

CUSTOMIZED SOLUTIONS. VALUE WITHOUT COMPROMISE. 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 at the right time
- » Unlock planned maintenance efficiencies with the right repair the first time

PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT

- » Predictive Maintenance Services enabled by Cat Asset Intelligence
- » Troubleshoot issues onsite with the Cat Inspect App
- » Easy access to asset information via My.Cat.Com

SECURITY OF EXPERT DEALER SUPPORT

- » 24/7 customer support
- » Expert information at your fingertips to schedule and execute your planned maintenance
- » Diagnostic and troubleshooting support with guaranteed response time per contract
- » Instructor-led customer training

Keeping your vessel running is key to your success. With CVAs, you have individualized solutions, ranging from traditional parts and services to connected technologies and more.

- + **MINIMIZE OPERATING COSTS**
KNOW YOUR BUDGET AND BEST PRACTICES TO HELP IT.
- + **UPTIME**
KEEP RUNNING. KEEP MOVING.
- + **TOTAL CARE**
WE MONITOR 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 FILTERS

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 **CAT**

www.hawthornecat.com

TRANSFORM YOUR DATA INTO ACTIONABLE SERVICE

PREDICTIVE MAINTENANCE – ENABLED BY CAT ASSET INTELLIGENCE

Cat Asset Intelligence, Advise Services, paired with a Planned Maintenance plus Overhaul CVA will help keep your equipment easy to own and ready to work. Using Cat Asset Intelligence (CAI) clear recommendations to take action on your fleet provides data-driven action to keep you up and running.

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

These services can transition you to true condition-based maintenance for your fleet and help transition from reactive and costly planned maintenance schedules. With Caterpillar Predictive Maintenance Services plus Overhaul CVA, the value is endless.

TALK TO YOUR DEALER TODAY ABOUT CVA OPTIONS.



Reduce unplanned maintenance costs with the peace of mind from equipment health management and optimization.



Optimize maintenance intervals and let your Cat dealer manage your planned maintenance and overhauls with more efficiency using condition-based maintenance.



Increase overall operational efficiency and understand the most affordable way to operate your fleet.



Reduce operational expenses and enhance fleet performance and overall productivity.

PEDJ0501-01 // July 2020

HAWTHORNE
MARINE POWER **CAT**

www.hawthornecat.com

© 2020 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow", the "Power Edge" and Cat "Modern Hex" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.