

CAT[®] MAGAZINE

ISSUE 1-2022 WWW.CAT.COM



MATERIAL HANDLERS THE ALL-NEW CAT[®] MH3026 PERFECT FOR WASTE & RECYCLING • **TURNING DREAMS INTO REALITY** DELIVERING THE RIGHT MACHINE FOR SUCCESS • **SECRET LIFE OF QUARRIES** A SERIES OF STUNNING FILMS

شركة الزاهد للتراكتورات
ZAHID TRACTOR

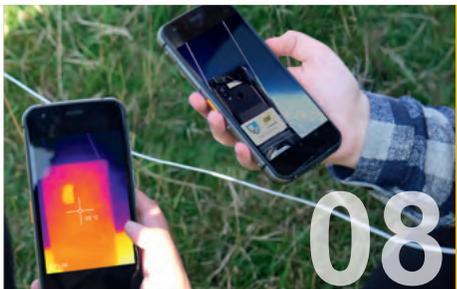


Inside



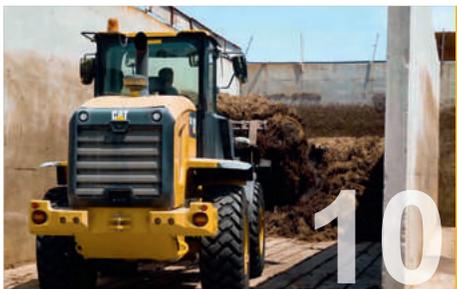
ON-SITE SUCCESS

04
GET TO GRIPS WITH THE CAT ALL-NEW MATERIAL HANDLER
 The Next Generation Cat® MH3026 offers better performance, lower costs and improved efficiency.



07
TEACHING EXCELLENCE AND EXTRAORDINARY PEOPLE
 Caterpillar Demonstration & Learning Centers (DLCs) celebrate being 50. And Mantrac, Nigeria, acknowledge an extraordinary young man.

10
DREAMS REALLY DO COME TRUE
 Orhan Pembe, a mushroom farmer from Turkey, explains what it means to him to own Cat machines.



INNOVATIONS IN MOTION

18
WELCOME TO EUROPE
 The first Cat 352 LRE excavator in Europe is now hard at work on a landfill site in Switzerland.

20
GET THE JOB DONE
 Getting the right Ground Engaging Tools (GET) is the secret to being more productive while staying on top of costs.



22
CAT FINANCIAL
 Flexible solutions for the life of your business.

FORWARD THINKING

08
SPACE, THE FINAL FRONTIER
 The punishment the ultra-rugged Cat S62 Pro cell phone can take is out of this world, literally.

16
ROLL CAMERA AND...ACTION!
 How Covid restrictions on group events lead to a series of short films about the secret life of quarries.

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 anneles.vanderschoot@darkgrey.eu.

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.

© 2022 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow", the "Power Edge" and Cat "Modern Hex" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

PUBLISHER: Alissa Green, Caterpillar S.A.R.L. **EDITOR-IN-CHIEF:** Anneles van der Schoot **CHIEF WRITER:** Simon Taylor **ART DIRECTION:** Tom Fincham, Maartje Hoppenbrouwers **CONCEPT & REALIZATION:** Dark Grey Europe for Caterpillar S.A.R.L. darkgrey.eu **LOCAL DEALER CONTACT:** inquiry@zahid.com



Dear Reader,

I don't need to tell you that the last few years have been difficult for all of us, and yet we, as a company, continue to perform strongly. Even though we were impacted by things we could not control, we can all be proud of how well we delivered for those we could.

One of the reasons we've done so well is the focus on understanding our customers' needs. Whatever their size.

In this edition of Cat Magazine, you'll read about how our support in helping a mushroom farmer who not only realised his ambition of owning a Cat® machine and grew his business, but gained us a loyal customer in the process. You will also discover how the Covid restrictions on gatherings resulted in a mini-series of beautifully shot and captivating films on what really happens in a quarry.

We also see Cat dealers focusing more on offering services that help support our customers and drive their business. Something perfectly illustrated in an article from the dealer in France that explains how the upgraded mixed fleet GET

Advansys™ system is reaping benefits for our customers' businesses and our own.

As are a host of other initiatives that include our Built to be Rebuilt scheme, which prolongs the life of Cat equipment. And our Customer Value Agreements (CVAs) that allow our customers to focus on their business, while Caterpillar and our dealers concentrate on the maintenance and repair of their machines.

We have learned so much in the past two years as we worked under extraordinary conditions. It's worth reminding ourselves just how resilient we have been.

I wish you all good health and look forward to our continued success in the coming year.

Herwig Peschl
Aftermarket Sales Manager
EAME/Asia-Pacific

WHAT INSPIRES OUR

Contributors



Martin Jauretche,
Caterpillar

Martin was born in France but raised in Spain. His career, as Aftermarket Sales Rep, has taken him around the world, having worked in both France and America. He's also fluent in three languages and believes that a day without some fun in it, is never a good day. He is also a big fan of zombies and loves surfing.



Jan van Steenberg,
Pon Equipment

Born in the Netherlands, Jan first studied mechanical engineering before going on to attend business school. A combination that has proved to be the perfect fit for his job at Pon Equipment as Project Manager. When not working he has a passion for making things out of wood and steel, anything from furniture to boat interiors.



Helge Landberg,
Avesco

Helge has been at Avesco for the last 4 years as Content Manager. Before which he worked in communications and PR for a German construction company, a Swiss newspaper and an agricultural feed production company. What he loves most about his job is being able to learn from people with real expertise in what they do. When not at the office, he continues to work, as a dad of two children.



Burcu Çalışkan
Akdağ, Borusan

Burcu has been with Borusan Group for 14 years. She has a masters degree in Strategic Marketing and Brand Management. And is currently Borusan's Marketing Communication Leader in Turkey. Whenever she can she loves to go travelling with Burak, her husband and their twins, Beren and Barkin. She is also a sleep coach, helping mums around the world get a good night's sleep.





Cat® MH3026. Waste and recycling solutions don't come better.

GET TO GRIPS WITH THE CAT® ALL-NEW MATERIAL HANDLER

THE CAT MH3026 IS THE LATEST MODEL IN OUR RANGE
OF NEXT-GENERATION MATERIAL HANDLERS

When it comes to waste and recycling solutions, reputations are built on productivity and low operating costs. So, we should expect big things from the newly designed material handlers which deliver superior performance, lower operating costs and improved operator efficiency.





Landing page:
[cat.com/en_GB/
 products/new/
 equipment/
 material-
 handlers.html](https://cat.com/en_GB/products/new/equipment/material-handlers.html)

Video:
[youtube.com/
 watch?v=
 MUokp8Czsao](https://youtube.com/watch?v=MUokp8Czsao)

What a difference! Cat Material Handlers have the best swing. And you feel the machine instantly.

Harm Dijk, operator for Renewi, Netherlands

A favorite in the range is the Cat® MH3026, a material handler purpose-built for industrial and recycling applications loaded with the kind of spec and features that raise productivity and ease driver stress.

Such as an impressive machine reach that can extend to 13m and up to 15% more swing torque. And yet thanks to the all-new undercarriage design and its increased footprint, its greater stability gives operators the confidence to move material more quickly than ever before.

One operator lucky enough to have the chance to test drive the Cat MH3026 for himself is Harm Dijk, who works for Renewi in the Netherlands and has over 30 years of experience. "My first impressions are that this machine is perfect. It's very responsive. With the swing of the machine being super quick. Then there's the increased visibility of your surroundings from the cab. And you now have a joystick instead of a steering wheel."

But that wasn't the only thing that impressed Harm. "The machine has an extra-long boom: a

big advantage, as it means I don't need to move the machine as often. Also, with loading trucks, it goes so much faster because your reach is longer. What a difference! Cat Material Handlers have the best swing. And you feel the machine instantly. I have used other competitor machines before, but I prefer Cat machines. And this is one of their best."

Equally impressive is the material handler's fuel-saving performance, a 10% improvement on previous models. In addition, to which the highly-efficient electrical cooling fan only runs when needed. While the advanced hydraulic system provides the optimum balance of power and efficiency, providing the control you need and reducing wear and tear.

In fact, the Cat MH3026 is exceptionally good at resisting wear over the years. Boom, sticks and other high-stress areas are reinforced with thick multi-plate fabrications to ensure quality and reliability. In addition, the upper frame uses specially designed mountings to support the heavy-duty cab, and the lower frame is reinforced to enhance component toughness.





Martin van Driel, terrain manager, Renewi, Netherlands

» Martin van Driel, the Renewi terrain manager in Amersfoort, was another fan of the Cat material handlers, fully appreciating the role high quality, longer-lasting machines offer to their company's goals. "At Renewi, we focus exclusively on extracting value from waste rather than incinerating or dumping waste. Of the 14 million tons of waste we process every year, 89% is recycled or used for energy recovery. This approach also offers the most capital-efficient solution for effective recycling and waste management. And like everyone else, we are looking to reduce our carbon emission while protecting our most valuable asset, our people."

Bert Heijligers, Caterpillar marketing rep, I&W and Work Tools for EAME, is excited to be rolling these machines out. "Now available in Europe, North America, Australia and New Zealand, these new material handlers are dedicated to transferring waste, scrap or wood handling in indoor or outdoor locations, leveraging our next-generation excavator platform,

offering better fuel economy and fewer maintenance intervals. At the same time, the technology is a step up from the previous range, the MH3000 F series."

It shouldn't be ignored that another impressive feature of the Cat MH3026 is the aftersales support that every Cat machine comes with. Jan van Steenberg, Product Manager Work Tools at Pon Equipment/Verachttert. And the man who arranged the work tools for Renewi is keen to make this point. "The recycling business is an important and growing market in the Netherlands. As a product specialist, I'm always on call to our sales team and clients to advise on which work tool fits best in any specific situation. That way we can make sure our products are used as efficiently as possible. It also provides the foundations on which we can build our long term relationships with clients such as Renewi." ■

Considerable effort has gone into ensuring the operator can work not just efficiently but comfortably, from reduced cab vibration to a 10" touch-screen monitor to operator ID access code with programmable settings to a fully customizable joystick and the choice of air-suspension or automatic suspension.



SPOTLIGHTS

CELEBRATING OVER 50 YEARS OF TEACHING EXCELLENCE

From the very beginning, we've known that our best sales tools are our machines. Once a customer gets into the cab and experiences for themselves the power and precision of our machines, they're hard to resist.

A big part of that success has been down to Caterpillar Demonstration & Learning Centers (DLCs) who are now celebrating their 50th year. During which our highly trained experts have educated thousands of customers on everything from the latest in equipment updates to choosing the right technology for their business. And over the years, we've seen the centers themselves evolve into high-tech



Landing page:
cat.com/en_GB/support/cat-training/learning-centers.html

classrooms with on-site Cat® simulators. In addition, they've gained a cult following for the quality of their homecooked meals.

Even the recent pandemic couldn't stop them, with the centers quickly moving to virtual training and events. Here's to the next 50 years. ■



BUILDING HOPE



Video:
youtube.com/watch?v=j3OiXHzzMkw&t=1s

When the BBC found Hope Emmanuel Frank, a young teenager from Uyo in Nigeria, building replicas of Cat machines from broken toy parts and old laptop batteries and telling everyone he was going to become one of the world's greatest inventors ever, even he couldn't have imagined where it would lead.

Because Mantrac, the Cat dealer in the region, found out about Hope Emmanuel, they flew him and his mother to their head offices in Oregun Lagos. After spending some time with him, during which he toured their workshop and operated a Cat 32 for real, Mantrac's management knew they were dealing with an exceptional talent. So, they are now sponsoring his tuition at the Topfaith International Secondary School in Mkpatak, Nigeria, where he is excelling in his class.

We'll leave the final word to the spokesperson from Mantrac. "We encourage all young people to continue honing their talents, expanding their minds, and pursuing their dreams. Because the next great mind in engineering could come from the most unexpected place." ■



The unbeatable Cat® rugged smart phone

SPACE, THE FINAL

THE CAT® S62 PRO BOLDLY GOES WHERE NO CAT PHONE HAS GONE BEFORE.

When Caterpillar licensee, the Bullitt Group, was approached by university students asking if they would help them send a phone into space, the Bullitt Group knew just the phone for the job.



Landing page:
www.catphones.com

FLIGHT DATA PANEL

Cat cell phone model: 2 x Cat S62 Pro phone
 Total flight time: 2hr 25mins 8secs
 Ascent: 1hr 53min 14secs
 Descent: 31min 54secs
 Height achieved: 35.3km
 Lowest temperature: -30°C
 Highest temperature: 30°C
 Total rig weight: 1kg
 Ascent rate: 5m / second
 Recovered: 7.76 miles from launch site



AL FRONTIER

Kit Newell, Innovation Partner Manager at the Bullitt Group, shares, "We're always looking for really extreme ways to show just how tough our Cat® phones really are. So, when the students contacted us about sending one into space, we were always going to say yes."

The project gave the University Collegiate School (out of Bolton, England) students real world experience studying how Cat phones are designed to cope with impacts and extreme temperatures. It also gave them the ability to test a device first-hand that's designed to operate in hostile environments. And ultimately, fuel their imagination on how to design products for such specific needs.

As the students' budget didn't stretch to rockets, the plan was to launch the Cat phones by weather balloon. The phones would then float up to the edge of space where the atmospheric pressure would

burst the balloon, and the phones would plummet back to earth.

Sound simple enough? Perhaps not.

The biggest problem with this method is that it's common for weather balloons to land in inaccessible places where they can't be retrieved. The problem was solved by enlisting the help of David Akerman, a high altitude balloon expert. Using his software, he collated Met Office data with the speed and direction of the wind at different altitudes to predict where the balloon would fall.

Attached to the balloon was a rig containing two Cat S62 Pro phones facing one another. One would record in standard video. Meanwhile, the other would shoot thermal images to document the extreme temperatures.

Kit goes on to explain. "I felt confident the phones wouldn't be physically damaged, but I was

nervous they might not survive the extremes of space. As with any phone, if they get super-hot, they shut off. In contrast, extreme low temperatures will drain a battery really quickly. Truth is, we didn't know how they were going to react." But both phones survived, complete with their video footage of the whole journey.

The final word has to go to Nathan Vautier, CEO, Bullitt Group. "This was a fascinating project, and the images captured speak for themselves. It just goes to show space is not just for billionaires!"

"Plus, if Cat phones can survive a round trip visit to space, just think of what they can survive on an average worksite!" ■



- ◀◀◀ Capturing the beauty of the English countryside on the way to space.
- ◀◀ The two Cat S62 Pro cell phones return to Earth having recorded their journey.
- ◀ The student of University Collegiate School preparing for the launch.

Cat® customer service delivers

HOW CATERPILLAR HAS HELPED A MUSHROOM FARM GROW

DREAMS REALLY DO COME TRUE

Orhan Pembe, founder and CEO of Pema Mantar, started his mushroom farm in 1989 to supply the highest quality fresh and dried mushrooms. Today, he produces over 10 tonnes of them per day and employs over 100 people.

“When we first started our business, we worked by hand. As our activities increased, our need for machinery increased. At that time, machines were only used by government firms. So, we used buckets and modified tractors. I can remember I was always envious when we encountered Cat® machines on our trips abroad,” explains Orhan Pembe, who adds proudly, “Now though, it is a different story, because we have Cat 906K and 924K loaders and a Cat TH357D telehandler. All our machines are Cat machines.”

Alp Aral, product manager at Borusan, the Cat dealer in Turkey, picks up the story. “When we start working with a new customer, it’s important that they understand we are not just trying to sell a unit but to find a solution for them, so it’s important we understand the needs of their business. So, once the sales rep has visited them, they get together with people like me in the product group before recommending the right machine.”

And Orhan couldn’t be happier with his purchases. “Since the machines are very new, the technology they have is also very up to date. It means our work is completed in a shorter time. Since the torques are adjusted very well on the machine, the machine can reach the target even before loading. It also performs unbelievably in terms of savings. We estimate we’re saving 20%-25% on fuel now. I also have to mention the interior; the cabin, console and viewing distances provide a comfortable drive.”



We also call them when we have a problem, and they always get back to us within a day. Sometimes, Borusan has even been able to solve our problems by giving us instructions over the phone.

Orhan Pembe, founder and CEO of Pema Mantar, Turkey

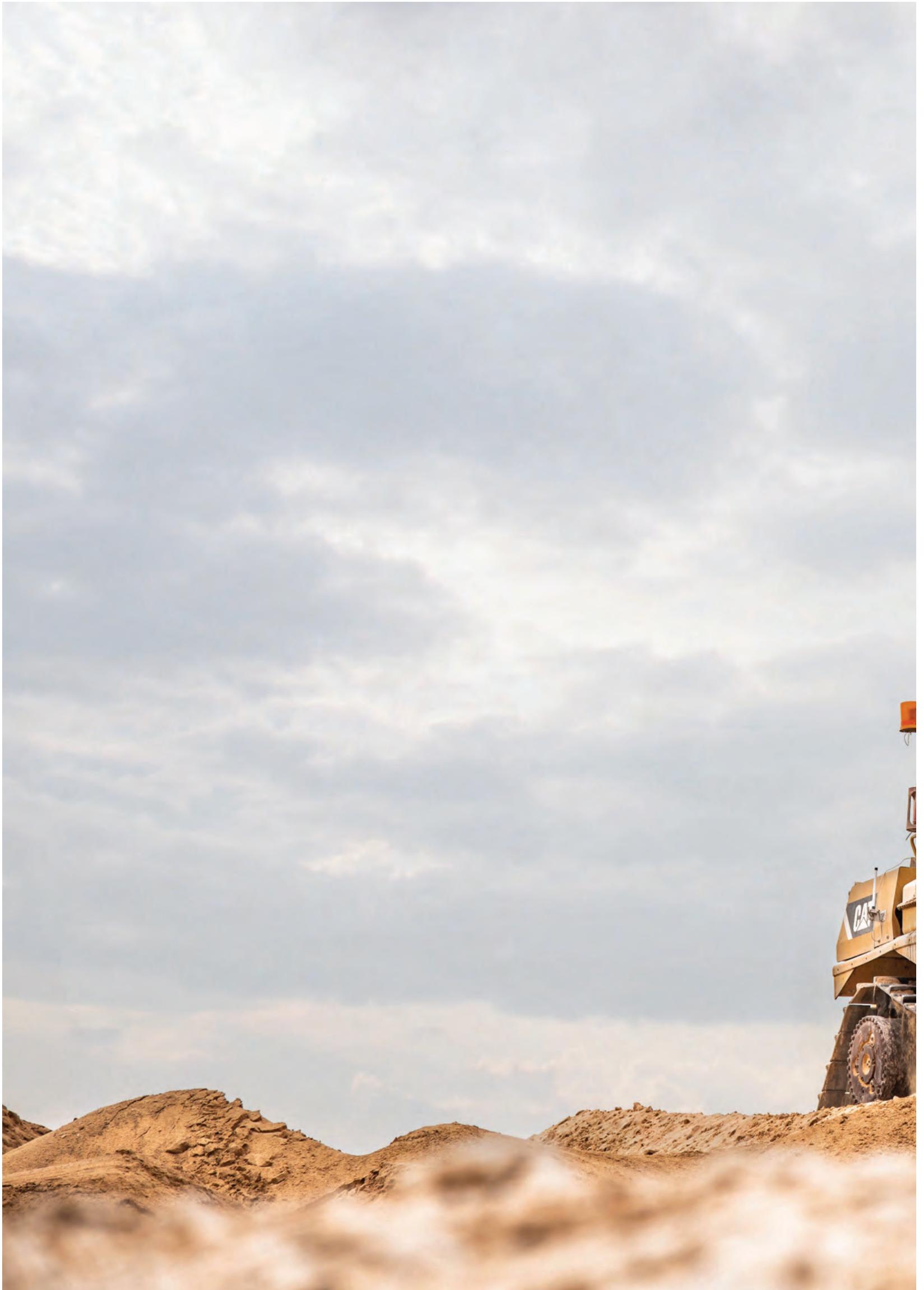


With Cat machines' reputation for high quality a given, it is this attention to detail and focus on customers' needs that builds confidence and long-term relationships. But equally important is the aftersales service that Borusan can offer, where speed can often mean the difference between making a profit or making a loss.

Once more, Orhan explains the customer perspective, "The mushroom business is a very meticulous business with zero tolerance to failure. Each stage must be completed within minutes. So, the machines need to work properly and perform when needed. For this reason, maintenance of the machines is also very important. We have been working with Borusan for four years now, and we entrust them to maintain and service our Cat machines. We also call them when we have a problem, and they always get back to us within a day. Sometimes, they've even been able to solve our problems by giving us instructions over the phone."

For Burcu Çalışkan Akdağ, another member of the Borusan team working with Pema Mantar, this is really at the heart of what she does. "We are in the relationship business. So, it is important that they know they are the center of what we do. It makes no difference to us how big or how small they are. They get treated exactly the same way – as the most important person in the room." ■













Quarry equipment in a starring role

ROLL CAMERA AND... ACTION!

A QUARRY GIVES UP ITS SECRET LIFE IN
A BEAUTIFUL SERIES OF SHORT FILMS.

Over the last two years, Covid has presented all of us with many problems, forcing us to be more and more inventive in finding solutions. Few, however, will be as visually stunning as the films created to replace Quarry Days.

A hugely popular part of Caterpillar's calendar is Quarry Days. In this bi-annual event, industry insiders and Cat® customers get the chance to visit a quarry, try out the latest Cat machines, learn new techniques and generally have fun while doing it.

Faced with restrictions on in-person gatherings brought about by Covid and subsequent postponements and cancellations, Peter-Valentin Sauter, Market Professional Caterpillar Global Customer Solutions, EAME, was faced with having to find something virtual to replace it with.

Getting together with fellow Caterpillar marketeers, Gary Martin from Caterpillar Heavy Construction Industries and Serena Janssen, Marketing Consultant, they immediately dismissed anything obvious until finally landing on the idea of a series of short films to show the quarrying process.

Mainly because they couldn't find an example of anyone having shot a film about what happens at a quarry.

The creative agency proposed to shoot everything at night when the quarry looked more atmospheric, giving the film a truly cinematic feel. As Gary explains, "We wanted it to be educational, informative but not a hard sell. We wanted people to enjoy it from wherever they came from, or from whatever level of experience they have." An added complication was having to shoot at two different quarry sites, one in Spain and another in Germany, borrowed from Schwinger.

The creative agency was equally impressed with how the Caterpillar team pushed them, with the art director, Martu Germinario Rodriguez, praising them for their courage and vision. "The Caterpillar guys loved every





Landing page:
[cat.com/
 SecretLifeOfQuarries](http://cat.com/SecretLifeOfQuarries)



“Whichever machine we make use of,
 picking the right **bucket**
 and ground engaging tools
 - and keeping these sharp -
 can be the **difference** between
 making a **profit** and just making a **mess.**”

mad idea we came up with - then tried to make the idea even madder - and always found a way to make it happen. So dancing diggers became waltzing excavators, faking a blast became blowing up half a quarry, that kind of thing. We knew from very early on that this was going to be a special project and that we had a rare opportunity to do something that makes real waves across the whole quarrying world. Hence, every episode saw us trying to ‘beat’ the previous one in terms of scale, beauty and, well, mentalness.”

Equally unexpected was the voice over artist they ended up with as Peter explains, “Between us, we must have listened to dozens of voices, but we kept coming back to Chloe Massey, who blew us away. Hearing a female voice narrating the film added to the sense of mystery and secrecy. So much so that every dealer who has had to re-record the voice over for local languages has opted for a female too.”

The final six films each cover a separate part of the quarrying process; Overburden Removal, Extraction, Hauling, The Yard, Maintenance and Sustainability. The series will be released in French, Spanish, German, Polish and Italian.

All of which will be available online. Just remember to bring your popcorn. ■

New long arm excavators reach Europe

THE NEW CAT® 352 LRE EXCAVATOR
EXTENDS ITS LONG REACH INTO EUROPE

WELCOME TO EUROPE

Ever since it arrived at the end of last year, Europe's first Cat® 352 LRE excavator has been working hard at the Type B Gloten landfill site in Switzerland. Where the machine's long boom and stick, with a reach of up to 16 meters and a digging depth of up to 14 meters, has been impressing everyone on site.

The proud owner of the new excavator is Stefan Eberhard AG, a Swiss company offering a host of services ranging from recycling management to landfills.

Stefan Eberhard, the CEO, explains why, "After an evaluation phase, we decided only a crawler excavator with a long reach would be suitable for use at the landfill site. The Cat 352 LRE excavator met all our technical requirements and was an ideal replacement for not one but two of our old excavators in the 20- and 30-ton weight class."

Despite it still being early days, Stefan is full of praise for the machine. "I'm impressed with the increased safety the excavator offers with a 360° camera system, in addition to the rear-view cameras. It means the driver always has an all-around view of the entire vehicle. It's also incredibly comfortable with air-conditioned cab and the air-suspended premium driver's seat."

And that's not all. Stefan can also see how the new addition to his fleet is impacting his business's bottom line. "By having a central lubrication system for all bearings, including bucket pins, you're gaining a significantly longer service life. Also, the hydraulic oil is biodegradable, which is good for both the operator and the environment. I would also recommend the user-friendly controls and the ability to quickly adjust depth and grade by hand on the joystick, as it makes precise excavations much quicker to execute."

The Cat 352 LRE excavator was bought from Avesco, with whom Stefan Eberhard AG has had a long-standing business relationship. It was then modified to their specifications that included adding extra counterweights so they could use bigger buckets, which also meant shortening the stick slightly and adding heavier linkage. One final alteration was to respray the whole machine in the blue and green livery of the Zürcher Kies und Transport AG brand, which is the subsidiary of Stefan Eberhard AG that is operating the excavator. Which goes to show just how far Avesco will go to please a customer.



Landing page:
cat.com/en_GB/products/new/equipment/excavators/long-reach-excavation.html

Thomas Schär, product manager at Avesco, was surprised that the first Cat 352 LRE excavator was sold to a Swiss company. "The LRE excavators have long been used in the Netherlands and northern Germany, where they are used for ditch clearing, which isn't something that happens in Switzerland, but it goes to show just how versatile a machine it is and how suited it is to other tasks."

Another key feature of the sale was the maintenance contract, Thomas Schär expands, "As the largest dealer of construction machines in Switzerland with more than double the technicians in the field than anyone else. This, coupled with the availability of parts from Cat makes us faster than anyone else in the area. None of the competition can come close to our service." ■



Onsite, the Cat® 352 LRE was put to work filling in the area with building rubble, concrete and soil from other sites. This task is more complicated than it would first appear, as the land needs to be built up in layers. The thickness of which is heavily regulated and controlled. However, the onboard GPS system on the excavator makes light work of building these layers to get the job done very quickly.





Get smart, get Cat® Ground Engaging Tools (GET)

GET THE JOB DONE

WITH GET, YOU GET GREATER PRODUCTIVITY, BETTER FUEL CONSUMPTION AND LOWER MAINTENANCE COSTS



Quality GET and the right advice are essential when it comes to getting the job done. These tools face incredible amounts of force. If a mix fleet has the wrong attachments, they will meet a lot of problems; from rapid wear to increased fuel consumption to poor ground penetration and a loss of productivity.



PRODUCTIVITY
increase by
15%

TIP HOLDERS

have a

30 to 50%
longer service life
than the K series



TIP REPLACEMENT
can be
up to **75%** faster



ONE



As you would expect with Caterpillar, we have taken our mix fleet GET to a new level with Cat® Advansys™. This system is the highest standard in hammerless ground engaging tools, which comes in 11 different sizes that cover a wide range of different machines. And are built specifically for demanding high production applications meaning you can move more material with less machine downtime.

Another key feature of this system is the simplified installation that has been designed to ensure the adapters can utilise the same fittings as the K series. This makes them quick to install and easy to remove and so helps to optimize the performance of hydraulic excavators and wheel loaders even further.

Benjamin Reminiac, Caterpillar GET product expert, explains more. “The Cat Advansys system offers exclusive performance features such as tapered tip sides, which offer less drag and so, higher productivity. In comparison, the stronger adapter noses offer an impressive 50% stress reduction over the earlier series.

And of course, the retainer lock, which requires no special tools, allows for quick and easy, hammerless tip removal and installation.”

To get an on the ground view of the Cat GET mix fleet, we spoke to Laurent Lucand, Wear specialist for Bergerat Monnoyeur France, a dealer who had considerable success with the Cat GET. “We have a really good product and offer a great service supported by real expertise. All of which makes our customers’ lives easier.”

One of those clients is ‘Carriere de Chailloué’, who operate the Chailloué site in the northwest of France. Created in 1991, the site has a maximum capacity estimated at 2.5 million tonnes a year, with current production at around 1.9 million tonnes. The equipment manager Laurent Hallie, “A few years ago, we decided to replace our previous system, the K series, with the Cat Advansys system, which had just been launched

in France. Within the industry, it generated a lot of interest. Here was a brand-new system being put to the test in one of France’s best-known quarries.”

Of course, being Caterpillar rising to the challenge and delivering is what we do best. And the demands of the Chailloué site was no different.

“We have a long relationship with Bergerat Monnoyeur, and over the years, a real trust developed,” adds Constance Berard, production manager, Carriere de Chailloué.

“Their aftersales team are always available and often on site. I would say there’s a real synergy between our team and theirs.”



“We have a really good product and offer a great service supported by real expertise. All of which makes our customers’ lives easier.”

Laurent Lucand, Wear specialist for Bergerat Monnoyeur France

Something Laurent also acknowledges.

“We pride ourselves on being experts in our field, so we are always there with advice for our clients. It’s part of what makes Caterpillar so special.” ■



Landing page:
cat.com/en_GB/support/maintenance/ground-engaging-tools/cat-advansys-get.html

Video:
youtube.com/watch?v=aBGr8dC_6tl&t=6s

FLEXIBLE SOLUTIONS FOR THE LIFE OF YOUR BUSINESS

Cat® Financial isn't a traditional financial institution. We understand things other lenders may not, and we work hard to support your success – whether you're looking to acquire a new or used machine, protect your investment beyond the standard warranty or tap into the equity of your equipment to move your business forward.

Cat Financial offers:

- Financing options for new, used, and rebuilt equipment
- Special offers on equipment, parts, service, and work tools
- Leases
- Extended Protection
- Insurance
- And more

Products and services may vary by location. Contact your local Cat® dealer to find out what's available in your area. ■



For more information how Cat Financial can support and protect your business, please visit:

Landing page:
cat.com/en_GB/support/financing-protection/about-us.html

Video:
youtu.be/WyqLau57qrs



© 2022 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow", the "Power Edge" and Cat "Modern Hex" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.



SPECIAL OFFER



CALL US FOR A SPECIAL OFFER

**NOW WITH FULL COVERAGE PLAN
CVA+EPP FOR 2 YRS./4,000 HRS**

LET'S DO THE WORK.™



E-mail: inquiry@zahid.com

Web: www.zahidcat.com

Toll Free: **800 2 444 999**

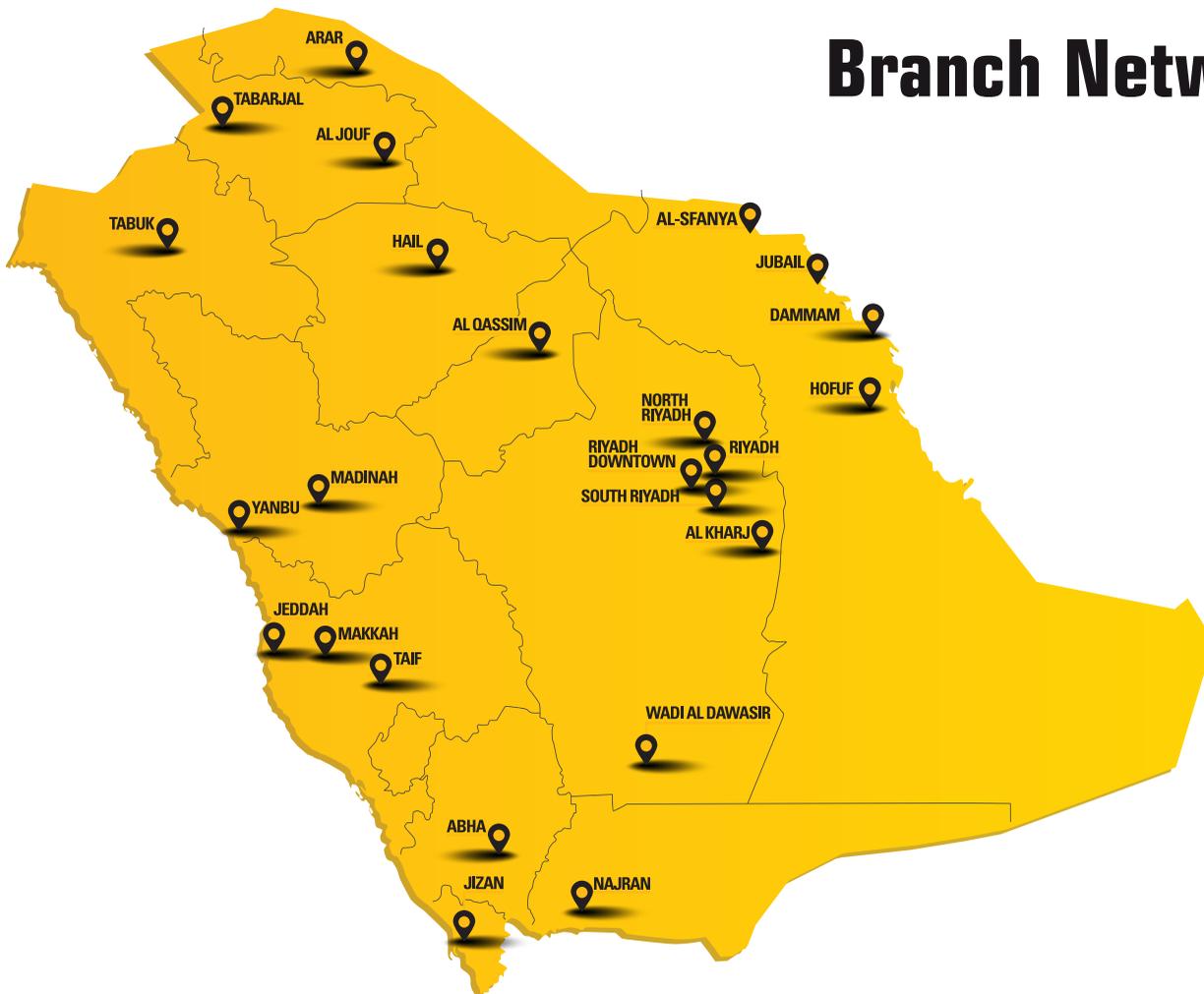


© 2021 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LetsDoTheWork, their respective logos, "Caterpillar Yellow," the "Power Edge" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission. Terms and conditions apply.

شركة الزاهد للتراكتورات
ZAHID TRACTOR

CAT®

Branch Network



ZAHID TRACTOR & HEAVY MACHINERY CO. LTD.

Head Office P.O.Box 8928, JEDDAH - 21492 SAUDI ARABIA - TEL: 012 6671156, FAX: 012 6690727

WESTERN REGION:

JEDDAH - REGIONAL OFFICE

KILO 5. MAKKAH ROAD
TEL: 012 6876366, FAX: 012 6806764

MAKKAH: HAJ STREET

TEL: 012 5470467/012 5435824, FAX: 012 5435696

ABHA / KHAMEES: SULTAN CITY

TEL: 017 2271277, FAX: 017 2271285

JIZAN: KING ABDUL AZIZ STREET

TEL: 017 3214117, FAX: 017 3214164

NAJRAN: KING ABDUL AZIZ ROAD

TEL: 017 5299992, FAX: 017 5294076

YANBU: LIGHT INDUS. PARK

TEL: 014 3960862, FAX: 014 3210687

MADINH: KHALID BIN AL-WALEED ROAD

TEL: 014 8615966, FAX: 014 8615667

TABUK: STREET 30, MAHRAJAN

TEL: 014 4211444, FAX: 014 4239616

TAIF: Taif, Saudi Arabia

TEL: 012 5470467, FAX: 012 5435696

CENTRAL REGION:

RIYADH: REGIONAL OFFICE

- KILO - 29, OLD KHURAIS ROAD:

TEL: 011 2319984, FAX: 011 2319847

- ALI BEN ABI TALEB ST:

TEL: 011 4489763, FAX: 011 4489737

- SOUTH RIYADH MICRO DEPOT, OLD KHARJ ROAD:

TEL: 011 2210277, FAX: 011 2210288

- NORTH RIYADH MICRO DEPOT, KING FAHAD ROAD:

TEL: 011 2319984, FAX: 011 2319847

- AL-KHARJ CITY

TEL: 011 5500400, FAX: 011 5500667

QASSIM BRANCH: MADINAH ROAD

TEL: 016 3817595, FAX: 016 3811673

HAIL: QASSIM ROAD

TEL: 016 5327467, FAX: 016 5331509

AL-JOUF: SAKAKA

TEL: 014 6251316, FAX: 014 6253816

TABARJAL: INDUSTRIAL AREA ROAD

TEL: 014 6283650, FAX: 014 6283654

WADI AL-DAWASIR:

TEL: 011 7845870, FAX: 011 7847433

ARAR: INDUSTRIAL AREA

TEL: 014 6630442, FAX: 014 6610182

EASTREN REGION:

DAMMAM - REGIONAL OFFICE

AL-KHALDIA AREA, PORT ROAD

TEL: 013 8572595, FAX: 013 8570376

JUBAIL:

TEL: 013 3416720, FAX: 013 3416739

AL-HOFUF: AL-MUBEREZ

TEL: 013 5927889, FAX: 013 5927456

DAMMAM - JALAWIYAH BRANCH

CONVENIENCE STORE

TEL: 013 8438871, FAX: 013 8438861

AL-SFANYA:

TEL: 013 857 2595, FAX: 013 857 0376

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



E-mail: inquiry@zahid.com

Web: www.zahidcat.com

Toll Free: 800 2 444 999

FOLLOW US NOW @ZAHIDCATKSA



شركة الزاهد للتراكتورات
ZAHID TRACTOR



© 2020 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LetsDoTheWork, their respective logos, "Caterpillar Yellow," the "Power Edge" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.