

PEACE OF MIND WITH TOTAL EQUIPMENT CARE. THAT'S A CVA.



CAT® CUSTOMER VALUE AGREEMENT (CVA) OVERVIEW AND BENEFITS

HASSLE-FREE OWNERSHIP

- » Price transparency through annual flat rate with renewal options
- » Flexible payment terms
- » Peace of mind with complete engine protection

HASSLE-FREE MAINTENANCE

- » Achieve engine maintenance optimization
- » Genuine Cat® parts delivered on time, at the right place
- » Unlock planned maintenance efficiencies with the right repair the first time
- » Fixed maintenance and repair costs

PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT

- » Predictive Maintenance services from Cat Asset Intelligence and a Cat Fleet Advisor
- » Troubleshoot issues onsite with the Cat Inspect App
- » Easy access to asset information via My.Cat.Com
- » 24/7 emergency service with engine downtime
- » Engine inspections by dealer technicians

SECURITY OF EXPERT DEALER SUPPORT

- » Diagnostics and troubleshooting support with guaranteed response time per contract
- » Customized training (instructor led and online options)

Keeping your vessel running is key to your success. With a Cat CVA, you have customized total maintenance and repair solutions, including engine planned and unplanned events.

- + **MINIMIZE OPERATING COSTS**
KNOW YOUR BUDGET AND BEST PRACTICES TO HELP IT.
- + **UPTIME**
KEEP RUNNING. KEEP MOVING.
- + **TOTAL CARE**
WE OPTIMIZE YOUR SYSTEMS. YOU DRIVE YOUR BUSINESS FORWARD.

EASY TO OWN. READY TO RUN. THAT'S A CVA.

UP
TO **50%**

LONGER COMPONENT
LIFE WITH GENUINE
CAT FLUIDS

UP
TO **2x**

LONGER ENGINE
WORKING LIFE
WITH CAT FLUIDS

UP
TO **80%**

LOWER FUEL INJECTOR
COST PER HOUR WITH
CAT FILTERS

HAWTHORNE
MARINE POWER



www.hawthornecat.com



TRANSFORM YOUR DATA INTO ACTIONABLE SERVICE

PREDICTIVE MAINTENANCE – ENABLED BY CAT® ASSET INTELLIGENCE

Cat Asset Intelligence, Predictive Maintenance services, a Cat Fleet Advisor and a level 3 Cat CVA will provide the highest level of consultative equipment management. Utilizing Cat AI's clear recommendations, along with your Cat Fleet Advisor, our services feature Genuine Cat Parts, delivered right on schedule, right to your location by a Cat dealer technician ready to perform repair or maintenance.

Giving you a trusted partner, our predictive maintenance services empower you to work with your Cat dealer and Cat Fleet Advisor to more efficiently manage and operate your fleet.

TALK TO YOUR DEALER TODAY ABOUT CVA OPTIONS.



WHAT VALUE DOES A CAT FLEET ADVISOR ADD TO MY LEVEL 3 CVA?



Guidance from a real person – an expert, in fact

You'll be supported by an industry veteran with deep expertise in product, application, technical & business issues



Real-time Analysis

We can review the analytics data and provide deeper data driven action on top of the recommendations provided



Pro-active Decision Making

Our focus is the future. We strive to predict and prevent problems so you can optimize uptime and reduce total costs



Clear Action to Keep Fleets Up & Running

We'll tell you what's happening now, what could happen later and when it's critical to take action

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