



# CUSTOMER VALUE AGREEMENTS. EASY OWNERSHIP. EASY SAVINGS.



## WHAT'S A CVA? YOUR CUSTOMER VALUE AGREEMENT.

It's peace of mind, it's security from expert dealer support, it's hassle-free ownership and maintenance. Get your Cat® Genuine Parts delivered on-time, right to your location. Reduce engine downtime with predictive and scheduled maintenance. Increase engine longevity and productivity with fluid health monitoring, engine inspections and expert dealer support. Cat Customer Value Agreements are tailored to fit your business needs and range from simple Preventative Maintenance (PM) plans to sophisticated all-inclusive solutions. No matter which option you choose, you can be assured that your Cat dealer will provide you with careful planning and ongoing attention that will help you succeed. That's a CVA!

### EASY TO OWN

UP TO

UP TO

UP TO

**50%**

**LONGER COMPONENT LIFE**  
**with Genuine Cat Parts**

**2X**

**LONGER ENGINE  
WORKING LIFE**  
**with Cat Fluids**

**80%**

**LOWER FUEL INJECTOR  
COST PER HOUR**  
**with Cat Filters**

**THAT'S A CVA**

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



# WHAT TO EXPECT IN EVERY CVA

## 01 HASSLE-FREE MAINTENANCE

unlocks planned maintenance efficiencies like never before. Genuine Cat Parts delivered right to you, right on time. You benefit from genuine parts, designed alongside the engines they protect. Optimized for your Cat engine and application, Cat parts can extend your component life by up to 50 percent.

## 02 SECURITY OF EXPERT DEALER SUPPORT

offers options to protect your equipment through preventative maintenance planning. Your CVA can put you at ease with expert dealer troubleshooting, diagnostics and predictive recommendations.

## 03 HASSLE-FREE OWNERSHIP

with your CVA is an all-inclusive plan fit for your application and backed by expert dealer tools and advice. Once you're set up, you're free to focus on what's important – productivity and the work that boosts your bottom line.

## GET STARTED TODAY WITH YOUR CAT DEALER

Customer Value Agreements deliver a new tier of healthy engine ownership. It's not just maintenance, it's an edge on minimizing repair costs and maximizing your engine's performance. When you add the conveniences of parts delivered on-time, planned scheduled maintenance and expert dealer support, you get engine ownership efficiencies like never before. That's a CVA.

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

[www.cat.com/en\\_US/support/dealer-locator](http://www.cat.com/en_US/support/dealer-locator)

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