



CAT® CUSTOMER VALUE AGREEMENTS

KEEP YOUR EQUIPMENT EASY TO OWN AND READY TO WORK

THAT'S A CVA





CONTENTS

CVA Overview and Benefits	03	Performance CVA	08
CVA Value Promises	04	Confidence CVA	10
CVA Options Overview	05	CVA Options for Buying Used Machines	12
Convenience CVA	06	Getting Started	14

CVA

OVERVIEW AND BENEFITS

WHAT'S A CVA? Cat® Customer Value Agreements (CVAs) help keep your Cat machine easy to own and ready to work. Any CVA starts with Hassle-Free Maintenance and Ownership, featuring genuine Cat® parts, delivered right on schedule, right to your location with step-by-step instructions, all rolled into one monthly machine payment. Security of Expert Dealer Support comes with Equipment Protection Plan (EPP) options on new machines and component protection for machines you already own to minimize surprise costs on covered repairs. Peace of Mind of Equipment Health Management provides you with machine alerts and information, as well as inspections and fluid health monitoring.



EASY OWNERSHIP

UP TO **50%**

LONGER
COMPONENT LIFE
WITH CAT FILTERS*

UP TO **2X**

LONGER ENGINE
WORKING LIFE
WITH CAT FLUIDS*

UP TO **80%**

LOWER FUEL INJECTOR
COST PER HOUR
WITH CAT FILTERS*

ALL IN **1**

MONTHLY PAYMENT
FOR YOUR CAT
MACHINE AND CVA

THAT'S A CVA

Subject to restrictions and availability. Additional terms and conditions may apply. Contact your Cat dealer for more information.

*Based on Caterpillar and dealer testing.



WHAT TO EXPECT IN **EVERY CVA**

No matter which type of CVA you choose, you can expect value promises from Caterpillar and your dealer that help keep your machine easy to own and ready to work.

01

HASSLE-FREE MAINTENANCE AND OWNERSHIP with genuine Cat parts delivered right to you, right on schedule — designed alongside the equipment they protect. Optimized for the machine and application, Cat parts can extend component life by up to 50 percent. If you prefer to handle the maintenance, clear instructions will accompany your parts. And your CVA is all one plan, fit for your operation and backed by expert tools and advice. So, you're free to focus on the work that boosts your bottom line.

02

SECURITY OF EXPERT DEALER SUPPORT offers EPP options to protect your new equipment from covered failures and component protection options on machines you already own — for injectors, turbochargers, aftertreatment systems and hydraulic pumps. Your CVA can put you at ease with expert dealer troubleshooting, diagnostics and repairs with genuine Cat parts.

03

PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT that lowers the risk of issues occurring at all. The Cat App and My.Cat.Com show you real-time machine insights like machine hours, location, fuel burn and maintenance alerts. Fluid health analysis tests the condition of your equipment's oil, fuel and coolant — giving you a look inside major systems to better prevent failures, downtime or loss of production. Inspections further help monitor your equipment's health, and are shareable and viewable from the Cat Inspect app.

Check out the next page detailing the different CVAs available that best fit your operation.

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WHICH CVA IS BEST FOR YOU?

CONVENIENCE CVA | PERFORMANCE CVA | CONFIDENCE CVA

TERMS		CONVENIENCE	PERFORMANCE	CONFIDENCE
		Planned maintenance (PM) parts	PM parts and labor + protection	PM parts and labor + additional maintenance and protection
		1 OR 3 YEARS	3 OR 5 YEARS	5 YEARS
HASSLE-FREE OWNERSHIP & MAINTENANCE	Flexible payment options (w/machine, monthly, other financing)	✓	✓	✓
	Helpful advice on equipment and operations	✓	✓	✓
	Cat® genuine parts, delivered on time to your location	✓	✓	✓
	Cat fluids	Recommended	✓	✓
	Services commitment with a Cat Prepaid Credit reimbursement if parts arrive after need-by date	Maintenance parts	Maintenance & common repair parts	Maintenance & common repair parts
	Trained dealer labor		✓	✓
SECURITY OF EXPERT DEALER SUPPORT	Expert troubleshooting, diagnostics and repairs with machine and component protection	Equipment Protection Plan (EPP) on a new machine	EPP on a new machine Component protection on a machine you own	EPP Premier level on a new machine
	Priority response services commitment		✓	✓
	Cat Certified Maintained eligibility (designation that machine has been maintained by the dealer since initial purchase)	✓	✓	✓
PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT	Easy access to asset information via machine alerts and Cat App	✓	✓	✓
	Inspections	Annual (Cat Inspect app)	Planned maintenance (PM) inspections	Planned maintenance (PM) inspections
	Fluid health and asset monitoring	Fluid health	Fluid health	Fluid health and asset condition monitoring

HASSLE-FREE

SECURITY

PEACE OF MIND

If you're interested in buying a CVA for your Used equipment, see info on page 12.

CVA and financing details are subject to restrictions and availability. Additional terms and conditions may apply. Contact your Cat dealer for more information.

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CONVENIENCE CVA

FOR A NEW CAT MACHINE
OR A CAT MACHINE YOU ALREADY OWN

Whether you're buying a new Cat machine or already own a Cat machine, there are three types of CVAs available: **Convenience**, **Performance** and **Confidence**. There's no better way to find the right fit than working with your dealer — but we'll summarize what's unique about each CVA option. Let's start with **Convenience**.



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WHAT YOU GET WITH CONVENIENCE

This CVA offers the convenience of the right parts, delivered to your door, right on time, with the confidence of dealer repairs for powertrain, hydraulics or technology failures.

GENUINE CAT PARTS DELIVERED WITH INSTRUCTIONS FOR SELF-INSTALLATION

- Planned maintenance kits align to PM events (PM 1-4 only)
- Parts and fluids (recommended) vary based on Operation and Maintenance Manual

POWERTRAIN+HYDRAULICS+TECHNOLOGY EPP

- Coverage includes defects in material and Cat workmanship related to powertrain, hydraulics and technology
- EPP is portable and transferable across dealer network (regional and legal exclusions apply)
- EPP aligns with agreed upon hours utilized and CVA term

CONNECTED MACHINE DATA AND INSIGHTS

- Actionable insights from Cat App and My.Cat.Com
- Machine data such as hours, location, fuel burn and maintenance alerts
- Perform inspections and share results through Cat Inspect

ELIGIBILITY FOR SINGLE MONTHLY MACHINE PAYMENT

- This CVA can be included as part of your monthly machine payment

SERVICES COMMITMENT

- Parts when promised — or we pay
- If maintenance and common repair parts aren't available when you need them, we'll help cover the costs by giving you up to \$1,000 of Cat Prepaid Credit
- Priority appointment scheduling, diagnostics before arrival and progress updates

WHY CONVENIENCE WORKS FOR YOU

Convenience is ideal for operations who handle maintenance work in-house. With this CVA, you get Genuine Cat Parts delivered right to your location, right on schedule, with clear instructions printed or emailed. From there, you perform maintenance on your own schedule. Depending on your expected machine hours, your CVA could include 2, 3, 6 or 10 PM kits.

The **Convenience** CVA for new machines includes an EPP which matches the duration set up with PM kit intervals, by years or working hours. The EPP provides coverage for defects in material and Cat workmanship related to Powertrain, Hydraulics and Technology. **Convenience** also introduces advanced Cat Fluids, which can extend your component life. Like all CVAs, **Convenience** includes the Cat App and My.Cat.Com to help you see machine data and insights that will help better-manage your operation.

PERFORMANCE CVA

FOR A NEW CAT MACHINE
OR A CAT MACHINE YOU ALREADY OWN

Performance is the next CVA option when buying a new machine or for one you already own. It offers similar elements to Convenience, plus the benefits of more dealer service involvement. Let us show you what you get with **Performance** and why it might fit your operation.



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WHAT YOU GET WITH PERFORMANCE

This CVA offers the convenience of maintenance performed by your dealer with the right parts, right on time, right at your machine — with an EPP if you're buying a new machine and component protection if you already own the machine. Your CVA takes care of that so your operation can maximize its performance.

GENUINE CAT PARTS DELIVERED WITH PROFESSIONAL DEALER SERVICE

- Preventive maintenance kits align to planned hours (PM 1-4 only)
- Parts vary based on Operation and Maintenance Manual

CONNECTED MACHINE DATA AND INSIGHTS

- Actionable insights from Cat App and My.Cat.Com
- Machine data such as hours, location, fuel burn and maintenance alerts

DEALER-EXECUTED INSPECTIONS

- Results viewable and shareable in Cat Inspect app
- PMs and annual TA1 inspections

EQUIPMENT OR COMPONENT PROTECTION PLANS

- On a new machine, EPP covering Powertrain, Hydraulics and Technology
- On a machine you own, component protection on critical components like injectors, aftertreatment, turbochargers and more

CAT FLUIDS WITH DEALER S•O•SSM ANALYSIS FOR FLUID HEALTH MANAGEMENT

- Sampling schedule depends on Operation and Maintenance Manual

SERVICES COMMITMENT

- Parts when promised — or we pay
- If maintenance and common repair parts aren't available when you need them, we'll help cover the costs by giving you up to \$1,000 of Cat Prepaid Credit
- Priority appointment scheduling, diagnostics before arrival and progress updates

CAT CERTIFIED MAINTAINED

Certification badge on your machine to:

- Verify maintenance performed by dealer technician on-time with genuine Cat parts and fluids
- Help improve resale value with machine report and maintenance/service history

WHY PERFORMANCE WORKS FOR YOU

Performance introduces trained dealer service and maintenance. Dealer service offers flexibility for your operation to manage downtime as well as the need for in-house mechanics or technicians. Routine maintenance, annual inspections and fluid analysis are performed by your Cat dealer.

This CVA offers unmatched protection for new machines and machines you already own. With a new machine, you get the same Powertrain, Hydraulics and Technology EPP coverage and connectivity insights as the **Convenience** level. And for a machine you already own, you get component protection on critical components like injectors, aftertreatment, turbochargers and more.

CONFIDENCE CVA

FOR A NEW CAT MACHINE

Confidence is the third CVA option when buying a new machine. This option provides the highest level of machine protection and dealer service involvement. See page 11 for the details on what you get with **Confidence** and how it keeps your machines easy to own and hassle-free.



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WHAT YOU GET WITH CONFIDENCE

This CVA offers the convenience of maintenance performed by your dealer with the right parts, right on time, right at your machine — as well as the confidence of dealer repairs for unexpected, major machine issues.

GENUINE CAT PARTS DELIVERED WITH PROFESSIONAL DEALER SERVICE

- Planned maintenance kits align to PM events (PM 1-4 plus milestone PMs i.e. PM3K, PM 5K, etc.)
- Parts vary based on Operation and Maintenance Manual

CAT FLUIDS WITH DEALER S•O•S ANALYSIS FOR FLUID HEALTH MANAGEMENT

- Sampling schedule depends on Operation and Maintenance Manual

ACTIVE CONDITION MONITORING BY DEALER

SERVICES COMMITMENT

- Parts when promised — or we pay
- If maintenance and common repair parts aren't available when you need them, we'll help cover the costs by giving you up to \$1,000 of Cat Prepaid Credit
- Priority appointment scheduling, diagnostics before arrival and progress updates

CONNECTED MACHINE DATA AND INSIGHTS

- Actionable insights from Cat App and My.Cat.Com
- Machine data such as hours, location, fuel burn and maintenance alerts

DEALER-EXECUTED INSPECTIONS

- Results viewable and shareable in Cat Inspect app
- PMs and annual TA1 inspections

ELIGIBILITY FOR SINGLE MONTHLY MACHINE PAYMENT

- This CVA can be included as part of your monthly machine payment

PREMIER EPP

- For new machines, coverage includes defects in material and Cat workmanship related to Powertrain, Hydraulics, Technology, Electronics, Cab, Brakes, Steering and Suspension
- EPP is portable and transferable across dealer network (regional and legal exclusions apply)
- EPP aligns with agreed upon hours utilized and CVA term

CAT CERTIFIED MAINTAINED

Certification badge on your machine to:

- Verify maintenance performed by dealer technician on-time with genuine Cat parts and fluids
- Help improve resale value with machine report and maintenance/service history

WHY CONFIDENCE WORKS FOR YOU

Confidence provides comprehensive equipment protection over the CVA duration. It extends EPP coverage (on a new machine) to include electronics, cab, brakes, steering and suspension. Similar to **Performance**, this CVA includes dealer service allowing flexible PM maintenance to maximize your uptime.

Unique to this option, your CVA includes milestone maintenance such as 3,000-hour and 5,000-hour service. This CVA includes Cat fluids and dealer-performed fluid analysis. This CVA includes dealer support and Connectivity insights through the Cat App and My.Cat.Com, as well as advanced insights of Condition Monitoring via dealer equipment health management and advice.

CVA OPTIONS FOR BUYING USED MACHINES

FOR CAT USED MACHINES OR CAT CERTIFIED USED MACHINES

When you buy a Cat Used or Cat Certified Used machine, you trust the quality that comes with it and want longevity for your investment. CVAs for used equipment provide you with the right parts, delivered right on schedule, machine insights you can track on your phone, and flexible service options to support your operation. Page 13 outlines the details of the CVA options available for Used and Cat Certified Used machines.



Subject to restrictions and availability. Additional terms and conditions may apply. Contact your Cat dealer for more information.

WHAT YOU GET WITH A CAT USED OR CAT CERTIFIED USED CVA

Choosing a CVA for your Cat Used or Cat Certified Used machine ensures the convenience of delivered parts — right on time, right to your door. The Cat filters help protect your machine and can extend component life by up to 50 percent. The Cat App and My.Cat.Com help provide useful insights to make sure your machine stays easy to own and ready to work.

GENUINE CAT PARTS DELIVERED

- Planned maintenance kits align to planned hours
- Parts vary based on Operation and Maintenance Manual

CONNECTED MACHINE DATA AND INSIGHTS

- Actionable insights from Cat App and My.Cat.Com
- Machine data such as hours, location, fuel burn and maintenance alerts

SERVICES COMMITMENT

- Parts when promised — or we pay
- If maintenance and common repair parts aren't available when you need them, we'll help cover the costs by giving you up to \$1,000 of Cat Prepaid Credit
- Priority appointment scheduling, diagnostics before arrival and progress updates

POWERTRAIN+HYDRAULICS EPP

(Only available on Cat Certified Used CVA)

- Coverage includes defects in material and Cat workmanship related to Powertrain and Hydraulics
- EPP is portable and transferable across dealer network (regional and legal exclusions apply)
- EPP aligns with agreed upon hours utilized and CVA term

CAT INSPECT APP ALLOWING EASY INSPECTIONS AND SHARABLE RESULTS

ELIGIBLE FOR SINGLE MONTHLY PAYMENT

- Flexible payment options available, such as one monthly machine and maintenance payment or Cat Card payment

WHY A CAT USED OR CERTIFIED USED CVA WORKS FOR YOU

The **Cat Used** or **Cat Certified Used CVAs** are all about keeping your machine and uptime as productive as possible. In addition to a Powertrain+Hydraulic EPP (Cat Certified Used Only), the right parts are delivered before planned maintenance intervals to ensure machine health. Designed specifically for Cat equipment, genuine Cat parts can extend your component life and maximize your machine performance. Managing your machine can be even easier with useful insights from the Cat App, My.Cat.Com and Cat Inspect — right in the palm of your hand. Add in the convenience of a CVA being included in your machine or other flexible payment arrangement, and it's a one-stop shop for easy machine ownership.



GET STARTED TODAY WITH YOUR **CAT DEALER**

Customer Value Agreements deliver a new tier of healthy machine ownership. It's not just protection, it's an edge to save on repair costs and maximize your machine performance. When you add in the conveniences of delivered parts and a single payment, you get ownership efficiencies like never before. That's a CVA.

With a variety of options and flexible elements, the best next step is to work with your Cat dealer. They can talk through the factors that are unique to your operation and recommend the best solution for you. Visit [Cat.com/myCVA](https://cat.com/myCVA) for more information or contact your dealer for more information about how CVAs keep your equipment easy to own and ready to work.

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