For people passionate about heavy equipment,
refining their craft, and building a better world.

ISSUE
2-2026

CAT© MAGAZINE

Smarter technology, better operators
Caterpillar's most unusual machines that changed everything
The power of partnership





On-site success

06

FILLING THE SKILL GAP

How Cat Grade with 3D is helping UB Civils in Scotland face the future with confidence.

12

RELATIONSHIPS BUILT ON SUCCESS

When Caterpillar, our dealers and their customers come together, we can deliver innovative solutions that benefit everyone.

Innovations in motion

16

THE LATEST CAT PRODUCTS

We showcase several next generation machines, a more powerful compact engine and Cat Detect, collision mitigation tech that makes jobsites safer.

24

PUTTING TECH IN THE RIGHT HANDS

Another world first. Germany's BBL Mietservice becomes the first rental company to offer a machine equipped with Cat Command to its customers.

Forward thinking

10

THE IMPORTANCE OF WHAT IF

Having the courage to rethink what's possible is part of what makes Caterpillar so special. It also created these machines.

22

CELEBRATING EXCELLENCE

Meet Hamza Sobeih, the first technician in the world to reach expert-level CCMT.



COLOPHON:
Above is just a taste of what's in this issue – you'll find plenty more news and views inside. If you have an idea for a story for a future issue, contact our publishers at anneloes.vanderschoot@darkgrey.world.

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Dear reader,

It's a privilege to welcome you to the latest edition of Cat Magazine. This issue is particularly special because so many of the stories highlight the ingenuity, ambition and resilience of our customers, and the partnerships that help them succeed.

Every customer faces a unique set of challenges, whether it's improving productivity, working more safely, or finding new ways to get more from their equipment. Technology makes the biggest difference when it starts with understanding those real-world needs and developing a clear plan for adoption on the jobsite.

A perfect example is the story of German rental and construction machinery company BBL Mietservice, which has become the first in the world to offer machines equipped with Cat Command to rent to customers. In doing so, it opened up new possibilities for how work can be carried out.

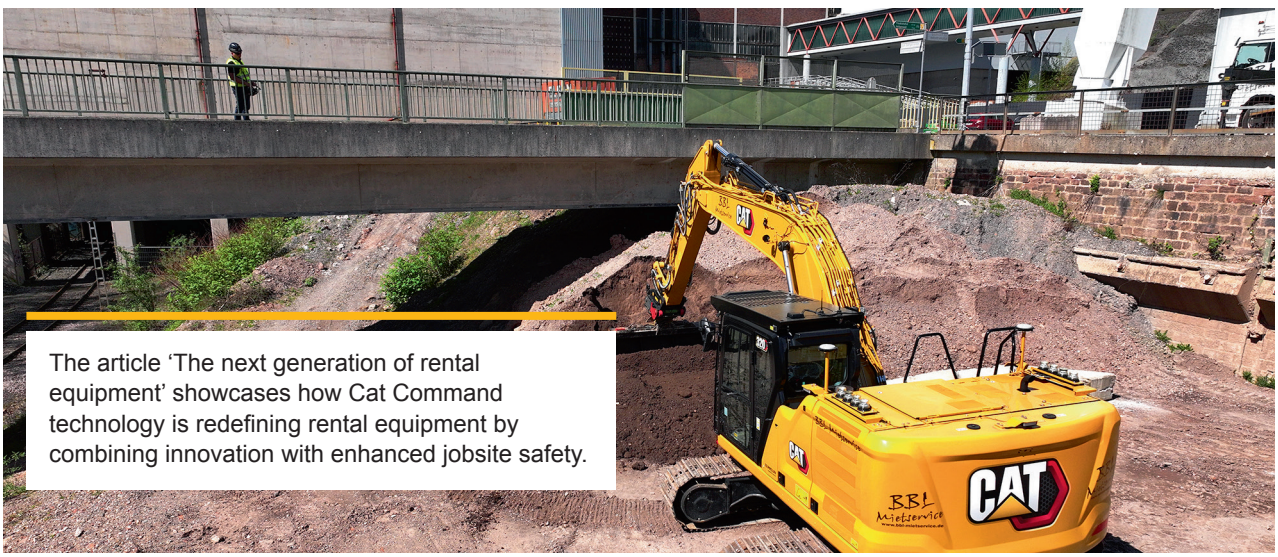
The same customer-first approach can be seen in the story of Cat dealer Ziegler and its customer Vermeer. By working closely together, they not only powered a new horizontal directional drill with a Cat engine but also aligned the engine's service agreement with the drill's own maintenance schedule, creating a simpler, more practical solution that reduces downtime and supports the customer throughout the machine's lifecycle.

Many of the stories in this issue demonstrate what can be achieved when customers, dealers and Caterpillar work together. They show how listening, collaboration and shared expertise can turn everyday challenges into opportunities, helping customers build stronger businesses and shape the future of their industries.

I hope you enjoy this edition of Cat Magazine and find pride and motivation in the experiences shared by customers and dealers from around the world. Their stories remind us that innovation is at its best when it helps people solve real problems, unlock new opportunities, and keep moving forward.



Kristin Gaskill
Vice President of Construction Digital & Technology
Customer Solutions Core Region



The article 'The next generation of rental equipment' showcases how Cat Command technology is redefining rental equipment by combining innovation with enhanced jobsite safety.

WHAT INSPIRES OUR CONTRIBUTORS



John Brodie, Finning UK & Ireland

John Brodie brings a decade of experience across construction equipment, industrial technology, aerospace, automotive, and civil engineering to his role at Finning UK & Ireland. As Product Manager for Technology & Worktools, he turns customer needs into focused portfolio and go-to-market strategies. John is MCIPS qualified, holds an MSc with Distinction, and is fluent in Russian and French.



Brandi Bugbee, Caterpillar

Brandi Bugbee brings more than a decade of creativity and experience to her role as a Senior Technical Marketing Consultant for Caterpillar's Medium Tractor Products. Her background spans Work Tools, content strategy, video production, and customer programs. Outside of work, Brandi spends her time reading, doing home projects, and keeping up with her 3-year-old daughter.



Matt Pendergrass, Caterpillar

With more than 20 years at Caterpillar, Matt Pendergrass leads marketing across the Americas for the Industrial Power Systems Division. He helps connect customers with Cat and Perkins engines, aftermarket solutions, and rental-channel support. Based in San Antonio, Matt treasures time with his family and his three daughters ensure life is always active.



Yara Massoud, Caterpillar

As a Product Support Operations Representative for Caterpillar's EAME Distribution team, Yara Massoud works closely with dealers and colleagues to improve performance and support customers across the region. Her practical, collaborative approach helps turn shared priorities into meaningful progress. Away from work, Yara loves camping, exploring nature, and travelling whenever she can.



BUILDING CONFIDENCE FROM THE GROUND UP

How Cat® Grade with 3D is helping to tackle skills shortages in remote Scotland

When UB Civils set out to replace one of its dozers, the team expected a straightforward like-for-like purchase. Instead, the Inverness-based civil engineering contractor discovered an opportunity to rethink its whole approach.

Working closely with Cat dealer Finning, the company looked beyond the machine itself and focused on how integrated technology could improve productivity, consistency and operator confidence. The result was a decision to invest in a Cat D6 equipped with Cat Grade with 3D, a move that is already changing the way projects are delivered.

“Our relationship with UB Civils is still relatively new,” explains John Brodie, Product Manager, Technology & Worktools at Finning. “Initially, they were simply looking to replace their existing machine, but we encouraged them to think about equipment differently, focusing not just on the machine itself, but on the wider productivity and technology package.”

From replacement to investment

Rather than just comparing specifications, the Finning team demonstrated how integrating Cat Grade with 3D could reduce rework, improve efficiency and help operators become productive more quickly. For UB Civils, it soon became clear that this wasn’t merely a replacement machine; it was an investment in the future of the business.

“Finning helped us initially by coming to site, walking us through the new systems to ensure we were being efficient first time,” explains Iain Peteranna, Contracts Manager at UB Civils. “With Cat Grade 3D, it minimises over-digging and under-digging, meaning less time wasted. It also ensures the operator’s accuracy and frees up our civil engineers from being there all the time. It removes engineers from being in that space where the machines are, so there are safety benefits as well.”



“One of the biggest challenges our industry faces is a skills shortage, and the technology helps bridge that gap.”

Iain Peteranna, Contracts Manager at UB Civils

Continued on next page →



> **“Less experienced operators can develop their skills much more quickly, reducing the learning curve while still maintaining quality.”**
>
> Angus MacQueen, UB Civils Foreman

For Finning, conversations like this are increasingly common. “Customers are quick to see the productivity improvements, reduction in rework and ease of use,” says Aaron McLaughlin, Finning Sales Representative. “The discussion then turns to how the technology can deliver greater efficiency and long-term value across their operations.”

Addressing the skills challenge

That long-term value is particularly important in today’s construction environment, where skilled operators are increasingly difficult to find.

Like many contractors across Scotland, UB Civils is experiencing the effects of an ageing workforce and a shortage of experienced operators. These challenges are even greater in the Highlands, where the available labour pool is smaller and recruiting experienced operators is more difficult. Technology is becoming an important part of the solution.

Confidence in the cab

“One of the biggest challenges our industry faces is a skills shortage, and the technology helps bridge that gap,” says Peteranna, who was impressed by how easy Cat Grade 3D was to use.

No longer is there a need to rely solely on external setting out or constant checking, as everything an operator needs is in the cab. With real-time guidance, operators can work directly to the design model, resulting in fewer stops, fewer passes and more consistent results.

“Less experienced operators can develop their skills much more quickly, reducing the learning curve while still maintaining quality,” says Angus MacQueen, UB Civils Foreman. “We’ve actually tried the Cat D6 with Cat Grade and then gone back and tried it again with our own engineers, just to see what the tolerances are between them. It’s been working perfectly.”

Cat Grade with 3D also helps improve site safety by reducing the need for survey stakes and minimising the number of people working close to moving machines. At the same time, greater accuracy reduces unnecessary rework, saving both time and fuel while helping projects stay on schedule.





Partnership that delivers value

The success of the project has also highlighted the importance of partnership.

From machine selection and demonstrations to operator training and ongoing support, Finning worked alongside Caterpillar to ensure the technology delivered to its full potential from day one.

“Our role is to make sure customers don’t just buy the technology, they maximise the value it delivers,” says McLaughlin. “For example, once a customer is comfortable with Cat Grade, we can introduce them to VisionLink, which allows managers to distribute 3D design files and updates seamlessly from the office to every machine on their job site, eliminating the need for manual USB uploads.”

For UB Civils, that support has reinforced its commitment to embracing innovation wherever it creates tangible benefits.

Looking to the future

As the construction industry continues to face workforce shortages, rising customer expectations and increasing pressure to improve efficiency, technologies such as Cat Grade with 3D are proving to be about much more than automation.

They’re helping contractors build confidence, develop people and achieve more with the teams they already have.

Sometimes the biggest transformation isn’t about replacing a machine, it’s about changing what’s possible once the operator climbs into the cab. ■



▷ youtube.com/watch?v=9c221qFSg54

cat.com/en_US/products/new/technology/grade/grade.html



CATERPILLAR'S MOST UNUSUAL MACHINES

What if we try something different?

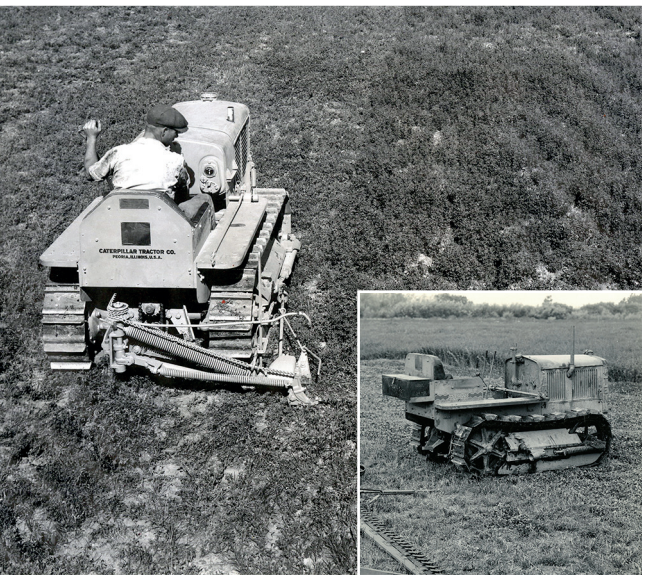
At Caterpillar, innovation has never been about playing it safe. It's about solving real-world challenges, sometimes in ways that look completely different from anything else on the jobsite.

Over the decades, that approach has produced some truly unusual machines. Some became industry landmarks. Others were stepping stones to future breakthroughs. All of them shared one thing: a willingness to rethink what was possible.

When a tractor became a mower

Take the Caterpillar Mower of the 1920s. Mounted at a right angle behind a track-type tractor, the attachment transformed Models Ten, Fifteen and Twenty-Two into powerful mowing machines capable of cutting a seven-foot swath.

It may have looked unconventional, but it addressed a practical need, helping customers get more value from equipment they already owned. The principle of versatility remains central to Caterpillar design today.



Caterpillar Mower



Auto Patrol

Rethinking the road: from attachments to purpose-built machines

As road construction demands increased, Caterpillar once again challenged convention. Early grading relied on attachments pulled behind tractors, but engineers recognised there was a better way. Following the acquisition of Russell Grader Manufacturing Company, Caterpillar developed the Auto Patrol, an early motor grader that integrated grading capability into the machine itself. It was a simple but significant shift: instead of adapting a machine to a task, build the right machine for the job.

The D6 that broke the rules

Sometimes innovation came directly from customer needs. In the 1950s, Florida sugarcane producers required a machine that could move efficiently across soft ground. The answer was the “Sugar Baby”, a modified D6 dozer fitted with four equal-sized rubber tyres instead of tracks. Around 150 were built to haul sugarcane wagons from field to mill, proving that creative thinking often starts with understanding the realities customers face every day.

Twice the power

Perhaps the most striking example arrived in the late 1960s and early 1970s with the Side-by-Side D9. By coupling two D9G tractors together and fitting them with a single 24-foot blade, Caterpillar created a machine capable of moving enormous volumes of material. Operated by one person, the twin-machine concept delivered impressive productivity on large-scale earthmoving projects.

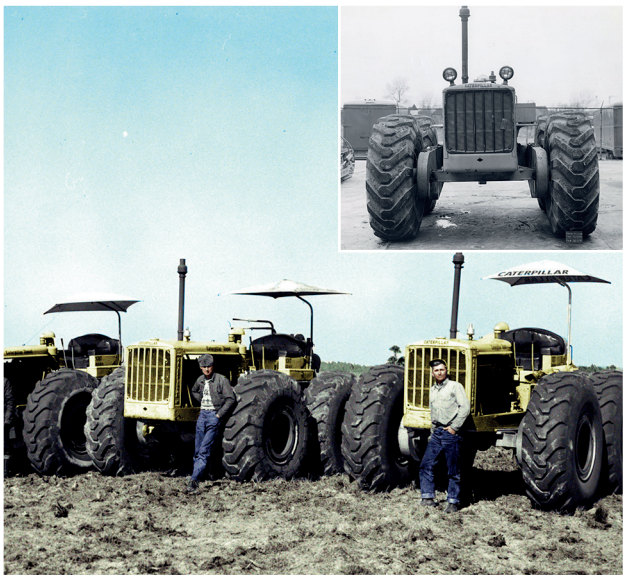
What does unusual really mean?

Not every bold idea becomes a permanent product, and that’s exactly the point. These machines weren’t built to be safe bets. They were built to explore, to adapt, and to push boundaries. And they reflect something deeper about how Caterpillar approaches innovation:

- Start with the job, not the product
- Build for real-world conditions, not assumptions
- Learn fast, and apply it forward

Because every experiment adds to what comes next.

Today’s equipment may look very different, but the mindset remains unchanged. Progress comes from challenging assumptions, learning from experience and pushing boundaries. And sometimes, the most unusual ideas are the ones that move the industry forward. ■



D6 Dozer



Side-by-Side D9



POWERING PROGRESS THROUGH PARTNERSHIP

Perfect match of power and protection

Behind Vermeer's new D24 drill is a 25-year relationship and a shared promise to support the people who rely on it.

Made for the job

Ask anyone on a utility crew what makes a good day, and the answer is usually simple: get the job done safely, keep moving and avoid surprises. That thinking shaped Vermeer's new D24 horizontal directional drill (HDD).

The D24 helps crews install fiber optic cable, gas and power lines in places where room can be tight and ground conditions challenging. It gives operators plenty of drilling capability without feeling oversized on a congested jobsite. For all contractors, from owner-operators to companies running fleets, it helps crews spend less time wrestling with equipment and more time moving work forward.

A relationship built over time

While the D24 is new, the relationship behind it is not. Vermeer has used Cat engines in its drilling machines for more than 25 years.

For the D24, Vermeer chose the Cat® C3.6 engine because it could provide the power the drill needed in a smaller, lighter and quieter package. That helps crews work in difficult ground while still moving comfortably around restricted sites.

Yet Mike Byram, Vermeer vice president of Infrastructure Product, says the engine itself is only part of the story. "Obviously, the Cat brand, the reputation and the upfront engineering support we get are important," he says. "But the biggest thing that is very aligned with Vermeer is the Caterpillar aftersales support." That support is strengthened by Ziegler Cat, Vermeer's local Cat dealer. Like Vermeer, Ziegler is family owned and places lasting relationships at the heart of its business.

142 hp
Maximum Power

417 lb-ft @ 1500 rpm
Maximum Torque

U.S. EPA Tier 4 Final, EU Stage V
Emissions



Coverage that makes sense

For the people buying and running a drill, support should be straightforward. Vermeer already offered three-year, 3,000-hour coverage on the D24, including parts and labor anywhere in the world. Caterpillar worked through Ziegler Cat to extend the engine's coverage to the same term.

> **"The biggest thing that is very aligned with Vermeer is the Caterpillar aftersales support."**
>
> Mike Byram, Vermeer vice president of Infrastructure Product

It sounds like a small change, but it removes a potential headache. Owners do not have to keep track of different coverage periods for the machine and engine. For three years or 3,000 hours, all machine-critical systems have aligned global protection. "It's a differentiator for customers," says Tayte Askelsen, Vermeer customer experience manager for service. "We're trying to help them control the cost over the lifetime of this product, and an extended warranty gives them peace of mind on the cost for three years."

The people behind the machine

That peace of mind comes from a team committed to helping customers keep working, solve problems quickly and stay productive. Vermeer understands the machine. Caterpillar provides worldwide engine support. Ziegler Cat brings those capabilities together for Vermeer and its customers.

Ryan Stebbins, a Ziegler Cat application engineer, has supported Vermeer for about seven years. For him, the relationship is rooted in a shared desire to do the right thing for customers and keep their machines working. "I wouldn't call it a typical OEM-supplier relationship," Stebbins says. "It's truly a partnership."

The D24 brings that partnership to the jobsite. It gives crews the capability they need for demanding work without sacrificing maneuverability on crowded sites. Just as importantly, it comes with a network of people ready to step up and help, wherever the next job finds them. ■

cat.com/en_US/products/new/power-systems/industrial/industrial-diesel-engines/1000022861.html



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NEW CAT PRODUCT LAUNCHES

Power, performance, efficiency and innovation



CAT D8 XE DOZER ELECTRIC DRIVE POWERTRAIN

Construction and infrastructure

Electric drive efficiency meets performance

The new Cat D8 XE combines electric drive powertrain technology, advanced machine assistance and enhanced safety features to help customers move more material with lower fuel consumption and reduced operating costs.

Availability: Aus-NZ, Chile, Colombia, Europe, Japan, N Am, S Korea, Turkey

Product Features:

- Electric drive powertrain reduces fuel consumption by up to 10%
- Cat Assist technologies improve efficiency
- People detection capabilities help make jobsites safer
- Extended service intervals help reduce maintenance costs.



NEXT GENERATION CAT MOTOR GRADERS

Construction and infrastructure

Smarter grading with greater comfort and control

The next generation Cat Motor Grader range (140 / 150 / 160) combines improved operator comfort, advanced grading technology and enhanced machine performance to help crews achieve high-quality results faster.

Availability: Worldwide

Product Features:

- Redesigned operator station enhances comfort and visibility
- Advanced grading technology helps reach target grade faster
- Advanced camera systems increase operator awareness
- Improved fuel efficiency supports lower operating costs

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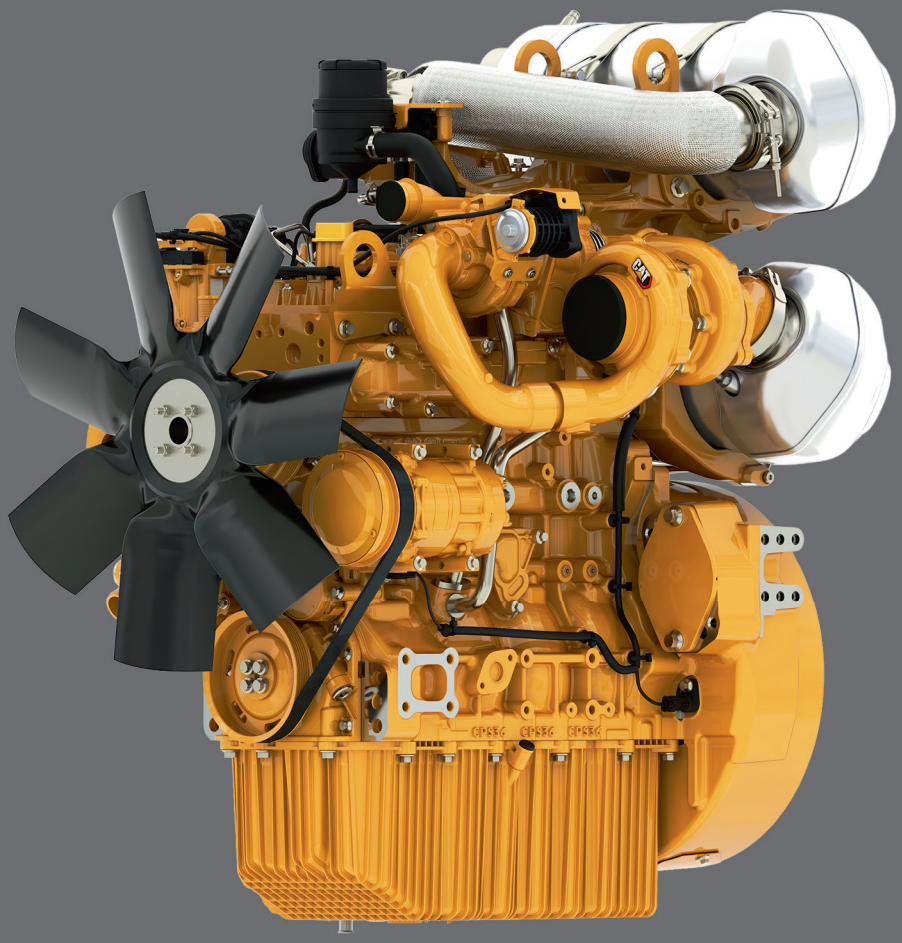

CAT C3.6 HIGH HORSEPOWER INDUSTRIAL DIESEL ENGINE

Power systems

More power from a compact package

The latest addition to the Cat C3.6 platform delivers increased power density, high torque and fuel flexibility, giving OEMs a compact engine solution for demanding applications.

Availability: Worldwide

Product Features:

- Delivers 173 hp (129 kW) and 740 Nm (545 ft-lb) of torque
- Upgraded combustion technology provides reliable performance
- Maintenance-free aftertreatment helps minimize downtime
- Supports B20 biodiesel, 100% HVO and other renewable fuels



CAT DETECT, COLLISION MITIGATION SYSTEM FOR MEDIUM WHEEL LOADERS

Construction and infrastructure

Helping create safer jobsites

Cat Detect Collision Mitigation System uses advanced sensing and intelligent safety technologies to improve operator awareness and help reduce the risk of machine-to-person and machine-to-object incidents.

Availability: Worldwide

Product Features:

- Radar-based sensing provides improved awareness of surrounding hazards
- Advanced People Detection provides visual and audible proximity alerts
- Motion Inhibit and Automatic Emergency Braking help mitigate collisions
- VisionLink™ provides visibility into detection events and safety performance



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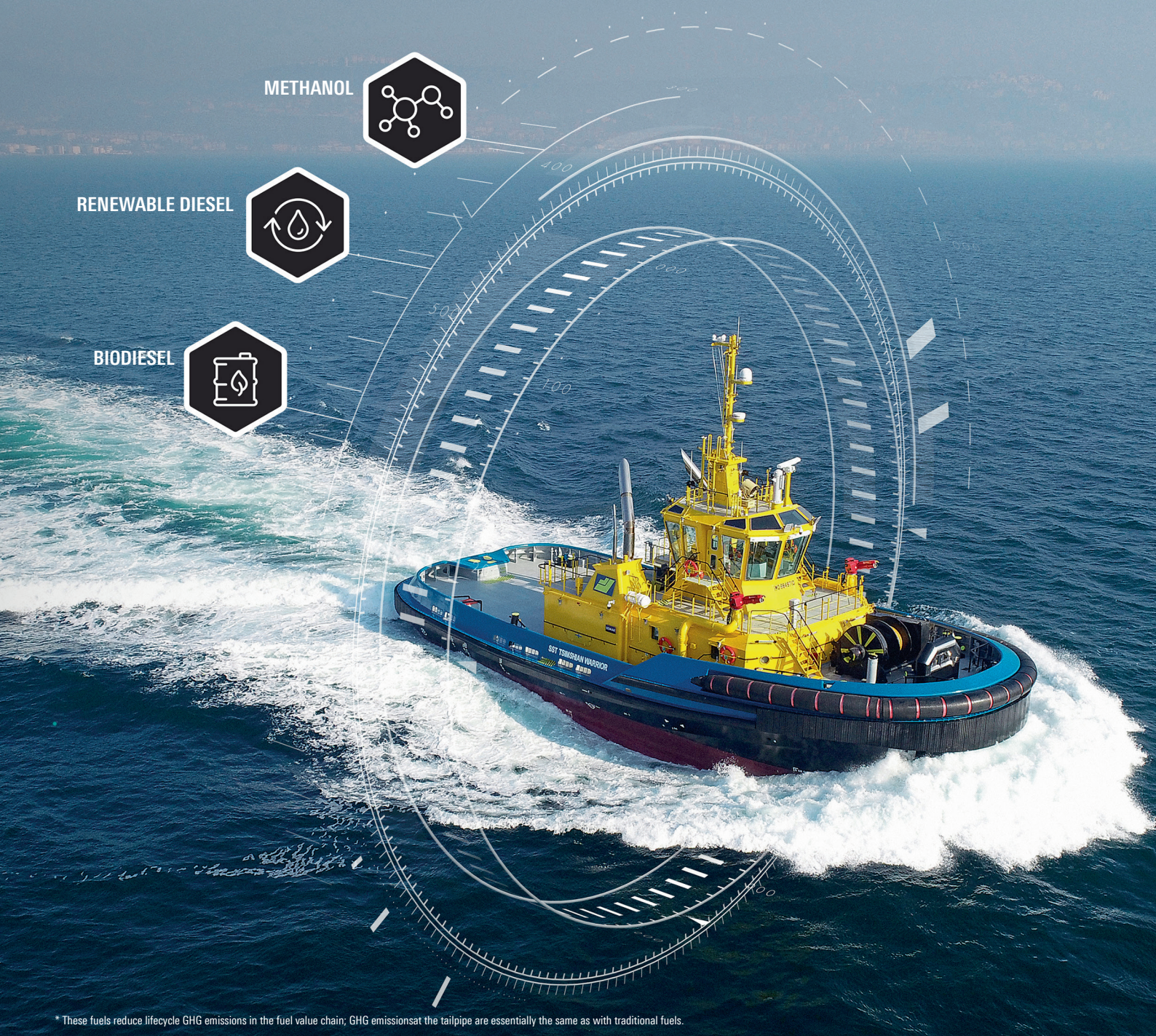
MOVING THE DIAL ON LOWER-CARBON INTENSITY FUELS*.

WE'RE DIALED IN ON LOWER-CARBON INTENSITY FUELS. ARE YOU?

The lower-carbon intensity fuel landscape is constantly evolving, which means it's more important than ever to be dialed in and ready for what's next. As a leader on the subject, we remain steadfast with research, solutions, innovations and more. Because no matter which way the dial turns, at Caterpillar **WE HAVE WHAT TOMORROW TAKES.**



* These fuels reduce lifecycle GHG emissions in the fuel value chain; GHG emissionsat the tailpipe are essentially the same as with traditional fuels.

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TECHNOLOGY POWERED BY PEOPLE

A technician's passion makes Caterpillar history

Hamza Sobeih's journey from auto electrician to Caterpillar's first Certified Machine Expert shows where curiosity, determination and the support of others can lead. It also reflects Caterpillar's belief that technology is at its most powerful when combined with skilled people.

Caterpillar develops technology to make jobs easier, faster and safer, but it is the expertise of technicians that helps customers get the greatest value from these innovations. That is why Caterpillar places equal importance on investing in technology and developing the people who bring it to life.

Hamza still remembers the first Cat machine that captured his imagination. It was a D9 Track-Type Tractor working on a construction site, and its sheer size and power stopped him in his tracks. "I was amazed by its size, power and engineering," he recalls. "That moment sparked my curiosity about Cat machines and inspired me to pursue a career as a Cat technician."

That curiosity has carried Hamza a long way. Starting as an auto electrician in 2008, he has now become the first person to earn Caterpillar's expert-level machine certification, a landmark moment in a career built steadily over nearly two decades.

For Hamza, however, the recognition is about more than being first. "It is the proudest milestone of my career," he says. "More importantly, it reminds me that this is not the finish line, but the beginning of a greater responsibility: to keep learning, support our customers at the highest level and help develop the next generation of Cat technicians."

Building expertise, one challenge at a time

His progress came through years of hands-on experience, formal training and a willingness to tackle unfamiliar problems. He became an Advanced Cat Certified Machine Technician in 2021 before entering the expert-level learning plan.

Reaching the highest certification level tested far more than his ability to diagnose and repair equipment. Hamza had to demonstrate analytical thinking, clear communication, sound judgement and customer focus, all while remaining accurate under pressure. This often meant studying and practising outside working hours, sometimes at the expense of personal and family time.







> **“An expert technician understands why a failure occurred and how to prevent it from happening again.”**
>
> Hamza Sobeih, Certified Machine Expert

A success shared with others

Hamza is quick to share the credit. He speaks warmly of the leaders, trainers, and colleagues at Cat dealer Al-Bahar who encouraged his development, as well as the family members who supported him throughout. “This success belongs to all of them as much as it belongs to me,” he says.

That sense of shared success matters. It demonstrates what can happen when an organisation invests in its people and gives them a clear path to grow. It also highlights the value an expert technician brings to customers, not simply restoring a machine to work, but finding solutions that improve uptime, performance and long-term results. “A good technician repairs machines,” Hamza explains. “An expert technician understands why a failure occurred and how to prevent it from happening again. They are not just troubleshooters; they are trusted technical advisors.”

Staying curious

With connected equipment, remote diagnostics and electrification reshaping the industry, Hamza’s appetite for learning remains as strong as ever. He wants to keep building his own knowledge while helping others find their path.

His message to aspiring technicians is characteristically generous: “Never stop learning and never stop believing in yourself. Every challenge is an opportunity to grow. Stay curious, work hard and always strive to be better than you were yesterday.” ■



THE NEXT GENERATION OF RENTAL EQUIPMENT

The pioneering partnership bringing safer remote machine operation to customers.

Marc Sandmeyer likes to embrace promising technology whenever he can. As Deputy Managing Director of BBL Mietservice, he is always looking for ideas that could make job sites safer and more efficient. His latest move is a world first.

BBL is the first rental company anywhere to offer a machine equipped with Cat Command. A new Cat 320 excavator has already been fitted with the remote-control system, while a Cat 336 will follow shortly. Customers will be able to rent the machines alone or with the Cat Command console and a trained operator.

“We like to test new ideas,” says Sandmeyer. “Sometimes a new technology works immediately, and sometimes there is still room for improvement. That’s part of the process. Right now, we’re doing some pioneering work.”

Putting people at a safer distance

Cat Command allows an operator to control the excavator from a safe distance using a portable console. For Marc and his team, its value is simple. It helps keep people away from danger while allowing important work to continue.

Instead of sitting in the cab near unstable ground, falling debris or a damaged structure, the operator can choose a safer position with a clear view of the machine and its surroundings. Every movement remains in the operator’s hands, but the person is farther from the hazard.

That could make a real difference in demolition, landfill and quarry applications. After blasting, for example, unstable rock can remain above the work area. Cat Command lets the operator approach the job without entering the most exposed position. It could also reduce exposure to dust, fumes and other environmental hazards.

Zeppelin Sales Representative Oliver Backes sees a clear opportunity. “BBL can take on projects in hazardous environments that other companies would have to decline,” he says.

As was highlighted during a recent project working around damaged wind turbines, when a nacelle and rotor fell from a height of 125 meters and became embedded in the ground. “Cat Command is perfectly suited to projects like this,” Sandmeyer explains. “The operator doesn’t have to remain inside the cab and is therefore not exposed to the associated risks.”

> **“BBL can take on projects in hazardous environments that other companies would have to decline”**
>
> Oliver Backes, Zeppelin Sales Representative

Building confidence through training

Sandmeyer quickly felt at home with the console because BBL’s rental cranes use similar controls. He believes an experienced excavator operator could become comfortable with it in about a day.

For Sandmeyer, good technology is only part of the story. Giving people the confidence to use it safely matters just as much. Employees and customers will practice at BBL’s test site, learning how to position themselves, maintain a clear view and understand the machine’s movements in realistic conditions.

BBL knows how new ideas can grow. Back in 2016, they offered a single machine with 3D control. Today, they have more than 40 in their fleet, with another 80 machines prepared for the technology. Sandmeyer believes Cat Command will follow a similar path.





Continued on next page →

> **“The operator doesn’t have to remain inside the cab and is therefore not exposed to the associated risks”**
>
> Marc Sandmeyer, Deputy Managing Director of BBL Mietservice

More than handing over the keys

BBL serves customers across Germany and Europe with 450 machines, including 300 Cat models. Yet Sandmeyer says its work has always been about more than handing over the keys. “We see ourselves as a service provider and problem solver,” he says. “We work closely with every customer, offering advice and solutions tailored to their project.”

For BBL, offering the world’s first machine equipped with Cat Command is more than a technology milestone. It is a chance to help customers take on difficult jobs with greater confidence, while looking after the people who make those jobs possible. ■



youtube.com/watch?v=p2RqIUjNi9c

cat.com/en_US/products/new/technology/command.html



IT'S WHAT YOU CAN'T SEE THAT MAKES THE DIFFERENCE.



FACTORY INTEGRATED CAT® GRADE 3D.

MONTHLY SUBSCRIPTIONS NOW AVAILABLE.

There are now even more ways to experience the benefits of factory-integrated Cat® Grade 3D. Monthly subscriptions give you the flexibility to turn Cat Grade 3D on when you need it and off when you don't, to help you manage costs when you don't need a long-term commitment.

Features like automated bucket and blade control help you get to design plan faster, with improved accuracy. But there's more to Grade 3D than meets the eye:

- The technology is specifically designed for a seamless fit.
- It's automatically compatible with other technology.
- The hardware is fully integrated within the machine.

To find out more visit cat.com or contact your local Cat dealer.

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FOR THE WORK
BEHIND THE WORK

MyCatFinancial is now in the **Cat® Central app.**

Manage your financing where you manage your machine in the new Financial Hub in Cat Central. It's your secure all-in-one location to quickly manage contracts, track payments and stay on top of your account details. Stay in control of what's due – and plan for what's next

The Financial Hub is available in the US, Canada, Mexico and Australia. More countries will be added this fall. Learn more about MyCatFinancial at cat.com/mycatfinancial.

Scan QR code to download Cat Central.



CAT® Financial

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