

# CAT<sup>®</sup> MAGAZINE

ISSUE 2 2018 WWW.ZAHIDCAT.COM

## PARTS, SERVICE AND SUPPORT

AN EXCLUSIVE AGREEMENT  
BENEFITS CUSTOMERS

SERVICING THE FLEET FOR VIKING RIVER  
CRUISES

## MAINTENANCE ON THE WATER

## REBUILDING THROUGH DEMOLITION

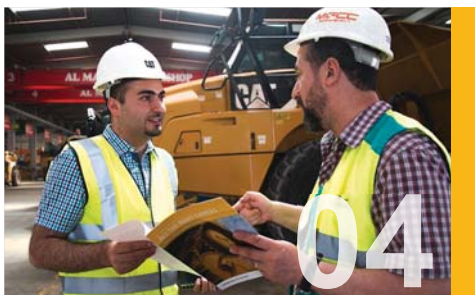
CAT<sup>®</sup> MULTI-PROCESSORS HELP  
MEET TIGHT DEADLINES



شركة الزاهد للتراكتورات  
ZAHID TRACTOR



# Inside



04

## ON-SITE SUCCESS

### 04 TAKING CUSTOMER SUPPORT TO THE NEXT LEVEL

In the UAE, Cat® dealer Al-Bahar's efforts to streamline a legacy customer's operations pays off.

**06  
ZEPPELIN POWER SYSTEMS  
AND CAT MARINE**  
Customized solutions, dedicated technicians and unique partnerships help keep Viking River Cruises sailing.



08

**08  
THE NEW CAT® 304.5E2 XTC**  
Part of a new line of mini excavators, the XTC is the perfect fit for a small landscaping company in Norway.



10

## INNOVATIONS IN MOTION

**10  
TOMORROW'S CONTRACTORS TODAY**  
Cat dealer Zahid Tractor has established a program to help small contractors succeed, and it's growing rapidly.

**18  
B SERIES HAMMERS**  
Proven durability, value and parts availability – just a few key factors that drove contractor Al Jaber to choose these robust tools.



14

## FORWARD THINKING

**14  
FOOTBALL, DEMOLITION  
AND TIGHT DEADLINES**  
The new light, versatile and fully capable Cat multi-processors help bring KV Mechelen and its fans back to life.

**22  
SPOTLIGHTS**  
Read about historic motor grader model No. 12 and a business in the Netherlands that engineers its own custom solutions.

### 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 [catmagazine@cat.com](mailto:catmagazine@cat.com).

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## DEAR READER,

I take real pride in how our teams are helping our customers innovate and operate more efficiently with the machines, power systems and other solutions we provide.

No matter who you are, or where you are at Caterpillar, our purpose is to support our customers in building a better world by helping them operate at their most productive and cost efficient. And, in a world of emails and texts, it's refreshing to see that the stories in this issue of Cat Magazine emphasize the value of speaking face-to-face and working to expand our services to a broader range of customers.

As experienced and knowledgeable as we are, we should still strive to constantly learn and improve by listening to and supporting the voice of the customer. It's vital to understanding how we can fix problems, add value and find new ways to grow alongside our customers. We might not know how to solve some problems right away, but the fun is in collaborating to figure them out and making that breakthrough. I like to call it driving progress.

An excellent example of that is our story about a support agreement between Cat dealer Al-Bahar and contractor Al Marwan. Similarly, Zahid Tractor is working to help aspiring contractors obtain their first machines and break into the construction business. In our marine division, a one-of-a-kind support and service agreement is helping Viking River Cruises operate without interruption. And, we also look at how the new line of Cat multi-processors helped meet a tight demolition project deadline in Belgium.

We have a bit of a saying developing in my division, "Not everyone believes that making meetings counts as making something." It's a good reminder of what we need to get done alongside our dealers and customers every day and every week, year in, year out. From what I've read, we're doing just that.

**Nigel Lewis,**  
**Vice President & Chief Marketing Officer,**  
**Global Aftermarket, Marketing & Brand**

## WHAT INSPIRES OUR

# Contributors



**Mohammed Samy,**  
**Support Agreement**

Mohammed joined Al-Bahar in 2007, but has more than 10 years' experience in the heavy equipment parts business. He is responsible for managing parts commodities in five Gulf countries, providing expertise to dealer sales teams and advising on parts and service solutions. He holds a Bachelor of Science in Mechanical Engineering, an MBA in Marketing and has trained internationally with Caterpillar.



**Jan Volkert Wibel,**  
**Service Director,**  
**Zeppelin Power Systems**

Jan Volkert joined Caterpillar/Zeppelin in 1998 after more than 10 years of experience as an engineer on ships and at power plants. After holding many management positions, he now leads service activities at Zeppelin Power Systems for applications such as, marine, oil and gas, locomotive and Cat marine products. He is an avid sports fan, and a passionate cook for family and friends.



**Johan van Loo,**  
**Multi-Processors**

Johan has grown Van Loo Projects to 50 employees and more than 30 Cat machines. The company also has a concrete and recycling plant, where contaminated soil is treated. Johan's team offers customers complete solutions in a variety of applications and services. He is a competitive car racer, and an avid golfer who likes to take business partners for a day of golfing.



**Kim Dunn,**  
**Multi-Processors**

Kim joined Caterpillar in 2011 as a Brand Consultant within the Electric Power Division. Today, she is the Digital Marketing Consultant for the GCI Marketing Innovation team. Kim is responsible for digital marketing campaigns for heavy construction equipment within Europe, Africa and Middle East. She holds a bachelor's degree in Business and Marketing, and enjoys travelling and spending time with her family.



## PARTS, SERVICE AND SUPPORT

# An *EXCLUSIVE AGREEMENT* benefits customer and Cat dealer



*Located in Sharjah, United Arab Emirates, Al Marwan is a contracting company with 40 years' experience and considers itself a one-stop-destination for the construction industry.*

The company has a large fleet of 74 Cat machines, as well as many others, including excavators, motor graders, dozers, skid steers and dump trucks. The machines are used for road and infrastructure construction, heavy equipment rental, building contracting and other industries.

Because Al Marwan has a mixed fleet, it was using a combination of Cat parts and other parts. However, thanks to a strong, 30-year relationship with Cat dealer Mohamed Abdulrahman Al-Bahar, Al Marwan was open to learning how an agreement and support contract for Genuine Cat Parts could help streamline operations and save money.

"We spoke with them about the value and performance of genuine Cat parts. For example, at first, they didn't see a problem with using OEM filters. So, we needed to prove to them the benefits of our products," said Mohammed Sherif, Product Support Specialist with Al-Bahar.

To do that, Al-Bahar continued to build on that positive relationship with personal visits, by studying competitors' product details and even inviting Benyoucef Mahfoud, Workshop Development Manager at Al Marwan, for a tour through the dealer's workshop

and parts warehouse. "We wanted them to have a full understanding of our capabilities. We thought a tour was a good way to help differentiate us from the competition and give them confidence in our parts and service quality," added Mohammed.

The result of Al-Bahar's hard work was a yearlong support agreement worth \$500,000 that began in March 2017. The agreement includes ensuring 100 percent availability of filters, batteries, ground engaging tools (GET) and undercarriages, as well as their own version of second-level technical analysis (TA2) inspections at a preferred rate for the entire fleet.

Mohammed also went on to say, "Before completing the contract, we also gave Al Marwan a comprehensive overview about the benefits of using only Cat parts, even on the competition's of machines. One element of that overview was an injectors test. We proved that current customers using Cat filters on their units are achieving longer lifetimes versus non-genuine."

That kind of response and commitment to providing superior service and quality parts made an impression



*The support agreement we have is excellent. The Cat parts are a little more expensive, but when you take into consideration the quality and longevity, it's worth it.*

Benyoucef Mahfoud, Workshop Development Manager at Al Marwan



on Benyoucef. "The support agreement we have is excellent. The Cat parts are a little more expensive, but when you take into consideration the quality and longevity, it's worth it. Al-Bahar has been good about parts availability and product support, too. Another advantage is that by purchasing just one brand, I have a better understanding of what's in stock. I even get an 18- to 24-month warranty."

Now, with a renewed contract for another year, Al-Bahar continues to provide genuine Cat filters, batteries, GET and

undercarriages to Al Marwan. "We meet with them about once a week, so we can maintain a good feel for how everything is working and to make sure they have everything they need. Orders can also be made online so they're ready to pick up. Or, we can deliver. Our job is to make sure their warehouse is stocked and that machines are running properly," said Mohammed. ■

**Additional details at: [www.cat.com](http://www.cat.com)**

## CAT GENUINE PARTS MEAN EXTENDED COMPONENT LIFE



*966 Wheel Loader*



*Injector*

*Genuine Cat parts*

**10,000 - 12,000 hours**

*Competitor parts*

**7,000 hours**



CAT MARINE ENGINE

# SERVICE AND SUPPORT ON THE RIVERS OF EUROPE

*During spring 2017, Zeppelin Power Systems in Germany and Austria boarded Viking River Cruises, the world's largest river cruise provider. Not as a passenger, but as its full-service partner.*



*"Viking is very specific about what they want in a service and maintenance contract. And, they prefer to be able to contact a person and have a real relationship with our people."*



Jan Volkert Wibbel,  
Service Director for  
Zeppelin Power Systems

The contract covers 24-hour service for more than 50 vessels that are powered by over 200 Cat marine engines, which carry the ships on routes that cover destinations from Amsterdam to the Black Sea.

However, Zeppelin's relationship with Viking River Cruises first started more than 10 years ago. "We started helping with two or three ships. Soon, we were servicing 12 ships. It was at this point that Viking decided to keep using Cat marine," said Jan Volkert Wibbel, Service Director for Zeppelin Power Systems. "Today, and in peak season, we have 30 technicians in Germany and Austria just for Viking."

Ensuring the seamless operation of 50 ships across Europe is challenging. That's why Zeppelin developed tailor-made storage solutions and established warehouses in different locations. "Mostly we have warehouses that are situated near the rivers on which the ships are cruising," said Jan. "And, we have special agreements with DHL Express for our scheduled oil sampling (S•O•S<sup>SM</sup>)."

The agreement Jan is referring to is a unique, on-board pick-up service across

Europe. Oil samples are taken every 500 engine hours, which means the delivery company can send more than 1,500 oil samples a year to the Zeppelin laboratory in Munich.

"In the beginning, five to ten percent of the samples we got back were considered red," Jan explained. "That means we'd have to shut down the engines and double check to see if there was any cross contamination. Now, that's down to less than one percent. But, that kind of testing only works if oil samples can be delivered to our lab quickly. So, that's why we set up this service with DHL Express. Within 48 hours, we can have reports."

Should there be a need for engine replacement, Zeppelin also has engines on standby. They can be delivered in 72 hours throughout Europe. "It's important we have the right solutions because we are growing with Viking together," said Timo Glietz, Zeppelin Operations Center Director. "From the beginning, we have done everything we can to give them clear timelines. Even though Viking is a showcase customer for us, we are committed to continually making progress."

Jan also had this to say: "The cruise line industry is very different than other





- ▲ Viking River Cruises take passengers on routes that explore much of Europe and more.
- ◀ Viking Freya by Viking River Cruises.

C 32 generator set with double resilient mounting. ▶



## 50 VESSELS



## ENGINES



Inspect vessels every 6 weeks



engine delivery within 72 hours

engine range on board of each vessel:

- C 32 x 2
- C 18 x 2
- C 6.1 or C 7.1 (emergency genset)

## SERVICE



30 service technicians during peak season responding within 6 hours



help desk 24/7, 400 after-hours calls per year



12 service invoices a year

## OIL SAMPLES

500 hrs  
Every 500 engine hours

1,500 per year



condition report within 48 hours

segments. In most cases, ships have to be repaired at a shipyard. Uptime is critical. No one can take holidays on a ship that's docked. Losing a single voyage with customers costs hundreds of thousands of euros."

The Zeppelin team also has dedicated, trained service technicians in Germany and Austria who only work on Viking River Cruises ships. They are trained to know the ships' on-board systems and can provide a short response time – less than six hours, day and night, weekend, holiday, all the time. "We also set up a dedicated, Viking River Cruises help desk that operates 24-hours a day, seven-days-a-week. It's not a call center where you press one or two. It's live help from people like me. We think that's important, because we get about 400 calls per year, and that's just the after-hour calls," Timo went on to say.

In addition, and because the cruise ships normally sail just from the end of March until November, Zeppelin only has a few months to perform maintenance and service. This winter, for example, the dealer did 16 major overhauls, 25 top-engine overhauls and more than 100 inspections. "Viking is very specific about what they want in a service and maintenance contract. And, they prefer to be able to contact a person and have a real relationship with our people," added Jan. "So, we even developed what we call audits, where we physically go out and inspect vessels every six weeks. It's a large fleet, but I think they appreciate the extra effort."

The personal time and attention Zeppelin gives to Viking not only helps keep the ships operating. It also helps reduce administrative work. Previously, Viking received more than 400 invoices from contractors like Zeppelin and other service companies. Now, Viking receives just 12 service invoices from Zeppelin, which helps Viking's accounting and purchasing departments perform better.

"We've always been very happy with the engines and services of Zeppelin Power Systems," explained Thomas Bogler, Vice President Nautical & Technical at Viking River Cruises AG. "For us, the full service contract is an innovative step towards providing a full maintenance service for our ships. It's certainly setting new benchmarks in the industry, and in the end will assist us greatly with budget planning."

Zeppelin's ultimate goal? Be unseen. "Our job comes down to keeping people who are on a Viking cruise holiday happy. They should never see our technicians. We want to operate in the background and be invisible for the guests on board. And, I'm proud of the way we put together this contract with Viking River Cruises. We both learned a lot from each other and our partnership continues to grow. Viking has recently announced that they will build new ships and we are already beginning to provide new Cat marine engines," Jan said. "We highly appreciate that Viking River Cruises partnered with us for this long-term maintenance contract and we are looking forward to deepening our partnership in the future." ■

Additional details at: [www.Zahidcat.com](http://www.Zahidcat.com)

MINI EXCAVATOR

# VERSATILITY COMES STANDARD

*The Cat 304.5E2 Xtra Tool Carrier (XTC) is not your everyday piece of small equipment. It's the first model in the XTC line and a new, innovative product that is exclusive to Caterpillar. That's why it's the perfect match for Jørgen Cappelen, who is not your everyday businessperson.*



Even though the Cappelen family business was book publishing in Norway, Jørgen had his sights set on creating his own chapter in life. "We had a farm growing up, and one day my father hired some equipment to build roads and stables," said Jørgen. "I was three years old, and I immediately fell in love with excavators. By six, I was a capable operator and was 100 percent sure I wanted to run my own business."

At the age of 17, Jørgen decided to do just that. As he explains, however, entrepreneurship doesn't always go as planned. "It didn't go so well. I was young and inexperienced, so I had to learn the hard way." But, thanks to Jørgen's drive to challenge what's normal, he didn't give up. In 2012, he started Jørgen W. Cappelen AS in Slependen, Norway, which continues to thrive today.

"Our main services are in landscaping and gardening for residential and community projects, plus snow plowing in the winter," said Jørgen. "We are focused on excellence and customer satisfaction before growth, and I'm always looking for ideas to improve results for my customers."

When it comes to his business, equipment is vital. Jørgen has important criteria when considering new equipment; build quality, affordability and resale value, as well as service, parts availability and dealer support.

"I once had a tractor on site and a customer thought it was brand new. He was shocked to hear it had over 5,000 hours on it. For me, the equipment is part of my brand and it reflects the quality of the work we do."

In keeping with his strong entrepreneurial spirit, Jørgen is constantly looking for innovative ways to better meet the needs of his customers. That's exactly where the 304.5E2 XTC comes in. "I first discovered the XTC on YouTube®," he added. "I thought, 'Wow, this is a smart machine.' I was already thinking of ways I could use it."

As a result of watching that video, Jørgen got in touch with local Cat dealer PON. "We had a demonstration in it, and after three hours, we decided we had to buy. While some applications



Cat 304.5E2 XTC	
<b>Weights</b> Operating Weight	 4080kg (8996 lb)
<b>Engine</b> Engine Model Net Power Emissions	Cat C2.4 30 kW Tier 4 Final/Stage IIIA
<b>Others</b> Travel Speed - High Fuel Tank Maximum Depth	5.1 km/h 57 l 4.9 m



### ATTACHMENT CONNECTIONS MADE SIMPLE

The machine's main feature is a skid steer coupler interface that allows for the use of compact loader attachments. With the hydraulics and drivetrain to match, the 304.5E2 XTC is compatible with multi-purpose buckets, forks, dozer blades, brooms, rakes, trenchers and a range of other attachments, providing unmatched flexibility to tackle any job.



were obvious, we have been surprised where we can benefit from this machine and I am sure we will discover more."

The 304.5E2 XTC is already living up to Jørgen's expectations, as well as his operator's. "After only 40 hours, my operator was sold. He came to me with a big smile and says, 'It's so good.' The ability to transport, load and grade, on top of the normal excavator functions, means we can cover 90 percent of jobs with just the one machine."

Jørgen is looking forward to how his machine can bring even more versatility to the work site. "Next I will consider a broom for the XTC, maybe even a snow blower. It would be cool to try those out on worksites." ■

Additional details at: [www.Zahidcat.com](http://www.Zahidcat.com)

*The 304.5E2 XTC is a unique machine, and Jørgen has already found four helpful uses that include:*

### TRANSPORTING TURF AND SUPPLIES ON SITE

"This was the obvious one, for many of our sites we have eliminated the need for a loading machine and transport materials with a multi-purpose bucket or pallet forks."



### FIELD EDGING AND SHRUB/WEED REMOVAL

"An excavator, with a shear or grapple, has always been effective for removing small trees and shrubs. But, it always took a long time to collect and transport the waste. Now, we stack it on pallet forks as we go."



### PLANTING A HEDGE

"One of our larger landscaping projects recently required 400 trees to be planted for a hedge. The trees are delivered packed on pallets. By transporting the pallets on the 304.5E2 XTC while simultaneously digging, we were able to finish the job very quickly and optimize the transporting and planting process."



### FINISHING WORK AND BACKFILL

"In addition to loading and transporting materials, the multi-purpose bucket also allows us to spread, level and backfill material much faster than with a standard excavator."



# SUPPORTING UP-AND-COMING C

## THE FUTURE CONTRACTORS PROGRAM AT ZAHID TRACTOR

*Starting out in the construction industry can be tough, especially in the Middle East. However, Saudi Arabian Cat dealer, Zahid Tractor, is well on its way to changing that.*

The brainchild of Zahid Chairman, Talal Y. Zahid, the Future Contractors Program (FCP) began in June 2012 as a corporate social responsibility initiative. "The idea was to help make it easier for individuals and small establishments, of up to 10 employees, to purchase machines. That is often the biggest hurdle to becoming part of the construction industry, mostly because banks don't want to take the financial risk," said Mahmoud Tbaileh, Marketing Manager for Zahid Tractor.

FCP, however, focuses on providing financing at a reduced rate so participants can take delivery of smaller machines, such as backhoes, wheel loaders and Building Construction Products (BCP) equipment, faster and

easier. Through the FCP, financing of up to \$250,000 is possible with as little as 10 percent down and terms from three to four years.

In creating the program, Zahid knew there might be additional risk involved, but they dedicated funds to the program and the results are positive. In fact, the initiative has blossomed into a significant part of Zahid's machine sales.

"Our numbers have shown that there is no significant difference in risk between large customers, core customers and FCP customers," added Mahmoud. "And, during 2015, our dealership saw 26 percent of its medium HEX sales go through FCP, as well as 16 percent of our skid

steer loader sales and 9 percent of backhoe loader sales." Overall, Zahid's program has resulted in the delivery of more than 2,400 machines and has served over 1,100 new contractors.

"This is a great opportunity for small and emerging contractors to establish themselves as contractors or to become subcontractors and take their machine(s) and work on any number of projects and gain the experience and knowledge to go out and get their own contracts. We can even help with machine training and maintenance," said Mahmoud.

To help potential contractors find out about the program, Zahid has developed some marketing such as flyers and brochures along with information on the dealer's website. Word-of-mouth about the FCP has also helped boost recognition and interest.

The FCP has become quite a success for Zahid. "We have a huge number of inquiries about this program and are now planning on expanding the scope to include more Cat products and raising the limit of the amount that can be financed," explained Mahmoud. "And, we have what we call 'FCP Champions' covering the three major regions of the country





# CONTRACTORS



so future contractors can hear and learn about the program first-hand."

One specific contractor that has benefited from the program is Mashal Mohammed Abdullah Al-Dawwod, Co-Owner of Al Turoq Al Omrania for Contracting.

"I decided to become part of this program due to the expansion in the construction field here and because Zahid Tractor makes it much easier to acquire a machine," said Mashal. "Now, I can buy, rather than rent. The flexibility and fast processing helped me gain more trust from a main contractor and get more business. For me, the total process took not more than 10 days."

The ultimate goal is to help Zahid Tractor play a bigger, more important role in the development of Saudi Arabia's economy by helping aspiring contractors and creating more jobs while contributing to the country's overall growth. The program also ties in with Saudi Vision 2030, an effort to reduce the country's dependence on oil and create a more diversified economy.

Feedback for the program has been positive. Even though the FCP began

before Mahmoud started working at Zahid, he, and many other people, have worked hard to help ensure the program's success. "When you see that you've helped small contractors get a bigger share of the cake in the construction industry, it definitely makes us proud and demonstrates that we have created a good program that is helping people," he said with a smile. ■

**Additional details at:**  
[www.zahidtractor.com/special-offers](http://www.zahidtractor.com/special-offers)

*"I decided to become part of this program due to the expansion in the construction field here and because Zahid Tractor makes it much easier to acquire a machine."*

Mashal Mohammed Abdullah Al-Dawwod,  
Co-Owner of Al Turoq Al Omrania  
for Contracting



## MACHINE SALES THROUGH FCP













# BRINGING NEW LIFE TO A BELGIAN FOOTBALL TEAM THROUGH DEMOLITION

INTRODUCING THE NEW LINE OF CAT MULTI-PROCESSORS

*KV Mechelen is a storied name in Belgian football. Founded in 1904, the club has won numerous league titles. In 1988, it became the last Belgian side to win the European Cup. KVM's home grounds, Achter de Kazerne (Behind the Barracks), has an equally colorful history. But, when financial trouble nearly led to the club's dissolution in the early 2000s, the stadium faced an uncertain future as well.*



Fortunately for KVM supporters, the club was saved and has remained in Belgian football's first division since 2010. And, the grounds, now known as AFAS Stadion, has seen a remarkable change of fortune, too. That's thanks in no small part to the work of Belgian demolition experts Van Loo Projects and Cat multi-processors.

In 2015, KVM began construction of a new stadium on the same site as the old one. However, to help make way for the new construction, the old stadium had to go, and Van Loo Projects was in charge of the demolition over a number of years.





"It took three years, because we can only work between football seasons," said Johan van Loo, who co-owns the company with his father, Jef. "To meet our deadline, we faced a very tight schedule. It was perhaps our biggest challenge. In fact, during the second phase of the project, we only had two weeks to complete the demolition to keep construction on time."







*"This multi-processor is about 30 percent more efficient than other tools, saving us two to three days."*

Jef van Loo  
Co-owner Van Loo Projects, Belgium



Johan van Loo  
Co-owner  
Van Loo Projects,  
Belgium

Projects such as this require machines capable of bringing down large concrete and steel construction. Purpose-built for such heavy-duty jobs are Cat multi-processors, flexible, functional tools that consist of a frame for hydraulics and cylinders with interchangeable jaws that are designed to handle different types, sizes and shapes of materials.

"Depending on the application, customers can easily change the jaws. This means only one frame is needed to attach different jaws so work can progress faster," said Patrick Grant, Hydro-Mechanical Product Specialist at Caterpillar Work tools. "That's why we call them multi-processors, because they are multifunctional."

Caterpillar introduced the first multi-processors more than 20 years ago. In 2013, the MP318 and MP324 were introduced. This year, Caterpillar is rolling out the MP332, MP345 and MP365.

The new MP300 series models are compact and light in construction, yet have incredibly strong cutting and crushing capabilities. The housing's robust rotator provides continuous, 360-degree movement giving machines the ability to carry out demolition work quickly and precisely from any angle.

#### FAST CYCLE TIMES

In addition, the different jaws can be quickly installed or changed in less than 10 minutes, thanks to a new patent pending locking system. The larger models in the MP300 series feature a pin capture system so the cylinder pin remains with the jaw for easier, safer exchanges.

Also contributing to faster cycle times is a patented integral, hydraulic SpeedBooster. Closing of the jaw starts in speed mode until the jaws meet resistance, after which the booster mode will be activated. Due to this booster technique, the cylinder diameter is smaller, which also decreases the jaw open time. This SpeedBooster in combination with this new, smaller cylinder cuts the jaw open and close times almost in half. Closing force has also been increased up to 19 percent, compared to the previous series.

But, Frank van Koningsbrugge, Caterpillar Project Manager for Product Development, points out that the speed is just one advantage for customers. "Customers wanted the jaw exchange to be faster and simpler," he added. "In the past, a mechanic had to change the jaws. Now, an operator can do it, without the need for specialized tools. Even wear part replacement can be done in the field without sending the jaw away from the job back to a shop for surface welding."

Plus, these new jaws have fewer welds, more replaceable wear parts and hydraulic component protection has been increased. Access to the tool cylinder has been made easier and the cylinder rod protection has been optimised. And, daily maintenance only requires greasing, checking wear, and replacing any worn parts.

This kind of attention to detail and innovation has had a positive impact on the AFAS Stadion project for Van Loo Projects. "Our Cat multi-processor plays a big role in helping us get our work done. It takes a lot of time to demolish this type of concrete construction and to crush the concrete. This multi-processor is about 30 percent more efficient than other tools, saving us two to three days," said Jef.

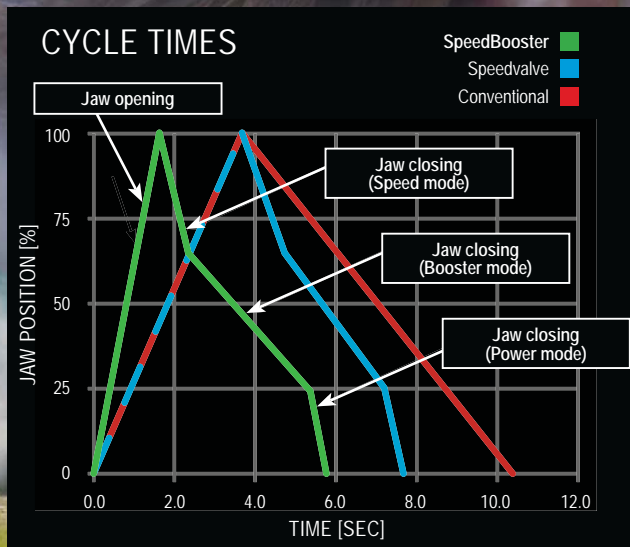
André Huysmans of Cat dealer Bergerat Monnoyeur has worked closely with Van Loo Projects. Though he's been selling Cat products for 40 years, even he is amazed at the efficiency of the new multi-processors.

"I recently visited the jobsite again after two weeks and the complete stadium had been removed, including the foundations. There was just broken material," said André. "That kind of innovation and performance is exciting."

Jef calls this one of the most rewarding projects the company has ever taken on. "Replacing the stadium has a large emotional impact on the supporters of KV Mechelen. It gives us a great sense of pride to be part of the tradition and the rebirth of such a special place," he concluded. ■

Additional details at: [www.bit.ly/cat-multi-processors](http://www.bit.ly/cat-multi-processors)





The MP300 series features a wide selection of interchangeable equipment. As a result, with one common housing, and a properly selected set of jaws, contractors can achieve exceptional flexibility with minimum investment and complete almost any demolition task. This robust range helps further solidify Caterpillar's position as class leader with the most versatile demolition tools.

#### CONCRETE CUTTER (CC) JAW

Can simultaneously cut and crush large pieces of heavily reinforced concrete with densely packed rebar. They are suitable for demolishing beams and steel constructions.



#### SHEAR (S) JAW

Designed to better cut and reduce the size of metal items commonly found at demolition sites. It features a piercing tip and wear blade in the upper jaw as well as a cross blade with an additional guiding blade in the lower jaw. The lower and upper sections work together, compressing and flattening steel before the cut.



#### DEMOLITION (D) JAW

A wide jaw opening to cut and crush hard concrete, moderate reinforced structures and rebar. Mostly used for primary demolition and cutting structures into pieces.



#### UNIVERSAL (U) JAW

Cut reinforced concrete into small manageable chunks for crushing and separating rebar for primary and secondary demolition.



#### PULVERIZER (P) JAW

Demolish and reduce concrete in a single step, separate rebar from concrete and reduce concrete to small, ready-to-recycle pieces.



#### TANK SHEAR (TS) JAW

Used for accurate, strip-cutting demolition of plate steel, ships, railway cars, grain, oil and fuel tanks, plus warehouses, transit sheds and other plate steel storage accommodation.



# THE *PERFECT FIT* FOR UNITED ARAB EMIRATES CONTRACTOR AL JABER

*Minimizing owning and operating costs for Caterpillar customers is a priority all over the world. It's no different in the Middle East and Abu Dhabi. That's where Al Jaber Leasing Services (ALES), which is responsible for some of the leading development projects in the region, purchased three Cat B35 hammers from Cat dealer Al-Bahar.*



**Youssef Kais,**  
Superintendent  
at Al Jaber

**Mohannad Battah,**  
Product support manager  
at Al Bahar

**Tarek Derbala,**  
Operations Manager  
at Al Jaber

**Hazem Dib,**  
Product Support Consultant  
at Al Bahar

ALES's parent company, Al Jaber Group (AJC), already has a growing number of Cat products, more than 1,350 pieces of equipment, so the B35 hammers are a natural fit for the leasing company and ensured compatibility.

"We have an exhaustive fleet of Cat equipment; hence we were looking for a Caterpillar-supported hammer solution that matches our value expectations. Additionally, the comprehensive after-sales support offered by the product support team of Al-Bahar, resulted in the selection of Cat hammers," said Marwan Seif, General Manager for ALES.

Before choosing Cat hammers for its quarry projects, however, ALES also considered similar-sized models from competitors. But, the proven track record of productivity that is synonymous with Cat products, and

exceptional parts availability from Al-Bahar, are the main reasons Al Jaber chose Cat hammers.

"For us, outstanding, field-proven reliability and durability were crucial. The Cat B Series hammer design, manufacturing practices, quality inspection and testing provided us the desired robustness required for our tough applications," added Marwan.

Caterpillar introduced its B Series hammers as an economic, sturdy design that is operator-friendly, while offering best-in-class performance. Purpose-built for the Middle East region, they are available in two different mounting styles and ideal for a wide range of industries and jobs.

Overall, the three hammers available in the Cat B Series combine optimum power-to-weight ratio with

simplicity and cost effectiveness, making them ideal for quarry and mining applications. They are also built for easy maintenance to help prevent downtime, resulting in more efficient operations and higher productivity. That includes the ability to perform field maintenance on the tool and bushings, and field replaceable lower tool bushing. In addition, the field-installed hydraulic kit distinguishes the B Series from competitors thanks to a weld-free mounting feature and the ability to regulate hydraulic flow, which will protect both machine and breaker.

And, when it comes to compatibility with Cat Machines, Yousef Rajeh AL-Lahham, Product Support Commodity Specialist with Al-Bahar, says, "Cat B Series hammers are designed with mounting brackets specifically built for Cat linkages. They also include genuine connecting lines and valves to match Cat implement hydraulic kits."

"Their compatibility with Cat machines is tested and approved by Caterpillar, making them an ideal match for any Cat fleet," he continued. "Moreover, seamless parts availability through Al-Bahar and easy maintenance mean a hassle-free service experience. At Al-Bahar, our focus has always been on customer success. We look for solutions and services intended to ease their operations."

Yousef also went on to say, "Al Jaber is among our leading customers. They have a reputation as market leader in the UAE contracting sector and more. I'm proud to have our hammers on their machines for high-profile projects in the region." ■

**Additional details at:**  
[www.catworktools-online.com](http://www.catworktools-online.com)





## B35

Carrier weight	30-40 kg
Operating weight	3.017-3.074 kg
Impact frequency	250-550 blows/min.
Impact Energy Class	7500.0 J
Acceptable oil flow	180-220 lpm
Operating Pressure	16.000-18.000 kPa

Gas-fired, durable design provides greater breaking power.

Manual piston stroke adjustment for different power levels and job applications.

Standard accumulator: Field serviceable, protects the main carrier by reducing shock from sudden starting and stopping.

Heat-treated tools for longer life, optimum length for effective breaking.

Housing: reinforced for protection, easy access diagnostics.





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Wherever there's mining, you'll find Cat. From underground gold mines in the Central and Western regions to surface Bauxite & Phosphate mines in the Northern region, Cat products are hard at work in Saudi Arabia and around the world digging, loading and hauling, grading and dozing. Our mining experts are there too, working alongside our customers to help them mine efficiently and productively, while doing the utmost to protect the health and safety of miners, the environment and the communities where mining companies operate.



شركة الزاهد للتراكتورات  
ZAHID TRACTOR





# SPOTLIGHTS



## THE LEGEND OF THE NO. 12 X

July 1938 was the peak of the Great Depression in the US. However, Caterpillar continued to develop new products, such as the Caterpillar Diesel No. 12 Auto Patrol – what's known today as a motor grader. The design was cutting-edge for the times. And while stylish, the No. 12 was also heavy-duty, self-propelled and designed for efficient, cost-effective operation.

With a 12-foot blade and a wide range of blade positions, including a backwards-facing position for working in reverse, it was well beyond other machines of its kind. Other notable features include:

- A six-cylinder Caterpillar diesel engine with 66 brake horsepower
- A gasoline starting engine for tough conditions

- Six forward speeds, and two reverse
- Two-speed powered mechanical blade controls for faster, more accurate control

The No. 12 would become the most well-known Cat motor grader line. It played an important role in many famous projects around the world such as the Skyline Highway in Virginia and the Carolinas, the New York Aqueduct, the Haifa-Bagdad Highway in the Middle East and three reservoirs in England. Its DNA lives on today as the Cat 12M series. With over 80 years of service, it is the longest-running production model in the grader product line. ■

Learn more about Caterpillar history: [www.bit.ly/catno12](http://www.bit.ly/catno12)

## BUILDING CUSTOM SOLUTIONS

At family-owned Snijder in Hoorn, the Netherlands, Managing Director Ron Snijder is committed to his customers and his business – custom-built machines for application around the world. That means handling every aspect in-house, from design and building to shipping, re-building and mobilizing to other jobsites. The company is also famous for quality, innovation and quick delivery.

Many of Snijder's clients operate in extremely demanding applications, so dependability is a must. Ron chooses Cat equipment because of the quality that's already built into the machines. In fact, 90 percent of the Snijder fleet is Cat equipment, including 6015B OEM frontless



hydraulic shovels, which the company's own engineers modify for customers.

Snijder also strives to be as environmentally responsible as possible and maintains a

passion for the business, which shows in satisfied customers worldwide. ■

Learn more about Caterpillar: [www.bit.ly/snijderbv](http://www.bit.ly/snijderbv)





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#### MAKKAH: HAJ STREET

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#### ABHA / KHAMIS MUSHAYT: SULTAN CITY

TEL: 017 2271277, FAX: 017 2271285

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TEL: 013 5927889, FAX: 013 5927456

For More information contact your nearest Zahid Tractor Branch or call Toll Free: 800 2 444 999



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