptime.

Services Commitment

Definition: Our commitment built into CVAs — parts and service are delivered within set timeframes, with financial credits if commitments aren’t met.

Why it matters: It’s not just support. It’s reliable support. Services Commitment gives you certainty when downtime threatens your schedule.

Preventative Maintenance

Definition: Regularly scheduled services to keep equipment in top shape before issues arise.

Why it matters: Preventative maintenance helps reduce costly surprises, maximise uptime and extend the life of your machine.

Condition Monitoring

Definition: Using machine data and inspections to track the health of your machine over time.

Why it matters: Think of it as an early warning system. Condition Monitoring helps spot potential problems before they turn into downtime, saving you money and freeing you from worry.

Expert Dealer Support

Definition: Hands-on help from your Cat dealer, including diagnostics, repairs and expert advice.

Why it matters: Machines are only as strong as the support behind them. Having trusted Cat dealer experts means faster fixes and peace of mind.

Flexible Payment Options

Definition: The ability to roll your CVA costs into one easy monthly machine payment or choose another structure that works for you.

Why it matters: Clear, predictable budgeting without surprise expenses makes managing ownership costs much easier.

S·O·S<sup>SM</sup> Services/ Fluid Analysis

Definition: Lab testing of your machine’s fluids (oil, coolant, fuel) to check for early signs of wear or contamination.

Why it matters: It’s like a blood test for your machine. Regular fluid analysis can prevent costly breakdowns by catching issues before they become serious.

Genuine Cat Parts

Definition: Parts built specifically for your Cat equipment, delivered when and where you need them.

Why it matters: Genuine parts fit right, perform better and last longer. They keep your equipment running like it should and protect your investment.

Planned Maintenance (PM) Kits

Definition: Pre-packaged kits with everything you need for scheduled service intervals, available on time, at your desired location.

Why it matters: No more guessing, no more searching. Everything arrives when you need it, ready to go, saving you time and hassle.

VisionLink

Definition: A web and mobile platform that shows machine data (such as hours, location, health alerts) in one easy dashboard.

Why it matters: VisionLink puts powerful information in your hands. With a few clicks, you can monitor your fleet, plan maintenance and make data-driven decisions.

CAT CVA GLOSSARY

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Cat Customer Value Agreements are the simple way to protect your equipment and your time. Whether you do the work yourself or depend on your Cat dealer, a CVA keeps your machines easy to own and ready to work, with reliability built in.



#### HOW

**TALK TO YOUR CAT DEALER TO GET STARTED  
OR VISIT [CAT.COM/MYCVA](https://cat.com/mycva) TO LEARN HOW  
A CVA CAN SUPPORT YOUR WORK.**