

CAT[®] MAGAZINE

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**FEED, BIO-GAS,
CAT[®] MACHINES**
FULL-CIRCLE FARMING IN CROATIA

NEXT GENERATION EXCAVATORS
**THE ROADSHOW
2019**

THE CAT 306CR
A MINI EXCAVATOR MAKING
A BIG ENTRANCE



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.

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DEAR READER,

For this third issue of Cat® Magazine in 2019, we have a range of stories that covers everything from a new Caterpillar Visitors Center in Moscow to the new Cat app. Our main story features agriculture in Croatia and how Cat machines are helping farmers apply a full-circle way of farming to be more environmentally conscious. We also take a look at how The Cat Rental Store is re-focusing their efforts and improving the customer experience.

In Building Construction Products, we are investing significantly in new products and solutions to help our customers build a better world. And, by focusing on delivering solutions and improving dealer capabilities, our goal is to expand the support for our customer base, including retail customers.

Some of the biggest news is our game-changing New Production Introduction (NPI) of the next generation excavators for the European market. These machines are inspired by our customers and deliver better performance, an improved operator experience, lower owning and operating costs through fuel efficiency, as well as lower service and maintenance costs. And, as part of this new product, we are delivering industry-first features – stick steer, an advanced LCD

monitor and a sealed and pressurized cab with air conditioning. Customers will also benefit from up to 15 percent lower total ownership costs, longer service intervals, improved parts commonality, lower repair costs and an easy-access tilt cab. There is even up to 20 percent more performance due to productivity improvements, customizable operator settings to match the application and improved cycle times.

To improve our customer reach, these products will be featured in trade shows, dealer open houses and through on-line platforms. We are also improving product distribution to lower transportation costs with improved availability. These new, next generation excavators are a great example of how Caterpillar is supplying customers with better solutions to support their business.

Please enjoy this issue of Cat Magazine. Let's Do the Work.

Chris Monge,
Industry Manager EAME
Building Construction Products



WHAT INSPIRES OUR Contributors



Borna Bartowski,
Teknoxgroup Hrvatska

Borna joined Cat dealer Teknoxgroup in 1998 where he has spent 21 years as a sales representative for eastern Croatia. He is responsible for the sales of new and used machines (BCP and GCI) as well as rental equipment. Borna is married and has three children. His hobbies are travelling, biking and skiing.



Antun Makek,
Teknoxgroup Hrvatska

Antun has worked for Teknoxgroup for 11 years. He covers the northern part of Croatia and Istria as a sales professional. Antun enjoys working with his customers and using his extensive experience within the BCP range, to give them the best possible service. He enjoys hiking, diving and mountain biking. He also appreciates spending time with his two daughters exploring nature.



Guillemette Robert-
Marquois, Caterpillar

Guillemette joined Caterpillar in 2007 and has held several different marketing communications positions, including Building Construction Products, product support and e-business, as well as rental and used equipment. Today, she is responsible for leading worldwide, online digital campaigns that direct customers to CatRentalStore.com. In her free time, Guillemette enjoys travelling, reading, yoga and socializing.



Hazel Salmon, Caterpillar

Hazel began working with Caterpillar in 2001 as an engineering graduate. She has worked in marketing and communications for the past eight years. Currently, Hazel is responsible for marketing communications across EAME for Electric Power Retail Solutions. Most recently, she developed and drove the global marcom strategy for the C18 power density product introduction. In her spare time, she enjoys walking and Pilates.



THE CIRCULAR PROCESS

PEAK PERFORMANCE

CROATIAN FARMS HONE OPERATIONS FOR ECONOMIC ADVANTAGE



Being successful in the Croatian farming industry is less about competition and more about operational optimization. We recently visited three Croatian farms to explore how Cat® machines help each one control critical aspects of the production process to reach greater levels of efficiency, quality and volume.

NUMBERS:



1,000
Bulls



1,000,000 Ltr
Wine



1.2 Megawatts
Electricity



Osilovac Feričanci

The diverse offering of crops and products from Osilovac d.o.o. Feričanci includes agriculture, dairy livestock, wine and bio-gas. Each year, the farm produces and sells about 1.2 megawatts of electricity, 1,000 bulls and 1,000,000 liters of wine from the farm's 170-hectare vineyards. Ivan Maričić credits the farm's Cat machines as one reason the company was able to grow from being a small part of a large company into a private, 170-worker enterprise that is now the community's largest employer. "We want to provide reasons for the people of our small village to stay here. More than giving them a reason not to go somewhere else, we want to make life better for the 1,400 people who live here," says Ivan.

According to farm coordinator Goran Vusanovic, the farm boasts two telehandlers and one skid steer and two Cat generator sets, as well as two new 908 compact wheel loaders, which recently joined the fleet. "One telehandler works on the farm and the other works on the bio-gas facility. Our skid steer is used to load, handle and feed the cattle," says Goran. "Each telehandler is customized for agriculture with special manure buckets, forks and bale spears."

Goran says the farm has other kinds of machines, but that they don't compare. "Cat machines are of better quality, more productive, much faster and reliable. That includes our generator sets," he says. Those generator sets are used at a special Osilovac d.o.o. Feričanci facility to create bio-gas from the farm's manure and silage. In 2015, the farm invested in the equipment, which runs on bio-gas, to produce electricity. "The waste that is a result of producing the bio-gas is a liquid manure. We put this back on the fields. And, we also sell the electricity. So, it's a circular process," said Ivan.

Ever forward-looking, the farm is exploring new opportunities to streamline production and improve life for the surrounding area. "We are always competing with ourselves to become more efficient, to be better, produce more," explains Ivan. "Right now, we are even developing our company to become more suitable for tourists."



"We are always competing with ourselves to become more efficient, to be better, produce more."

Ivan Maričić, President of the Board

NUMBERS:



10,000
Bulls



5
Locations



60
Employees



Bjelovar Farm

Bjelovar Farm started as a small operation in the early 1990s. Today, the farm has five locations and produces 8,000 to 10,000 bulls every year with the help of about 60 employees. “We may have had humble beginnings, but I’m very proud of the annual growth we have achieved over the past several years and our business is stable,” added Toni Raić, Bjelovar Farm owner. “We are recognized as a bench-mark for the industry. We also invest a lot in sustainability, and we care about making sure the food our bulls eat is of the highest quality in the business.”

Using a similar circular process, the farm produces almost no waste to grow corn



“Cat machines are premium equipment. They help us deliver a premium product.”

Toni Raić, Bjelovar Farm owner

that feeds cattle. The resulting manure then fertilizes the fields. Cat machines are essential to the success of that process.

The fleet, which includes two telehandlers, five wheel loaders (with scales), one wheeled excavator, three skid steers and one dozer, has special attachments to help complete much of the farm’s daily tasks. Toni points out that the Cat machines perform reliably in a difficult setting. “The machines are especially customized for agriculture,” he says. “They work well in tough, outdoor conditions, despite all the ammonia and dust. Cat machines are premium equipment. They help us deliver a premium product.”



NUMBERS:



2
Locations



400 acres
corn & triticale



1,500 grams
of daily growth

Vrbovec Farms

Božidar Pankretić, runs two family farms in Vrbovec, that are more than 60 years old. For him, full circle production fuels two interdependent production streams: baby bulls and agriculture. “Our main business is livestock production and we have 400 acres for growing corn and triticale, which we use to feed the cattle,” said Božidar. “With our full-circle farm processes, the cattle manure is put back on the field where the corn and triticale grow.”

Croatian farmers have found an edge in the baby bull market that other nations can't achieve. Thanks to hospitable land, fine-tuned production methods and farming technology like Cat machines, Vrbovec farm can breed

“The high-level quality is because of how we process the animals' food,”

Božidar Pankretić, Vrbovec Farm owner

100-kilogram baby bulls and sell them at a market weight of 600 to 700 kilograms in just 12 to 15 months. That's compared to up to three years required in other countries. In fact, the bulls can grow up to 1,500 grams per day.

“The high-level quality is because of how we process the animals' food,” added Božidar. “With the help of our machines, it goes very fast. The silage doesn't lose the nutrition, so we don't need to add extra chemicals. We test the quality of the silage often and add what is missing to ensure we have the exact formula. Our machines help the process get done quickly.”

The farms' fleet includes a Cat 950 wheel loader, a Cat 434 backhoe and a telehandler for handling hay bales, loading the feeder, cleaning the cattle house and handling the silage. The backhoe is a high-utility machine used to clear and maintain fields, roads and ditches across 400 acres. “The wheel loader has a high capacity bucket and we mainly use it to handle silage and to load manure onto the spreaders. The 950 is very productive,” said Božidar



SUPPORTED BY CAT DEALER TEKNOXGROUP

When investing in their fleet, all three farms turned to Croatian Cat dealer Teknoxgroup. Teknoxgroup has 244 employees serving Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia, Kosovo and Albania.

Over years, Teknoxgroup has proven that the best products also provide the best productivity. Whether that means finding customized machines for field and farm tasks, or providing quick support, Teknoxgroup Sales Representatives Antun Makek and Borna Bartowski are committed to providing what Croatian farmers need any day of the year, in any location and even in any weather.

“Farms are very different from quarries or construction sites. They work 24/7,” said Antun. That's why, according to Borna, they stay close with customers. “We work hard to be an extension of their team. Our product support specialists check machines weekly through technology like Product Link™ to maximize uptime and prevent unexpected downtime before it happens.”

THE NEW CAT® 306CR & 306CR XTC

NEXT GENERATION MINI EXCAVATORS WITH INDUSTRIAL FEATURES, ENHANCED POWER AND IMPROVED EFFICIENCY

Caterpillar is in the process of releasing their entire range of next generation mini excavators. Machines already released include the 1- to 2-ton and 7- to 10-ton range. Next up? The 306 CR, Caterpillar's first ever true 6-ton machine.

“The 306CR is packed with all the industry-first features seen on our currently released models,” said Alex Macdonald with Caterpillar’s Mini Hydraulic Excavator Commercial Team. “For example, operators can change the way the machine performs through adjustable operator settings that customize all four digging functions – boom, stick, bucket and swing. No competitor offers this kind of full hydraulic control flexibility.”

That’s a distinct advantage for operators. Now, not only can they tune machine operation to their preference, operators can set the machine to the task in hand – aggressively for tasks like trenching, or fine control when grading or landscaping. As a result, these machines are ideal for customers in building industries, utilities, demolition and landscaping, where a variety of jobs are performed by a single machine.

The 306CR, like all Cat® next generation mini excavators, features stick steer. “The industry standard way to move a machine is with two travel sticks and pedals on the cab floor directly in front of the operator,” added Alex. “If you’re tracking a machine a long way, it’s extremely fatiguing on the operator’s back due to being crouched forward. With stick steer, it’s much easier and far more comfortable, improving operator productivity.

Stick steer also proves advantageous when working with hydro-mechanical attachments. Plus, stick steer means operators can concentrate better when using a tool such as a mower since they don’t have to use their feet as well as their hands.”

Lowering owning and operating costs is the key to the Cat next generation mini excavators. In addition, parts commonality was a large part of the design process. Aligning machines of similar sizes to be on the same base platform creates cost reductions and simplifies parts distribution and stocking. Those are savings that can be passed directly to the customer. It’s also time saving because dealers can hold less inventory but cover more machines.

Another element critical to the design process was part durability and vulnerability. Key parts exposed to damage, such as access doors, have been inset into the main frame of the machine, virtually eliminating the possibility of unnecessary damage during operation. And, thanks to this new simple design, these key parts are easily repairable in the unlikely event that they become damaged.

Customers who have previewed the 306CR have been impressed. “The customers I’ve talked to really like the performance. They comment about the lifting capabilities, digging performance, comfort and maneuverability. They consider it a powerhouse,” explained Alex.



SERVICE INTERVALS
The time between preventative maintenance has been increased for increased productivity and lower owning and operating costs.

PARTS COMMONALITY
Curved panels have been replaced with flat, steel panels for a reduced risk of damage and increased repairability.

COMPACT RADIUS
Designed to have a compact radius tail swing, the 306 helps operators work comfortably and confidently in tight areas.



BLADE OPTIONS
For versatility on different types of job sites, blade options include straight, angled and Extra Tool Carrier (XTC).

RY FIRST ICIENCY

With nine next generation excavators currently launched in Europe. This 306 will make the tenth, with the full range available by the end of 2021. ■

Additional details at: www.zahidcat.com

306CR Next Gen Mini Excavator



Dimensions	
Width	1980 mm
Height	2546 mm
Max Reach	6685 mm
Max Lift Height (Long Stick)	6102 mm
Dig Depth (Long Stick)	4115 mm
Transport Length	6011 mm
<hr/>	
Operating Weight (Long Stick)	6371 kg
<hr/>	
Engine Power (Gross)	43.2 kW

ATTACHMENTS

Attachment options include, but are not limited to, buckets, mulchers, mowers and hammers.

SHORT OR LONG STICK

Available with a long or short stick, for extended or compact reach.

INCREASED PERFORMANCE

Improved swing torque and enhanced lifting capabilities.



CAB & CANOPY

Exclusive operator features include an LCD monitor, stick steer, cruise control and an optional extra tool carrier. A canopy will be available in late 2020.

NEXT GENERATION HYDRAULIC EXCAVATOR EVENTS

To celebrate the launch of the new Cat® next generation hydraulic excavators (NGH), we first told you about the NGH tour and events in our first issue of 2019. Several different NGH made stops throughout the Middle East and Africa. In this follow-up article, we're covering their travels throughout Europe and Turkey.

► **Bergerat Monnoyeur France**
Bergerat Monnoyeur France hosted nine events between April and July of this year. Overall, there were about 860 customers representing 457 firms. Eight of the events were held at the Cat dealer, which helped limit the need to transport machines. The ninth event took place at a customer site. Like other dealers, the focus was on presenting the new Cat mini excavator and demonstrating its maneuverability and accessibility.



► **CGT and CGT Edilizia**
About 300 guests were in attendance with a focus on the new NGH machines. CGT Edilizia sent out three trucks with BCP machines to accompany and create a video with the Cat roadshow truck that was approaching town. A machine display in the square attracted a lot of attention. Dinner and wine were served, and product specialists provided insights about the new machines. CGT held events in Rome, Carugate, Bologna and Arezzo. Over the course of a week, the experience focused on technology, live demos, and 'walk-arounds' of the machines. Seven next generation excavators were sold thanks to the events.



◀ **Zeppelin Germany and Austria**
Zeppelin held five events that attracted more than 6,700 people. The emphasis was on new product releases and meeting new customers. The dealer was able to provide new quotes and dates for additional demonstrations while gaining three prospects and four sales – a Cat 320, 308, 301.8 and 906M. In addition, the dealer's Rendsburg branch increased its customer base by 30 percent. They are particularly proud of the many new, interested clients who have become aware of Zeppelin through a social media campaign.



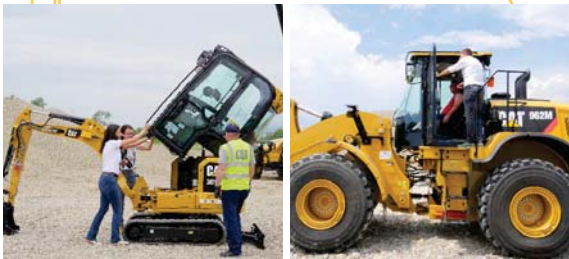
► **Teknoxgroup**
Teknoxgroup held four introduction events with about 1,000 total participants. Each territory emphasized something different, such as technology, demonstrations and an operator challenge, which returned after a 10-year break. Customers were eager to put their skills to the test and try to outperform their colleagues. The events provided a great opportunity for the customers to try and get familiar with the NGH machines.





◀ Borusan

For Borusan, 244 customers and potential customers attended four events. To attract attention and increase participation, Borusan had 1,500 TL fuel sweepstakes. The press was also invited. And, the events' focus was to launch the GC Effect campaign. Borusan's next generation customer support van was displayed at the event, which is a mobile workshop. A Cat 336GC and 434F2 were also on display. Both the support van and the 336GC generated a significant interest.



▲ Avesco Latvia

The focus for Avesco Latvia was to promote and launch NGH machines. However, there were several activities at the professionally organized event, such as demonstrations of the Cat 308 and 320 and an operator playground for the Cat 308, 320, TH408D, 972M and 444F2 where people could try machines for themselves and participate in contests like bowling with a Cat 302.7. The biggest success was the attendance of the event, the great feedback from their customers and large interest in the Cat machines.

▲ Avesco Lithuania

At Avesco Lithuania UAB, about 170 people attended the event, which was hosted at their new premises in Kaunas. The emphasis was on introducing next generation mini excavators throughout four activity zones, including one for a 301.8 demonstration, a zone where guests could dig with the NGH mini excavator 308 as well as the NGH 320 excavator, and two entertainment areas, one with mini excavator bowling, and the other for photography, drinks and food. The event also featured many other types of Cat machine and was well attended, generating valuable leads.

▲ Bergerat Monnoyeur Romania

Bergerat Monnoyeur Romania had three event locations. Each featured presentation, demonstrations and a VIP dinner. More than 340 people attended, representing 243 companies. New machines included the 428F2, 432F2, 301.6, 301.8, 962M, D6N and 336-GC. The main focus was on the launch of the NGH mini excavator, with a secondary objective to "sell the house" by also promoting new, used, and rental machines as well as parts, service and Energy and Transportation. The events received excellent media coverage and generated 23 contracts.



CAT

TYE-DB-8C

2



THE FIRST-EVER CATERPILLAR VISITORS CENTER IN RUSSIA

A GROUNDBREAKING CEREMONY MARKS THE BEGINNING OF CONSTRUCTION

Cat® equipment made its debut in Russia in 1913 when a Holt “caterpillar” type tractor was displayed at two shows, the St. Petersburg Auto Show and the All-Russia Trade and Industrial Show. It won gold medals at both.

Over the next century, Caterpillar would be extremely active in Russia, investing more than USD 1 billion in the country. Now, to celebrate Caterpillar’s success there, the heavy equipment manufacturer is building the new Tosno Visitors Center “Caterpillar Hall”.

The name “Caterpillar Hall” was chosen by the Caterpillar Eurasia management team through an internal contest and voting. They believe this name fits the functionality and profile of the future facility. This will be the first Caterpillar visitors center in Russia and the Eurasia region. It is being built not just as a reflection of Caterpillar’s commitment to the region, but also to showcase Cat products and technologies.

BREAKING GROUND

To commemorate the start of construction, a groundbreaking ceremony was held at the Caterpillar Tosno manufacturing facility on June 5, 2019. Among more than 60 others who attended, including dealer principals and Caterpillar employees, were special guests Denise Johnson, Caterpillar Group President, and Tom Pellette, Solar Turbines President, Senior Vice President and Eurasia Sponsor.



“At Caterpillar, we value our history. This visitors center is an opportunity for us to share our history and our values with the community, our partners and our customers.”

Denise Johnson, Caterpillar Group President

“We look forward to this visitors center being a place where we can tell our story and map out Caterpillar’s future in Russia.”

Tom Pellette, Solar Turbines President



“The Tosno visitors center is a part of the localization process that is essential to Caterpillar’s success in Russia.”

Mumin Azamkhuzhaev, Executive Director for Russia, the CIS and Eastern Europe of Caterpillar’s Rail Division





FACILITY LAYOUT

FACILITY

- Size: 1,464 m²
- One floor: 42.5 m x 34.5 m x 10 m

OFFICE

- Size: 85 m²
- 15 employees + 1 visitor desk

EVENT

- Capacity: 350+ guests
- Convertible conference hall: 418 m²
- Conference rooms: 3 x 24 people

LOBBY

- Size: 467 m²
- Legacy hall, exhibitions, local Caterpillar museum & innovation center and a Cat merchandise shop.

IT & MULTIMEDIA

- Conferencing features for distant participants and remote access
- Opportunity to connect and present through mobile/smart devices



VISITOR CENTER FEATURE

In addition to equipment, the center is expected to host 20 to 40 Caterpillar events annually, integrate a local Caterpillar museum and innovation center, as well as a Cat merchandise shop. There will also be a number of high-end, audio-visual systems for meetings and events that use cutting-edge technologies. The center is expected to open in 2020 and host more than 2,000 visitors each year.

The project team for the Tosno center is made up of experts from areas such as Global Facilities, Global Marketing, Global Safety & Security, Caterpillar Eurasia marketing. The new one-story, 1,464 square-meter building will be located at the Caterpillar Tosno manufacturing facility. It is designed using an industrial architectural style, which will be environmentally friendly, user friendly and interactive. ■

Additional details at: www.zahidcat.com

EXPAND
YOUR REACH



WE'LL
MEET YOU
THERE



YOUR BUSINESS.
OUR EXPERTISE.



WE CAN
TAKE YOU
HIGHER



READY WHEN
YOU ARE



UP ALL NIGHT? SO
ARE WE.



RAISE YOUR
EXPECTATIONS



DITCH THE
HASSLE



WE'LL DO
THE HEAVY
LIFTING



HUMAN. EQUIPMENT.

**YOUR LOCAL CAT® RENTAL STORE
IS SHIFTING ITS THINKING**



Skid steer too small for the job? There's The Cat® Rental Store for that. Have an unexpected jobsite complication? There's The Cat Rental Store for that, too. In fact, there are more than 1,300 of them around the globe. And, they were all facing the same difficulties.

The experience at most equipment rental stores is much the same. The Cat Rental Store is looking to outsmart the crowd.

Typically, a customer's experience at The Cat Rental Store was purely transactional – just like any other similar equipment rental store. And, while that may not sound particularly good or bad, that kind of neutral engagement was certainly not special, unique or memorable.

So, in typical Caterpillar fashion, The Cat Rental Store broke the rental experience mold and now follows this adage; "Rent whatever you need from the people who do whatever

it takes." The new mantra is meant to speak to people on both sides of the rental counter and act as the foundation on which more personal and trusted relationships can be built. In other words, The Cat Rental Store doesn't just have the right equipment, they also have their customers' backs.

After all, the men and women who rent and operate this type of equipment take a great deal of pride in what they do. So, it's only natural that their local Cat Rental Store becomes more of a truly reliable partner that can provide support for everyday challenges, big and small. That could mean passing on tips for more efficient equipment operation, providing training, service technicians, timely parts or even being a safety net through 24/7 emergency support. It's all to make a more positive, impactful difference in providing solutions that help customers run their businesses more effectively and minimize risk.

Backing up this customer-focused effort is a dedicated website (CatRentalStore.com) where customers can find locations, see a variety of equipment, request a quote and much more. The site also has an extensive blog that features all kinds of helpful industry advice, such as how to efficiently and safely operate equipment and run a jobsite.

In the rental equipment world, it's tough to stand out from the crowd – even on a boom lift. So, The Cat Rental Store is doing it by supporting customers how and when they need it. ■

Additional details at: www.catrentalstore.com and www.catrentalstore.com/en_US/blog.html





The New Cat® 320 Excavator reduces costs while enhancing performance

The New Cat® 320 Excavator is flexible, cost reducing and of the highest standards. A contractor's success is highly reliant on the

quality and performance of the equipment they are depending on to achieve their objectives even in the most challenging of circum-

stances and terrains. I highly recommend Cat equipment and Zahid Tractor to any contractor that is searching for a reliable

partnership, quality services and timely and periodic equipment maintenance. service and periodical equipment maintenance



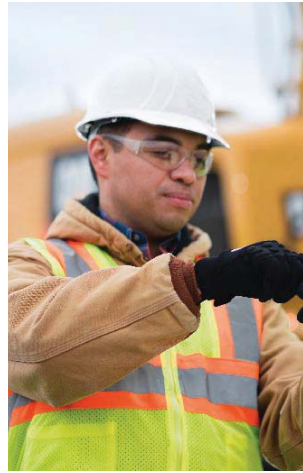
**Faraj Al-Dosari | President & CEO
Ramz Al-Ekhwah EST.**



THE CAT® APP

Putting the POWER of Cat® technology in your hands

Caterpillar launched the industry's first mobile app designed to allow customers who spend their time in a truck, at the job site or on-the-go to take advantage of equipment telematics data. The Cat® App delivers simplified, streamlined data directly to mobile devices, helping customers monitor machine location and health, react faster to fault codes and maximize uptime.



Cat Magazine recently spoke with Brandon Lynn, Program Manager in Global Aftermarket Solutions Connectivity, about the Cat app – the companion app for My.Cat.Com. Here's what he had to say.

Why was the Cat app created?

We had conducted several voice-of-the-customer surveys to better understand what customers were looking for. One thing they told

us over and over again was that they wanted easy access to information like machine hours, location and fault codes. As a result, we created the Cat app, a simple on-the-go solution that keeps customers logged in on their phone.

How quickly were you able to develop it?

The app officially launched January 2019. We spent some time testing it with about a dozen Cat dealers on every continent that were onboarding customers one by one. The customers gave us feedback each week on what needed to change or improve. I'm proud to say the whole process took just over a year.

What kinds of customer is this app ideal for?

We really wanted an app that would help us connect with customers and allow them to try technology by putting them in control and giving them the ability to connect with us and their machine any time they want.

This app is as easy to use as any other app on their phone. With such an intuitive app they can quickly and easily realize the benefits that machine telematics can bring to their business. It's perfect for customers with fleets of less than 20 machines.



"The Cat App will provide valuable timely information to Cat Customers and empower them to make informed decisions and maximize the performance of their Cat Asset."

Rebecca Dailey, Aftermarket Connectivity Manager

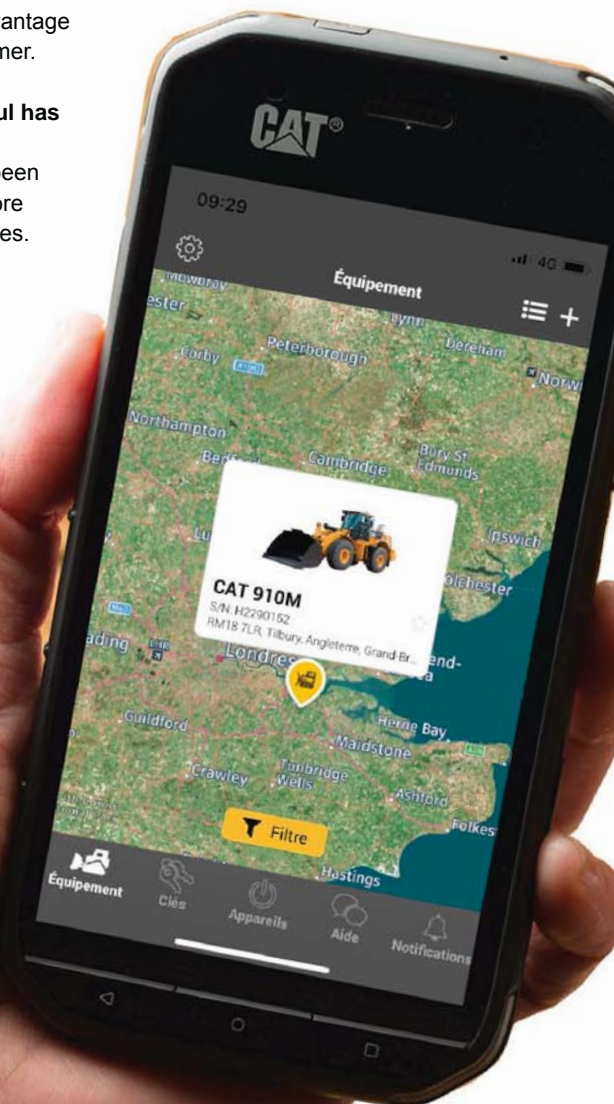
But we've made some enhancements that improve the experience for larger customers as well, such as filtering assets by location.

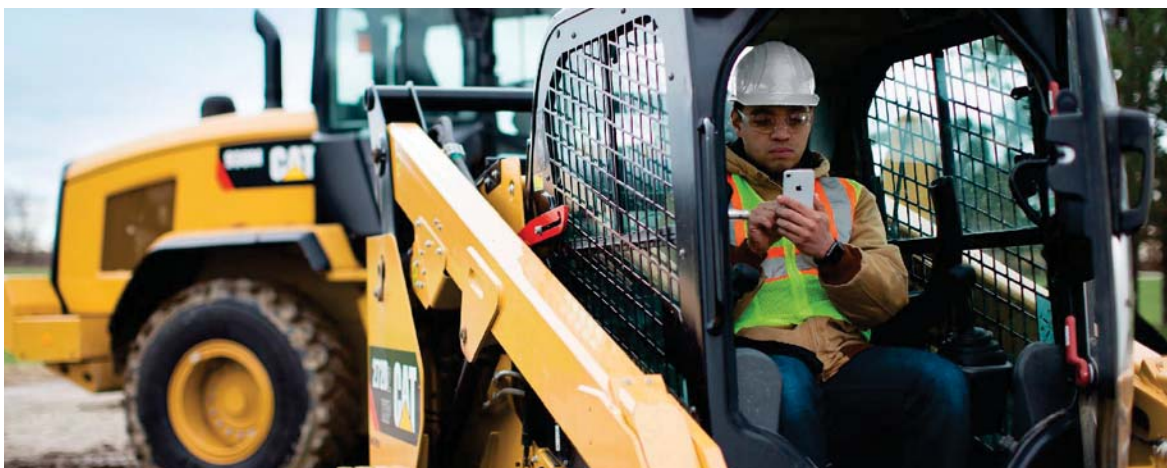
What can customers do with the Cat app?

First, customers have access to data that is the most relevant and impactful so they can make smart decisions on how to be more efficient and profitable. In fact, it's so intuitive that training is not needed. Users are simply guided through the app and can see icons like alert bubbles to direct them to, for example, see preventative maintenance, monitor idle time, fuel level and a variety of other insights. They can even link out to order parts or request service. It's all right there on their phone and customers can customize which notifications they want to receive. And, I think that the Cat app is a really great way to get started with telematics and monitoring. Customers shouldn't be intimidated by that. Learning is quick and it can be a competitive advantage for every customer.

How successful has the app been?

Right now, it's been downloaded more than 25,000 times. It's faster than we thought, especially in Europe.





Some of my favorite success stories are about customers who told other customers about the app. Customer downloaded the app and right away saw the value in connectivity and what that data could provide for them and their business. So, they started to connect more assets to see more insights. ■

Additional details at: www.cat.com/catapp



Scan to
download
the app



The Cat app key features:

- Track fleet, machine hours and location
- Manage preventative maintenance
- Analyze efficiency
- Monitor idle time & fuel level
- Free to download and available in 36 languages
- Customize notifications like low utilization, low fuel, critical faults
- When applicable, order parts on Parts.Cat.Com & request service
- Contact dealers
- Order or activate Product Link™ hardware



JOBSITE POWER

CAT® GENERATORS HELP PAVE THE WAY FOR A NEW MOTORWAY

Curving its way through the northwest of Turkey is the new Gebze-Izmir motorway. At 408 kilometers, it's one of the biggest Build-Operate-Transfer (BOT) highway projects in the country.

Alptekin Ercan,
Regional Sales
Manager for Borusan



The highway runs from the city of Gebze, Kocaeli, rises over Izmit Bay on a suspension bridge before connecting to the Bursa Ring Motorway, and then extends all the way to Balıkesir before connecting to the İzmir Ring motorway.

CAT GENERATORS WERE USED IN PHASES:

- 2019
6 x C15 500KVA
6 x C9 250KVA
- 2018
2 x C32 1100KVA
1 x C32 1250KVA
6 x C15 500KVA
6 x C9 250KVA
- 2017
2 x C18 660KVA
- 2016
2 x 3516BHD 2500KVA
2 x 3512B HD 1875KVA
2 x C32 1250KVA
1 x C32 1100KVA
3 x C13 400KVA
2 x 3412 900KVA
- 2015
1 x 3516B 2250KVA
1 x 3512BHD 1875 KVA
3 x C32 1250KVA
1 x C18 600KVA
6 x GEP200 200KVA

"This motorway will make a great contribution to the Turkish economy," said Ahmet Erhan Titrek, Consultant (Electrical Engineer) with Nömayg Istanbul, the contractor responsible for the construction works and suspension bridge. "Not only will travel time between İstanbul and İzmir decrease to about 3.5 to 4 hours (from 8 to 10), there will be less fuel consumption, fewer accidents and improved environmental conditions."

Ahmet also went on to say that, thanks to the new Osmangazi suspension bridge, crossing the İzmit Bay will take just 6 minutes, compared to 1 hour and 20 minutes by state road and 45 to 60 minutes by ferry. In fact, at 1,550 meters, its main span currently is the fourth longest in the world. The bridge's total length is 2,682 meters.

The Gebze-Izmir motorway was built in two phases. Phase one is between Gebze and Bursa. The second phase begins in Bursa and ends in İzmir. However, one of the biggest challenges was creating the approximately 8,600,000 tons of asphalt that would be needed to complete the project.

"Depending on where we were in each phase, and to generate the amount of asphalt we needed, we brought in several Cat® generators," added Ahmet. "We averaged about 10,000 tons a day. We had 200- to 2,500-KVA generators that were used as spare power for the Osmangazi suspension bridge and for power and lighting at

road junctions, three tunnels, all service and parking places, security, maintenance complexes, Intelligent Traffic Systems and toll collection systems."

Supplying the 53 Cat generators was Cat dealer Borusan. "We followed this large BOT project closely," said Alptekin Ercan, Regional Sales Manager for Borusan. "Even though the competition was challenging, I think we had some competitive advantages, including technical superiority and our broad service network. Plus, with the help of our SpecSizer Program, we could ensure that we offered optimum genset power and highlight the fact that we understand the precise needs of our customer."

Ahmet followed up by saying, "We have a very good relationship with Borusan. We had special care from the beginning and were not working as a dealer and a customer, but as solutions partners. I think choosing Cat generators was a smart decision." ■

Additional details at: www.zahidcat.com



"Depending on where we were in each phase, and to generate the amount of asphalt we needed, we brought in several Cat generators"

Ahmet Erhan Titrek, Consultant (Electrical Engineer) with Nömayg Istanbul



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