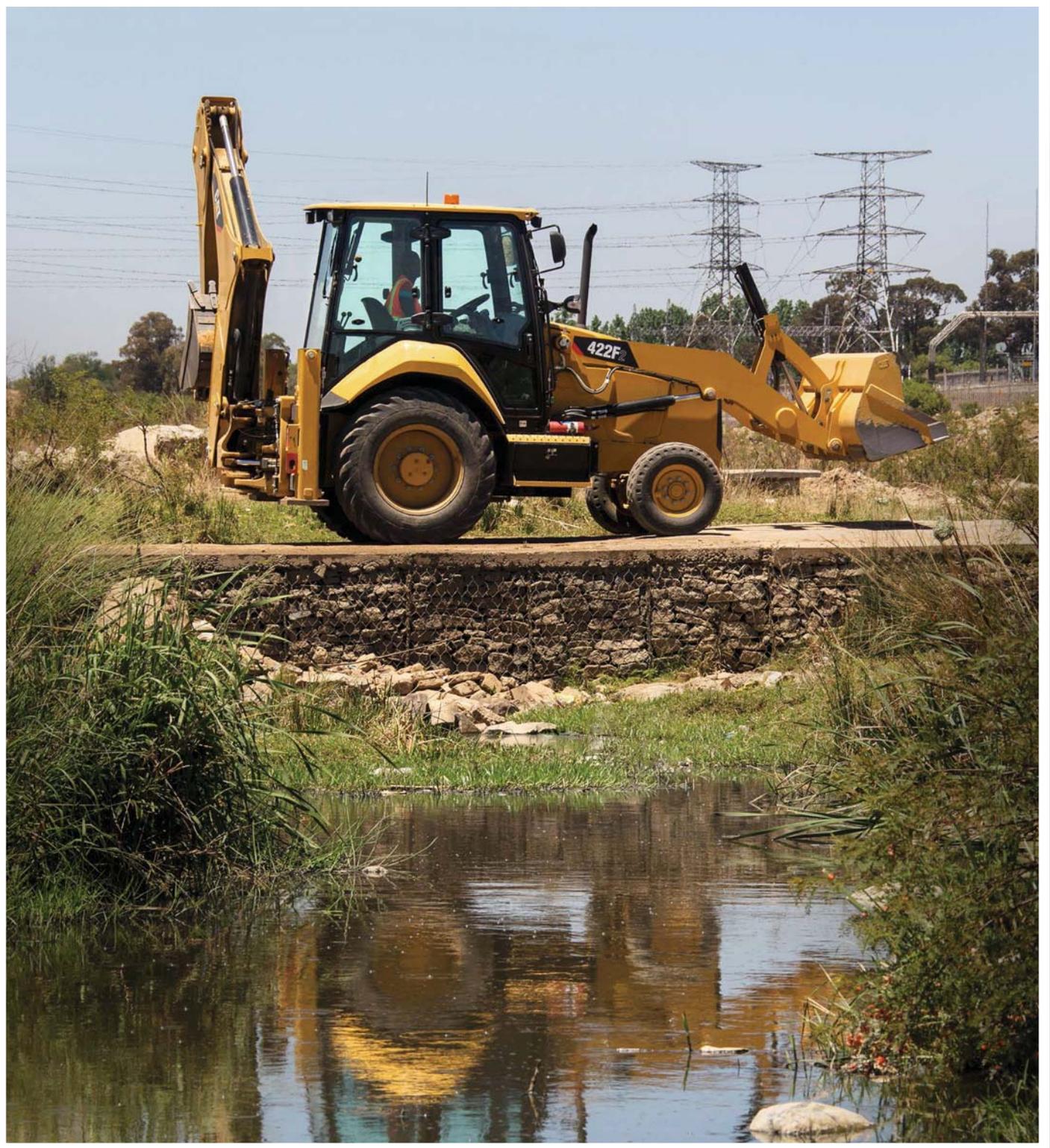


CAT® MAGAZINE

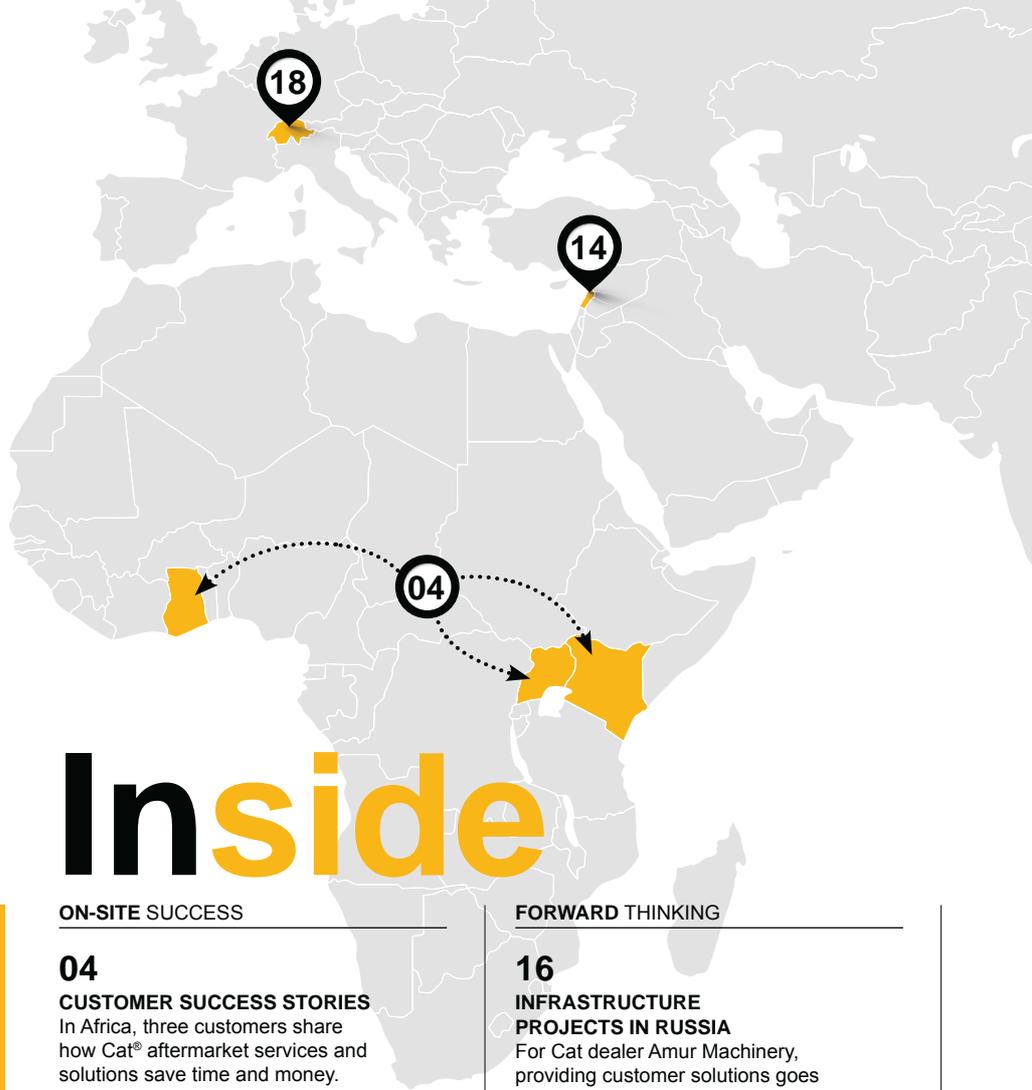
ISSUE 1-2021 WWW.ZAHIDCAT.COM



AFTERMARKET RETAIL CUSTOMERS TAILORED SOLUTIONS DELIVER SUCCESS
• CAT® UNDERCARRIAGE ABRASION MAXIMIZING WEAR LIFE, LOWERING COSTS • CAT TRIAL #10 SPOTLIGHTING TECHNICIAN CAREERS

شركة الزاهد للتراكتورات
ZAHID TRACTOR

CAT®



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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.

Cat Magazine is distributed by Cat dealers in Europe, Africa, the Middle East and CIS three times per year. Please send your editorial correspondence to Cat Magazine, Caterpillar S.A.R.L. 76, Route de Frontenex, PO box 6000, 1211 Geneva 6, Switzerland. catmagazine@cat.com.

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Dear Reader,

I welcome you to this first issue of Cat® Magazine for 2021. Coming out of an exceptionally difficult and unpredictable year, I am pleased to say that our focus on customer success has never been stronger. You will see that as you read the articles inside.

As Sales Execution Manager, I am often asked what we are doing to better understand and serve customers. While there is no one, simple answer, I can say that our goal is to be number one in our industry. We believe a major pathway to accomplishing this is not only about having the best product, but also providing the best customer experience.

That's why we are putting great effort into better understanding what customers want and need as well as how we can engage, not just to meet industry standards, but to surpass them. It includes the development of the right services, solutions and technologies that we want to deliver to our customers at the right time. In fact, we have specialists in place who are constantly improving our after sales products and services to meet customers' needs.

One key element is making sure the right parts are available in the least amount of time so customers can continue to operate. However, we also understand that there are many options for parts in the market, but there are not many competitors that can offer complete solutions like Caterpillar and Cat dealers.

Our efforts come down to helping customers get the most out of our equipment – extending maintenance, service or repair intervals, anticipating operating costs, demonstrating how technology can save money and increase productivity, long-term warranties, flexible financing and much more. We have a complete portfolio of comprehensive and digital solutions that help our customers to succeed, now and in the future.

I hope you enjoy this customer-focused edition of Cat Magazine as we will continue to feature this important theme throughout future editions.

Peschl Herwig,
Execution Manager, EAME,
CIS and Asia Pacific

WHAT INSPIRES OUR Contributors



FathAllah Adami, **Mantrac Group**

FathAllah has more than 10 years of international experience in delivering strategic, B2B marketing campaigns for OEMs and dealers. He joined Mantrac Group in 2018 and is currently implementing sales and marketing activities for 12 countries. FathAllah focuses on digital transformations through apps and tools enabling delivery of higher quality content, leading to better customer experience. He always stays true to himself and excels in what he does to positively impact lives.



Charline Duval, Caterpillar

Charline joined Caterpillar nearly two years ago as a graduate intern in Geneva and supports second level dealer deployment in Europe. Today, she is the Building Construction Products (BCP) marketing communications specialist covering the AME and Eurasia regions. Prior to Caterpillar, Charline was an account manager at several digital agencies in Switzerland, Singapore and London. Her hobbies include snowboarding, mountain climbing, diving, sailing and anything else related to warm water.



Daniel Carro, Caterpillar

After first joining the Caterpillar Marketing Training Class 062 in 2006, Daniel has now worked for Caterpillar for just under 15 years. He has held several BCP representative and connectivity positions, however, for the past three years, Daniel has been working on the product support side. He has lived in several countries, including the US and UK and currently lives in Spain. His interests are music, engineering and barbecuing.



Dawn Stage, Caterpillar

Dawn has been with Caterpillar for 25 years. She started with the Brand Strategy and Activation team in 2005 and has held different positions within the team. Dawn currently manages global sponsorship activations and is representing the Marketing and Brand division on a special recruiting project to change perceptions of the technician role. Her son starts ThinkBig™ in August 2021.

SUCCESS STORIES IN AFRICA

CAT® DEALER MANTRAC CUSTOMERS TALK AFTERMARKET SERVICES & SOLUTIONS



Cat® equipment is built to get the job done in the long run. In conjunction, Caterpillar and Cat dealer Mantrac together help customers get the most out of their machines by supporting them with aftermarket services and solutions.

It's why we sought out three success stories in Africa that show how Caterpillar and Cat dealers are tailoring solutions to help customers succeed. In this article, you will discover more about why they choose Cat parts and services for their machines. Whether it's telematic solutions, Customer Value Agreements, flexible payment terms or digital platforms, like parts.cat.com (eCommerce), you'll learn how the quality and durability of genuine Cat parts help save time and money. And it all comes down to the excellent support and availability of Mantrac.

So, read on and get to know three unique customers and their experience with aftermarket services and solutions from Mantrac:

- Uganda's Clarke Group, an agriculture specialist
- Ayoti Contractors in Kenya, an independent construction company
- Form Ghana, a specialist in forestry ■

Additional details at: www.cat.com



**Patricia Namatovu,
Head Administrator**

Clarke Group, Uganda

We were first established in 2015 as Clarke Group and had a variety of specialties, but now concentrate on agriculture. On our 600-hectare farm, we have eucalyptus trees, maize and some livestock, although our major product at the moment is coffee. We have a backhoe loader (428F) from our Cat dealer Mantrac and that clears land, pulls stumps and it even helped us build a wet mill.

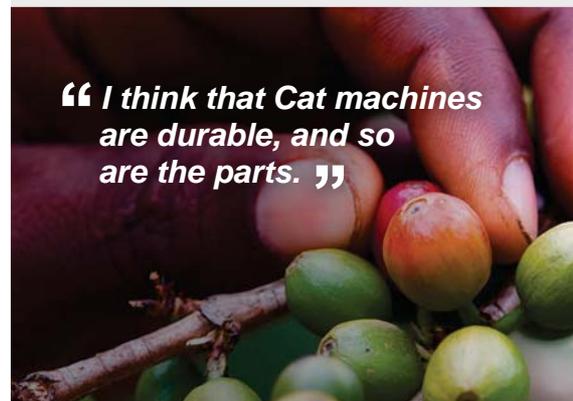
We prefer using Mantrac instead of someone else because the 428F comes from Caterpillar, and in my experience, it's better to work with the company and people that have supplied the machinery because they understand it better.

Cat dealer Mantrac has genuine Cat parts, and the aftermarket services are really good, which is why we keep coming back. At the end of the day, if you just go out into the market for parts and service you are likely not to get the quality needed.

I've also been using parts.cat.com. It's really convenient, especially since we do all our own service and maintenance



“I think that Cat machines are durable, and so are the parts.”





Mr. Seth Oduro Acheampong, Fleet Manager

nda

Form Ghana, Ghana

– and because of the pandemic. We learned a lot about the machine from the people at Mantrac and it helps to have alternative means of purchase. I think it's a good innovation and the online discount helps too.

I think that Cat machines are durable, and so are the parts. Together, it means we don't have to replace the same parts very frequently. Once the parts are in, they're good for a really long time.

And, with Mantrac, we're getting exactly what we need. They are available for site visits, consultations, to purchase parts and make informed recommendations. We are happy with them.

At Form Ghana, we are a forest management company that helps restore degraded forest reserves. Our main office is in the Ashanti region, but we have working sites across the country. Form Ghana started in 2007 and we have planted more than 7,500 hectares with teak trees and other indigenous species. We hope to expand that with another 12,500 hectares over the next 10 years.

Our goal is a world where the sustainable management of natural forests is the standard, while taking into consideration people, ecology and economy. Our customers include investors, governments, communities and non-governmental organizations.

We have 140K motor graders and 426F2 backhoe loaders, so we depend on them heavily to clear and reclaim degraded lands. It's vital that they are always in good working condition because we have a mission that is important to our country.

Just as we believe in doing quality work, we believe in the quality of genuine Cat parts. We have always chosen them and are quite happy with the results. In

our line of work, we have to focus on the long-term. **Using Cat parts helps us reduce downtime, lower operating costs and manage more material.**

We also have a CVA (Customer Value Agreement) with our Cat dealer Mantrac. The fleet is constantly monitored by our maintenance manager and sales representative through connectivity to alert us for any needed inspections and servicing schedules. Scheduled Oil Sampling (S.O.S.), repairs and maintenance are done by the Mantrac team too. We choose Cat parts and decided on a CVA because they offer better value for money.

We appreciate the different ways Mantrac helps our machines keep running strong so we can accomplish our mission. They help make our jobs and our lives easier. Our relationship is excellent. We call them quite often and always get a quick response.



“ Using Cat parts helps us reduce downtime, lower operating costs and manage more material. ”



ORDER PARTS ONLINE

"We also use parts.cat.com often, mostly for oils and greases. It's quick. We can order and pay for parts from anywhere. We can check part availability. And, everything is delivered right to your doorstep. It saves a lot of time and hassle because it's easy to log in, get the right part number and see everything you need. If I have any questions, I can call our sales rep for clarification." – Gilbert Wandera



Gilbert Wandera, Manager

Ayoti Contractors, Kenya

Ayoti Contractors is a construction company that is growing, and we have ambitions of being the best in western Uganda. We run a D320 excavator, 140K motor graders and a 426F2 backhoe. Mostly, we use our machines for roadworks, trenching and moving material.

We chose Caterpillar over other suppliers mostly because of the aftermarket support. That's probably the most important thing to us. If there is a breakdown, we know there are many repair options in the market. **But after using those cheaper parts, we found that we initially spent less money, but over time, it costs more.**

For example, we were using non-Cat fuel filters. Yes, they were less expensive, but don't last the expected 250 hours and could cause fuel problems if not changed out soon enough. I found we had to change those filters twice, compared to the normal interval for the Cat filters. It's the same for non-Cat ground engaging tools (GETs) we purchased. The non-Cat

parts wear too fast. In the long-term, it's more cost effective to get the Cat GETs.

We do have our own workshop and service team that we use mostly just to save time and money. Even though we are a do-it-ourselves kind of operation, **we do have a Customer Value Agreement (CVA), that includes inspections so we can make sure the machines are running like they should be.** In turn, that helps machine uptime and reliability, which is important to us because we work on a lot of government contracts and they come with specific timeframes for completion. And I feel like we have the right balance between that and the aftermarket services from Mantrac.

I would say we have a partnership with Mantrac. That is very important to keeping a company like ours operating in the time frame we are given by our own customers.

“ But after using those cheaper parts, we found that we initially spent less money, but over time, it costs more. ”



SPECIAL OFFER

On J-Type General Duty Tips

For more details, please visit the nearest
Zahid Tractor Branch

Offers are valid until stocks last



Starting at
69 Riyals

for the single Tip Kit
Price including VAT

Available Sizes

J-250 | J-300 | J-350

J-400 | J-460



LET'S DO THE WORK.™



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شركة الزاهد للتراكتورات
ZAHID TRACTOR

CAT®

CAT® ABRASION™

A ROBUST NEW TOOL FOR LOWEST COST PER HOUR

For customers working in high-abrasion, low-to-moderate impact applications, including materials such as sand, mud, clay and gravel, Caterpillar is introducing a new tool that improves reliability and lowers costs. It's a new undercarriage called Cat® Abrasion, a direct replacement for the SystemOne™ undercarriage, which will soon be retired.

"Caterpillar is always looking to improve and provide more value to customers," said Daniel Carro, EAME Undercarriage Aftermarket Service Consultant. "Abrasive materials can cause excessive wear. Available for D1 to D6 tractors, our new Cat Abrasion product launch continues to increase our value proposition to customers by helping them save money through our products and services." Cat Abrasion is built on proven Cat rotating bushing technology that extends wear life by up to 50 percent and can reduce owning and operating costs up to 70 percent.

"We are able to achieve these numbers with an advanced, proprietary cartridge design that dramatically improves sealability," added Daniel. "It's thanks to our new, revolutionary XL coating. With increased seal life, customers can get the maximum life from other components, such as links, shoes and rollers. In side-by-side field testing, the Cat Abrasion seal life was up to double that of SystemOne. In addition to being extremely tough, the XL coating is groove resistant, which allows the seal to maintain its integrity. That helps prevent oil from getting out and dirt from getting in. The XL coating is also non-corrosive, and we have changed the seal bore geometry to help with thawing and used a cold metal transfer technology to reduce end play."

Just like oil in a car, keeping rotating metal parts lubricated helps prevent excessive wear. "With Cat Abrasion,

there is no wear between the undercarriage idler and link. This prevents scalloping, a half-moon shaped wear pattern that is created in the link that can not only make for an uncomfortable ride in the cab, it can also create difficulties when trying to achieve a fine grade," explained Daniel.

In addition to improved operator comfort and grading capabilities, this new undercarriage is highly maintenance free. No bushing turns are required, and Cat Abrasion is maintenance free for 6,000 hours. The patented relieved tread idler design extends life dramatically.

Cat Abrasion also includes the Cat Undercarriage Assurance Program, which offers leakage and breakage coverage on all components for four years, 6,000 hours or 100 percent wear, whichever comes first.

"At the end of the day, it's all about helping customers' bottom line. Our Abrasion undercarriage is built to provide lowest cost per hour. It really allows customers to use the full life of the undercarriage and concentrate on getting the job done. In the right application, Abrasion comes top of the class," said Daniel. ■

Additional details at: www.cat.com/en_US/campaigns/awareness/abrasion-undercarriage.html



Watch a youtube video with the keywords Cat abrasion. www.youtube.com/watch?v=7w488Byjj8l



**35 -70% lower
operating costs**



Up to 50% longer life

Lowest Total Cost of Ownership (TCO)
in high-abrasion applications

Improved sealing system capable of
up to 2x the life of previous systems

Custom Track Service
Undercarriage management

Caterpillar undercarriage
assurance program

Dealer service and
parts accessibility

Lowest cost-per-hour system
in the industry

Industry's longest wear life in demanding,
high-abrasion applications

Complete interchangeability of parts
and components with SystemOne

CAT ABRASION ADVANTAGES



*Improved operator
comfort & grading*



*No bushing turns
required*



*6000 hr intervention
free undercarriage*

INTRODUCING CAT® TRIAL 10: TECH TEST

CAT® PROMOTES TECHNICIAN CAREER OPPORTUNITIES WITH A REALITY TV-STYLE COMPETITION

Think about the last time your engine needed maintenance. Or, when you wanted to be certain your fleet was operating at peak capacity. Perhaps, you needed help understanding what your equipment's system fault codes mean.



You likely consulted with one of Caterpillar's unsung heroes: a qualified dealer technician. They're the backbone of our dealership network and bring a competitive edge to our customers' businesses.

Gone are the days when service technicians were only out in the dirt. These days, they're working with 3D-modeling, advanced technology and more.

Looking forward, however, there's a growing labor gap between the number of skilled service technicians available and the number needed. Not just at Cat® dealers, but industry-wide even as in-house customer technicians.

"Globally, there is a tremendous demand for service technicians. Cat dealers need about 10,000 a year for current demand. And, over the next five years, that's likely to increase to anywhere from 13,000 up to 16,000 yearly," said Archie Lyons, Creative Director for Caterpillar Global Brands.

To help recruit and fill so many positions, Caterpillar is raising awareness

of the importance of the service technician role within the industry. How? By incorporating them into the popular Cat Trials video series.

In the past, the Cat Trials showcased expert operators completing imaginative challenges that highlighted the power, versatility and precision of Cat machines. For instance, past trials have included a game of giant Jenga®, a moving golf green on a Cat 793F and, most recently, an imaginative game of PAC-MAN™.

But this year, the team changed direction to focus on the human power of service technicians, who make Cat customers' machines and engines run.

"This year, we shifted gears from machine demonstrations and operator skills to focus Cat Trial 10 on the importance of trained service technicians," said Archie.

"We wanted to create something that demonstrated just how highly skilled these techs are to build interest in the technician career path. Meanwhile, we wanted to test their skills and endurance,

two attributes our customers rely on when choosing Cat. The technicians were required to run a timed course and complete a series of challenges accurately related to their profession," said Archie.

The course consisted of five main challenges; mechanical aptitude, problem solving, the desire to learn, computer skills and a safety mindset. Each aligns with the qualities Caterpillar looks for when hiring its technicians. For example, to complete the mechanical aptitude challenge, technicians had to reference a 2D drawing with limited information, then create a 3D-model of that drawing using an assortment of parts.

Eighteen technician contestants participated from across the US, including three women. "The goal is to showcase people who represent the types of candidates Caterpillar wants to recruit," said Dawn Stage, part of the Technician Marketing Team for Caterpillar.

For those interested in becoming a Cat technician, there are a variety of pathways and resources. "One of our leading



Cat® Trial 10 was filmed at the Edwards Demonstration & Learning Center near Peoria, Ill. Special COVID-19 precautions were taken to ensure safety.

recruiting and training programs is Caterpillar's own two-year, ThinkBIG," Griffin Reome, Technician Growth Champion, shared.

"ThinkBIG is a network of colleges and dealer-supported programs that work together to teach promising technicians how to service Cat equipment and expertly leverage our cutting-edge diagnostic systems and tools. The programs combine classes with hands-on learning in the field and state-of-the-art labs."

In conjunction with Cat Trial 10, an online technician hub was created to help proactively recruit and train the best and brightest technicians. The objective is to continue to supply qualified technicians to the global Cat dealer network and ensure customers receive unsurpassed service in the future.

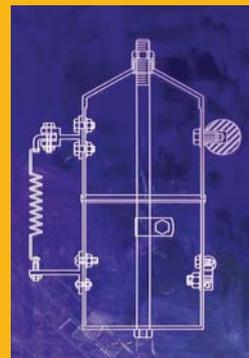
Normally at this point we'd tell you who won Cat Trial 10. But we think you should see for yourself. ■

Learn more at: www.cat.com/trial10



MECHANICAL APTITUDE CHALLENGE

To complete the mechanical aptitude challenge, technicians had to reference a 2D drawing with limited information, then create a 3D model of that drawing using an assortment of parts.



Archie Lyons, Creative Director for Caterpillar Global Brands



"Globally, there is a tremendous demand for service technicians."





CAT® DEALER JALLAD LEBANON

FROM DEVASTATION COMES HOPE

Lebanon and the city of Beirut have had a difficult past. From civil wars to bombings, protests and COVID-19, and most recently, a devastating explosion that experts say was one of the largest non-nuclear blasts in human history.

On August 4, 2020 there was a first, smaller blast that was quickly followed at 6:07pm by a much more devastating explosion that Tarek Jallad called “colossal” and “apocalyptic”. Tarek is the Dealer Principal for Cat® dealer Jallad and the Chairman of the Board for the Jallad Group. “This tragic event was such a terrible convergence of factors. On top of an already difficult year in which the country had gone through so many challenges, it couldn’t have come at a worse time. As a company and as dedicated members of the community, we were all deeply impacted and horrified. Yet, from the very beginning, there was a feeling of how we could turn such negativity and feelings of helplessness into some form of positive action.”

With the shockwave felt as far as Cyprus (more than 120 miles away), in a little more than the blink of an eye, 158 people had been killed, 6,000 were wounded and hundreds were missing. A month later, the death toll reached 220 people.

According to the city’s governor, up to 300,000 people lost their homes. Two hospitals near the blast epicenter had to be evacuated, and others, already overwhelmed by the pandemic, lacked equipment to care for the injured. In addition, the explosion made what were considered normal, daily power outages even worse, forcing the injured to be treated in hospital parking lots. The estimated reconstruction cost is around \$5 billion US.

“I was in the Jallad office, about 18 km from the port, but it felt like we were much closer. Thankfully, our office only received minor damage. So many others were much less fortunate,” said Toni Akiki, the General Manager at M. Ezzat Jallad & Fils SAL. “After the initial shock, we immediately made sure our staff and their families were safe. It took less than an hour and thankfully everyone was alright. It was then that we started to understand the tragedy of what happened and began to think about how we could mobilize our resources to help others.”

Just two hours later, at about 9:00pm, Jallad had mobilized emergency power and light towers to the explosion site to assist the rescue team operation. An hour later, the equipment was operational. “We delivered some spare parts, utility machines, light towers, and diesel generators to the Lebanese army as soon as possible,” added Toni. “The Lebanese army has their own Cat machines, and our service team was available in case of any equipment problems. We were also immediately in contact with hospitals to see how we could provide power.”

With such widespread physical and emotional damage, the people at Jallad organized a group of volunteers in one of the worst hit neighborhoods. “We had about 40 staff members helping clean up over two different days,” said Toni. “We had a 906 compact wheel loader, a 428 Backhoe Loader, two skid steers and plenty of shovels. We moved out 18 dump truck loads of rubble to a recycle yard.”

August 4, 2020

Devastating explosions



- 158 people killed
- 6,000 wounded
- Hundreds missing
- 300,000 people lost their homes

Mobilizing support



The Jallad team sends emergency power and lights to assist rescue operations.

Equipment is operational



A Jallad service team is available for the Lebanese army's Cat machines.



► Tarek Jallad and Toni Akiki



Tarek continued, “Our team’s efforts were one of the proudest moments I’ve had as Dealer Principal. The sense of civic duty and shared humanity on display was both inspiring and truly heartwarming. It didn’t just stop at clearing rubble on the streets. Many of our team members even went inside buildings at the request of residents to help clean their shattered homes. I remember a lady coming out of her apartment, tears streaming down her face, asking us who we were and why we were doing such a kind act. I just told her, on behalf of everyone there, that this was the very least we could do. That moment captured the essence of the day.”

As much as it was important for Jallad to help, the international community also responded. The United States sent three giant C-17 transport aircraft with relief supplies. Three French planes arrived carrying 55 rescuers, medical equipment and a mobile clinic equipped to treat 500 people. The EU, Russia, Italy, Tunisia, Turkey, Kuwait, Qatar and the UK also sent relief supplies, humanitarian aid or military personnel.

Both Tarek and Toni are cautiously optimistic as to whether life in Beirut will ever fully return to normal. Six months have now passed and remarkable progress has been made rebuilding everything from apartments to infrastructure. However, even though there is progress, the city and country still need a lot of help. ■

Additional details at: www.cat.com



August 5, 2020

Humanitarian assistance



International support is extensive and generous.

August 9, 2020

Volunteering in communities



40 people helped clear out 18 dump truck loads of rubble to a recycle yard.



RENTAL EQUIPMENT SUCCESS

TWO INFRASTRUCTURE PROJECTS PRESENT UNIQUE CHALLENGES, SOLUTIONS

2015-10 → **2025**
Construction → Commissioning

- 1st Largest natural gas processing plant in Russia
- 2nd Second Largest natural gas processing plant in the world

 800-hectare facility

 **m³**

Process about 42 billion cubic meters of natural gas per year.

Amur natural gas processing plant, Svobodny

Rönesans Holding company is busy right now. The construction, real estate development, energy and industrial facility specialist is currently working on two major infrastructure projects in Russia.

One is the Amur natural gas processing plant outside the city of Svobodny. The other is a new terminal at Sheremetyevo Airport in Moscow.

For each project, Rönesans quickly requested a variety of rental machines and equipment. To fill that need, they turned to Cat® dealer Amur Machinery. “When Rönesans came to us to rent equipment for these two projects, we knew it was going to be a difficult order to fill,” said Sergey Karpov, Rental & Used Department Manager, for Amur Machinery. “But we are all about delivering solutions, as well as Cat equipment. Those solutions

include experienced operators and technicians for training and to perform maintenance. Both can be difficult to find, particularly in the far east of Russia for the Amur gas plant.”

In addition, Amur Machinery opened a dealer branch in 2019 that’s about 20 km from the Amur gas plant site. “We established our branch to more readily assist Rönesans. The nearby location means it’s quick and easy to deliver parts that are not available on site. We have all the tools we need for diagnostics and we can make machine repairs quickly. At the end of the day, the competition

can’t provide the same level of service. We maintain machines on site, provide the highest uptime and offer technologies that increase efficiency.”

Just like the Amur gas project, the schedule to deliver equipment to Sheremetyevo Airport was tight. “For our customer Rönesans, we understood that for their own customer, time is money. When an agreement was made with the airport, we had to go into action immediately,” explained Sergey. “Right now, the airport project is about 90 percent finished and should be completed this summer.”



Amur Gas Processing Solutions

Machines:

- 14x 330 excavators
- 1x 428 backhoe loader
- 2x 434 backhoe loaders
- 1x 232 skid steer loader
- 2x 140K motor graders

Generators:

40x Cat C18s supply 20 MW of power

Support:

Experienced operators and technicians for training and maintenance



20 million passengers per year



365 days



x1,000 m²

127,000 square meters

Terminal C1 at Sheremetyevo Airport, Moscow

An important digital element that boosted productivity and efficiency to both sites is Trimble Navigation.

“This was an additional and very important solution for our customer,” said Sergey. “The automated technology helps customers coordinate groups of machines and operate them together more productively. The first time Rönésans used this was for the Sheremetyevo Airport project and only with a few machines. It dramatically increased efficiency. There was a challenge to provide all the equipment needed at the airport, but we came through and were able to have our

engineers provide training for the systems at both sites.”

Overall, Amur Machinery provided large fleets of machines: dozers, excavators, motor graders, backhoe loaders, vibratory soil compactors and mini wheel loaders to work at each facility. The rented equipment is supported by Customer Service Agreements, service and maintenance, as well as training for operators on proper operation and maintenance for which Amur Machinery technicians are available on-site around the clock.

“We have been working with Rönésans Holding for a long time,” said Sergey. “They expect that the

equipment they use on different locations has the best performance and durability. Plus, service and uptime are also important for them. I think that no matter how complex of a challenge they give us, we find the right solutions.” ■

Additional details at:
www.cat.com

Additional details
at www.catrentalstore.com

Sheremetyevo Airport Solutions

Equipment:

- 1x 140M motor grader
- 2x D6R track-type tractors
- 13x Cat 330 excavators
- Generators

Technology:

- Built-in Cat Grade slope control systems with 2D
- Grade Assist
- Payload systems
- Trimble Navigation

Support:

- Parts
- Technicians for service, maintenance
- Demolition tools like hammers





REACHING NEW HEIGHTS OF DEMOLITION

THE NEW CAT® 340 UHD

avesco CAT

The 340 UHD is a specialized demolition machine that completes Caterpillar's Next Generation Excavators model lineup. However, with the right equipment, it can also be used for excavation work.

"The new 340 UHD is completely designed and built for the high demands of demolition," said Thomas Schär, Product Manager for Cat® dealer Avesco. "It allows operators to work very precisely so that nearby structures are not damaged, and materials can be sorted during demolition and then recycled."

"And even though this machine can reach up to 22 meters, the vertical working height is just one beneficial feature for this machine."

Thomas Schär, Product Manager for Cat dealer Avesco

beneficial feature for this machine," added Thomas. "With 3,700-kilogram tool weight, the 340 UHD again has the best performance in its class. It's crucial for fast progress, which saves time, money and fuel, making the machine more profitable for customers."

The 340 UHD comes with a completely new, ergonomically designed 30-degree tilting cabin that allows operators to comfortably follow their work from top to bottom. Fuel efficiency has been improved by up to 15 percent and maintenance costs have been reduced by 5 percent, compared to previous machines. ■

Additional details at: www.cat.com

DISMANTLE A BRIDGE IN JUST 12 HOURS

The first in Europe to use this new model is Switzerland-based Wettinger Eduard Meier AG, a company with a decade of expertise in bridge demolition. Their challenge was to dismantle a bridge over the A13 in the Untervaz municipality – in just 12 hours.

"When we were looking for a machine in the 50- to 60-tonne class, we needed the stability to mount a seven-tonne shear and the hydraulic performance to bite through one-meter-thick concrete slabs," said Urs Meier, Owner Wettinger Eduard Meier. "Most other brands were not able to meet those requirements, but the Cat 340 UHD does. With the attached shears, we were able to dismantle the bridge without any problems."

"We are very pleased with the performance, stability and productivity of this machine. The speed and control we needed for the Untervaz bridge demolition wouldn't been possible without our 340 UHD," said Urs. "We're proud to operate 20 Cat machines throughout our group of companies."

TECHNOLOGY

Complementing the machine's reach and power is the most extensive technology package on the market:

- Cat E-fence: keeps the retrofit front linkage within a predefined work area.
- Cat Payload Measurement system to maximize truck load.
- Cat Grade with 2D: guides depth, slope and horizontal distance.
- Standard Cat Product Link™: captures critical machine operating data and condition.
- Cat Remote Flash: ensures software is up to date.

"The tilting cabin is a must for operators working in the demolition area and there is a noticeable difference in fuel consumption."

Urs Meier, Owner
Wettinger Eduard Meier



Up to 15% lower operating costs

Boom transportation height <3 meters

Optional 360-degree bird-view camera

Stable hydraulic, adjustable undercarriage from four meters to three meters for transport

25 m reach with 3.3 mT tool or 22 m reach with 3.7 mT tool

Hydraulic quick-coupler and automatic tool recognition

New Stability Monitoring System

A POWERFUL ADDITION

NEW CAT® GC DIESEL GENERATORS

Caterpillar is introducing 31 new models of Cat® GC diesel generator sets, optimized specifically for stationary standby power applications. They are currently available for 50 Hz and 60 Hz applications worldwide.*

“The electric power grid landscape continues to change and become more stable, meaning outages are less frequent and shorter in duration, driving increased demand for cost effective, stationary standby generator sets,” said Graham Scandrett, Strategy & Business Planning Manager at Caterpillar. “Because these generators are value-engineered, they give customers all the performance, reliability and support Cat products are known for at an even more competitive price.”

By value-engineered, Graham means that these Cat GC generators have been designed and fine-tuned to offer only the key features and functionalities that are required and valued by stationary, standby customers. As a result, they can be offered at an attractive cost. “These are a great way for Cat customers, electrical contractors and installers to meet site specifications at the most competitive price,” explained Graham.

Because they are powered by field-proven Cat C3.3 through C32 engines, these new Cat GC generators are perfect for a range of small- to medium-sized applications and market segments. That includes healthcare, manufacturing, agriculture, infrastructure, utilities, office buildings, commercial buildings, sports arenas and many more. Plus, thanks to a sleeker, streamlined design, these Cat GC models have a smaller footprint to help ensure low installation costs.

Along with an industry-best warranty and product support, Extended Service Coverage and Customer Value Agreements are also available with these models for even further peace of mind. “Whether power is needed eight hours a day or eight hours a year, these generators represent the Cat brand value,” added Graham. ■

Additional details at: www.cat.com/epcatgc

* The models currently available range between 33 kVA-400 kVA & 1100 kVA at 50 Hz and 30 ekW-200 ekW at 60 Hz with additional models being released throughout 2021.

Example Cat GC Generator Sets



Cat DE33 GC

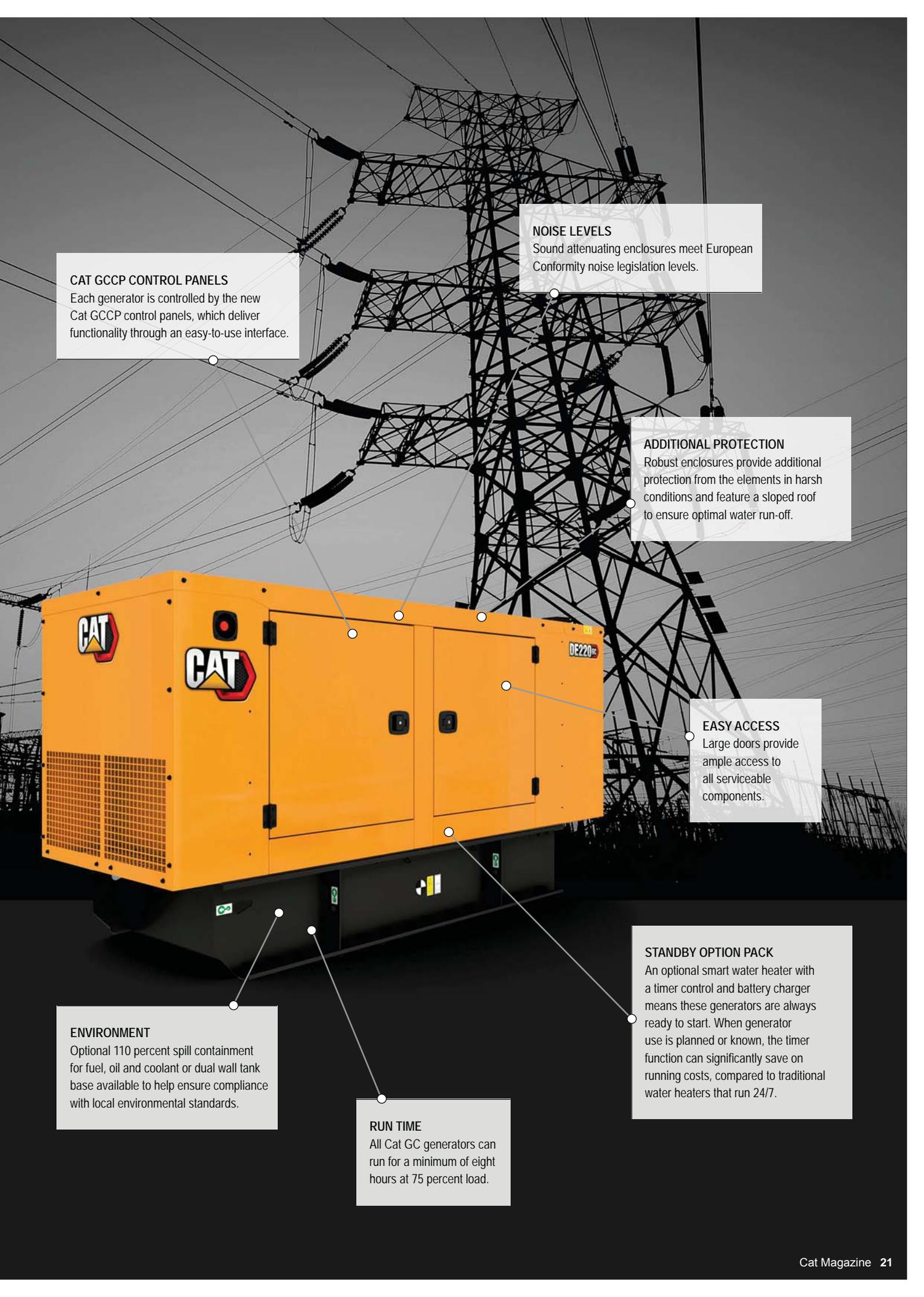


Cat DE400 GC



Cat DE1100 GC

Bore x Stroke Displacement Aspiration	105.0 mm x 127.0 mm 3.3 L (201.4 in ³) Naturally Aspirated	115 mm x 149 mm 9.3 L (570.1 in ³) Turbocharged Air-to-Air Aftercooled	145 mm x 162 mm 32.1 L (1,959 in ³) TA
Standby 50 Hz 60 Hz	33.0 kVA (26.4 kW) 37.5 kVA (30.0 kW)	400 kVA (320 kW) -	1100 kVA (880 ekW) -



CAT GCCP CONTROL PANELS

Each generator is controlled by the new Cat GCCP control panels, which deliver functionality through an easy-to-use interface.

NOISE LEVELS

Sound attenuating enclosures meet European Conformity noise legislation levels.

ADDITIONAL PROTECTION

Robust enclosures provide additional protection from the elements in harsh conditions and feature a sloped roof to ensure optimal water run-off.

EASY ACCESS

Large doors provide ample access to all serviceable components.

ENVIRONMENT

Optional 110 percent spill containment for fuel, oil and coolant or dual wall tank base available to help ensure compliance with local environmental standards.

RUN TIME

All Cat GC generators can run for a minimum of eight hours at 75 percent load.

STANDBY OPTION PACK

An optional smart water heater with a timer control and battery charger means these generators are always ready to start. When generator use is planned or known, the timer function can significantly save on running costs, compared to traditional water heaters that run 24/7.

Our Technicians Will Be On Site Within 24 Hours

(Terms & Conditions applies) Valid till 31 December 2021



**Under Cat® Standard Warranty,
our technician will be at your site within 24 hours
of receiving your confirmed call,
to analyze and propose required repairs.**

LET'S DO THE WORK.™



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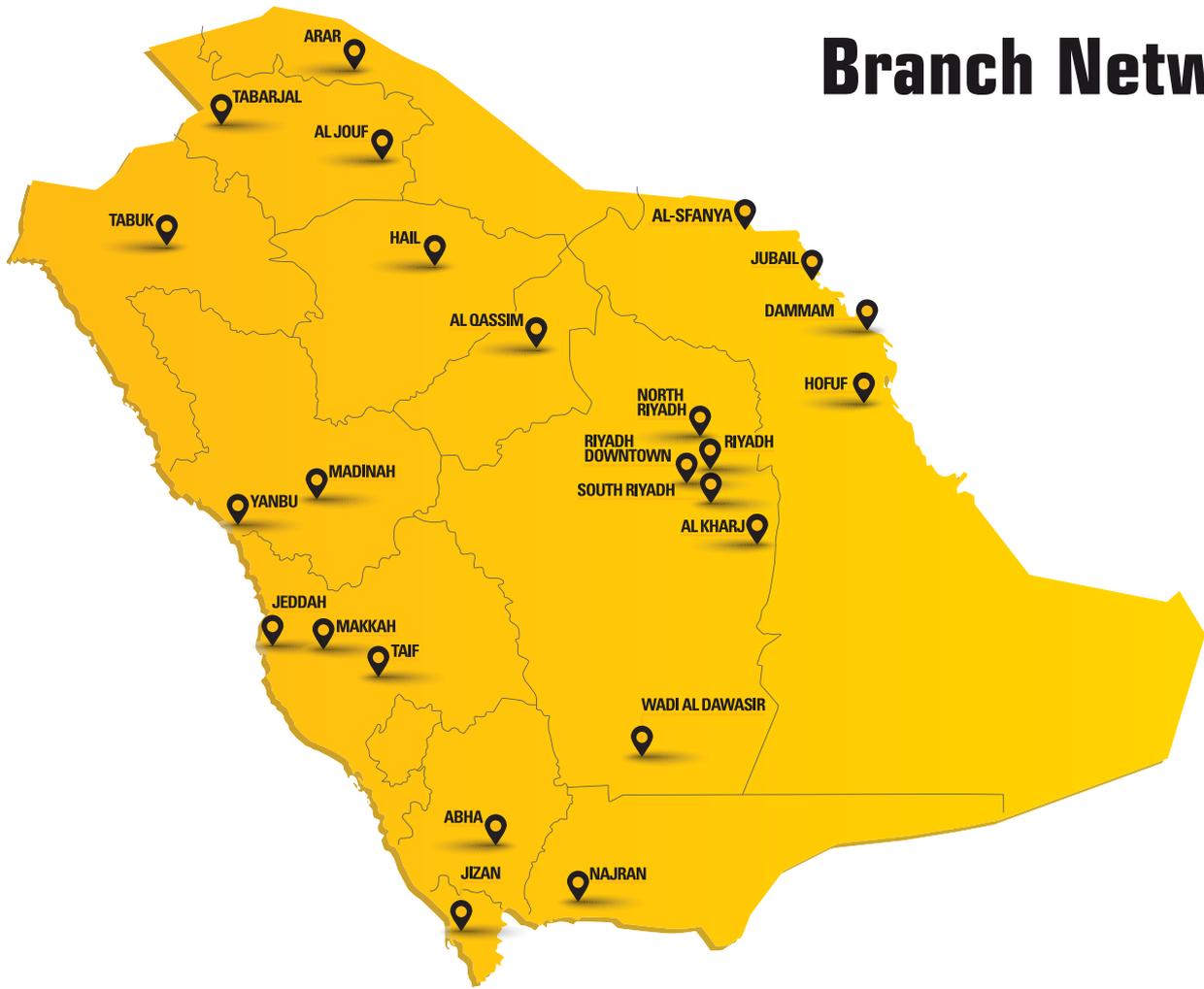
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