

CAT[®] MAGAZINE

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CAT[®] USED EQUIPMENT IS IT THE BEST OPTION FOR YOU? • SWISS BIKE
PARK A NON-TRADITIONAL PROJECT AND CAT RENTAL MACHINES • 340SB
EXCAVATORS BRIDGE DEMOLITION WITH A STRAIGHT BOOM

شركة الزاهد للتراكتورات
ZAHID TRACTOR

CAT[®]

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ON-SITE SUCCESS

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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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PUBLISHER: Natalie George, Caterpillar S.A.R.L.
EDITOR-IN-CHIEF: Anneloes van der Schoot **CHIEF WRITER:** Trevor Baker **ART DIRECTION:** Tom Fincham, Maartje Hoppenbrouwers
CONCEPT & REALIZATION: Centigrade for Caterpillar S.A.R.L. www.centigrade.com **LOCAL DEALER CONTACT:** www.zahidcat.com



Dear Reader,

This is the first Cat® Magazine for the new decade. The focus is on rental and used equipment, which fits perfectly with the presentation I recently gave at our Malaga Demonstration and Learning Center. We are well-positioned for growth in these two rapidly expanding areas. In fact, in rental alone, there is a \$100 billion global opportunity. We also know that there are four times more customers who join the Caterpillar family by acquiring a used piece of equipment, versus a new machine. Providing maximum value to all types of customers is essential to our success.

We are well on our way to making a real and positive difference in these two industries. A perfect example of that is the story about building a bike park in Switzerland with rental equipment. We also cover why some customers should consider used machines and the advantages of choosing from diverse Cat equipment.

Speaking of diversifying, we would be remiss not to include stories from other sectors. For example, we cover the first straight-boom excavator in Europe at a German road

construction and bridge dismantling project. And you can read about how Cat dealer Mantrac in Egypt recently teamed up with other Caterpillar divisions to complete a large deal for Cat generator parts.

Having had the opportunity to preview each of these articles, I can't help but feel that Caterpillar and Cat equipment are making real strides forward, especially when it comes to being customer-focused and providing the equipment, programs and technology that help get jobs done.

**Dan Flynn,
Caterpillar Rental & Used Director**



WHAT INSPIRES OUR Contributors



Aaron Lowe, Caterpillar

Aaron has been with Caterpillar for 23 years. He joined the company as a video producer, went on to support Cat Global Mining and then joined the Global Used Equipment Services team as a Marketing Consultant. This position involves marketing, strategic messaging, multi-channel delivery, branding and marketing analytics. He appreciates spending time with his two daughters, coaching sports and producing family photo and video shoots.



**Clotilde Jouette,
Avesco Rent**

Clotilde Jouette is the Marketing & Digital Business Transformation Director at Avesco Rent. Avesco Rent represents the Cat Rental Store business in Switzerland and the Baltics. She is a strong advocate for taking advantage of digital channels within the rental industry and a member of the European Rental Association's Promotion Committee and Future Group.



**Alejandra Gomez
Caterpillar**

Alejandra joined Caterpillar in 2004 as a Service Training Instructor for the Dealer Learning and Development program, after working at Spanish Cat dealer Finanzauto. She then went to the Electric Power Group where she held several positions in aftersales support. Now, as Product Support Territory Manager, she supports Cat dealers with electric power business. She enjoys traveling, sports and spending time with her two children.



**Benjamin Reminiac,
Caterpillar**

Joining Caterpillar at the beginning of October 2019, Benjamin is relatively new to the company. However, his 10 years of experience working with ground engaging tools is the ideal background for his position as Aftermarket Service Consultant for GET throughout the EAME. His hobbies include traveling, outdoor activities and spending time with friends and family.



WHY CHOOSE CAT® USED MACHINES?

THE MANY BENEFITS TO BUYING EQUIPMENT WITH SOME HOURS ON THE CLOCK

Whether you're a new or experienced operation, buying new equipment isn't your only option. Often, used machines are ideal.



According to Aaron Lowe, with Global Rental & Used Equipment Services at Caterpillar, "There are so many options when considering used machines, it can be difficult to decide which is right. This is exactly why we have experts at Cat® dealers. They help navigate the options and match equipment with budgets and applications, then back it up with the same, industry-best support as a new Cat machine."



Aaron went on to say there are three main reasons to consider used equipment: hourly use, project length and machine cost. For example, when it comes to the number of hours a primary machine will be used, it may not justify the cost of new. Another benefit is that production from used machines is similar to new equipment, without the cost of new machine features and technologies.



"Used is also ideal for short jobs or specific tasks," Aaron added. "Renting is a good option for short-term needs, although used can be a more affordable way to get what's needed for a specific task, especially in applications that can damage new machines. Then there's simply the cost. Lower used prices mean it's still possible to expand a fleet. In any case, the longevity, re-buildability and overall value of Cat Used machines make it a smart investment. Plus, Cat Financial offers solutions for used equipment." ■

For more details about the many reasons to choose used Cat machines, visit www.CatUsed.com.





WHY CHOOSE CAT USED?

If you've decided that used is right, the next question is why Cat Used? Again, Aaron shared his top three reasons.



Confidence

"It's all about confidence, longevity and value," he said. "When it comes to confidence, most used inventory at local Cat dealers comes from their rental fleet, trade-ins or lease returns. Every dealer handles the process differently, but in most cases, Cat Used machines are inspected, appraised, cleaned and filled with fluids before going up for sale. You can ask to see the inspection or appraisal, so you know exactly what you're getting. Many dealers also offer warranties."



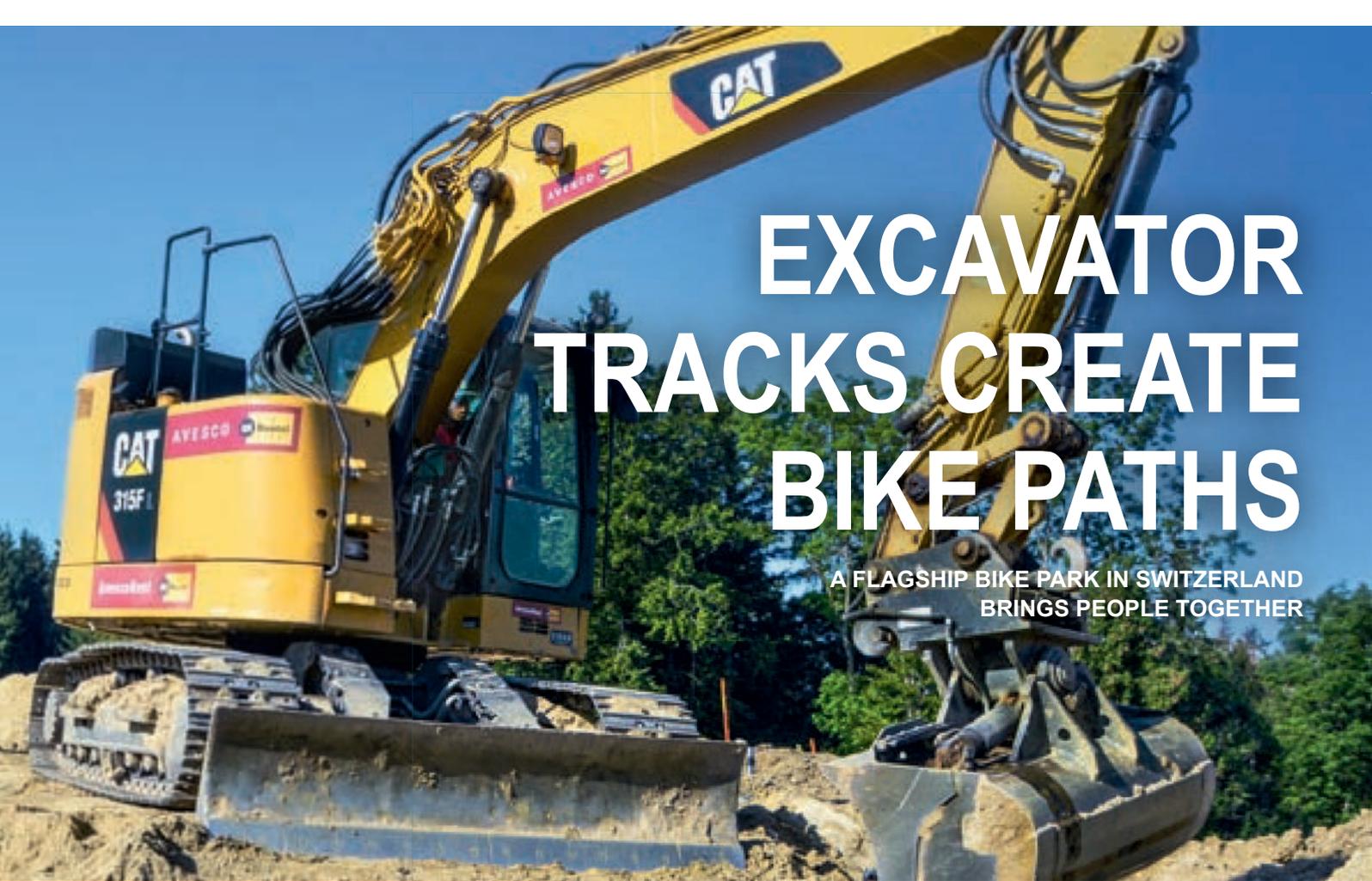
Longevity

Speaking about longevity, Aaron says Cat equipment is built for multiple lives. Components can be replaced or rebuilt, returning machines to like-new condition at a fraction of the cost of buying new. Your local Cat dealer's extensive capabilities help ensure you get the most life and performance. "Just ask for a tour," he added.



Value

Finally, there's overall value. Cat machines hold their value longer than other brands, in large part due to their longevity and ability to be rebuilt. Plus, used machines sold and serviced through a Cat dealer can see even stronger resale value, thanks to meticulous maintenance, genuine Cat parts and documented service records.



EXCAVATOR TRACKS CREATE BIKE PATHS

A FLAGSHIP BIKE PARK IN SWITZERLAND
BRINGS PEOPLE TOGETHER



SWISS BIKE PARK

Free to the public, the facility consists of three main zones: a dirt park, a cross training section and a technical playground. Built to be used by visitors from beginners to professionals, features include jump lines, pump tracks, stairs, wall curves and a learning and adventure course. In addition, there is about 2,000 square meters of modern infrastructures with bike workshops, changing rooms and seminar space.

When it comes to technology, bikers can view projections of routes and measure their own speed, distance and height achieved during jumps. Plus, through an innovative app, people can stay connected to the park and compare their rides with professionals, organize competitions within a group and compare section times.



Swiss Bike Park is the brainchild of Thomas Binggeli, CEO of the Swiss bicycle brand Thömus. Located in the Bern region of Switzerland, Swiss Bike Park is no ordinary place. From concept to completion, it was designed to be not just a destination for biking enthusiasts, but also as the perfect combination of sport and technology, as well as a hub where people can connect.



SWISS BIKE PARK EQUIPMENT INCLUDES:

- Cat Excavator 336
- Cat Excavator 325
- Cat Excavator 315
- Cat Excavator 308
- Cat Excavator 302.5
- Cat Soil Compactor CS66B

Before this one-of-a-kind park could open, however, there was work to be done. Eight Cat® machines from Avesco Rent were chosen, including excavators, a fill roller and a vibratory roller.

Stephan Mabica, Marketing Coordinator for Avesco Rent, says the project was carried out in two phases. “The first consisted mostly of the removal of some trees and using the large Cat excavators for earthmoving. For the second phase, Velosolutions, a company that specializes in the construction of bike parks, took care of shaping and compacting the soil, installing the electric system and marking the bike paths.”

The decision to rent comes mainly from the short duration of the project. Completing the park would only take six months. It opened in January 2020. However, as Stephan explains, “Velosolutions does not have its own fleet because they travel from bike park to bike park. They do have their own skilled operators though, so it makes sense for them to rent. Velosolutions also appreciates the robustness, precision and comfort of Cat machines.”

Jonas Herrmann, an operator with Velosolutions, had this to say about why they chose Cat machines. “Here we have soil that is hard. It is mostly compacted sand. We need power to break the soil and precision to do the landscaping.”

Of course, no job would be complete without challenges. At the beginning of the project, there was an unplanned need for new machines. But Avesco Rent rose to the challenge.

Severin Schindler, with construction and planning for Velosolutions says, “When we needed to order different machines, they arrived no more than two days later. The service is great. If we need support with a machine, the mechanic arrives on site in two hours.”

Stephan summed up the project by saying, “This is something new from the traditional construction site and our ties with Velosolutions are excellent. We like to say that renting is the intelligence of sharing. And we are proud to help create Swiss Bike Park so it can be shared with everyone.” ■

Additional details at: www.cat.com



ASF40UR ENGINEERING SEES THE VALUE IN CAT® GENERATOR SET OVERHAUL KITS

TEAMWORK AND DEDICATION IN EGYPT





Asfour Engineering is a leading power generation rental company based in Alexandria, Egypt. Mainly serving the oil, gas and agriculture industries, their large fleet is nearly exclusively Cat® equipment and consists of more than 600 units.

With extensive experience working with a wide range of engines and gensets, Asfour usually performs its own repairs and updates using parts from suppliers other than Caterpillar. However, in an effort to develop and enhance aftermarket sales, Caterpillar recently launched a new program.

"It's called Hubble Electric Power Prime," said Fabrizio Dotta, EAME Product Support Manager for Electric Power with Caterpillar. And, thanks to his understanding of Asfour Engineering and the Egyptian market, it was Fabrizio who suggested that this do-it-myself type of customer should be part of this pilot program. "Hubble focuses on services growth, especially in energy and transportation. Asfour was a perfect candidate for us to demonstrate how Cat solutions can have a substantial impact and lower cost of ownership."

Those solutions are kits with the basic parts needed to perform overhauls, such as head rebuilds, foundational gasket replacement and all-inclusive rodless liner kits. Asfour purchased about 70 overall kits for their Cat 3412 and 3406 engines.

"This was a great opportunity to identify customer goals and create a before-and-after analysis while establishing our own revenue goals. It's a win-win," remarked Ramy Ramadan, Mining Segment and Area Parts Sales Manager with Cat dealer Mantrac.

Karim Yousry, Senior Technical Sales Representative with Mantrac, was the key person driving customer negotiations and needs. "This was a great collaborative effort between Caterpillar's Global Aftermarket Services Division (GASD), Electric Product Support and Mantrac. It was also a big success for us in the energy and transportation segments," he said.

Reaching this agreement with Asfour means winning business from the competition. Emeka Igboanugo, Aftermarket Solutions Representative for Energy and Transportation with Caterpillar continued, saying, "It's proof we can compete effectively for these types of customers."

That doesn't mean the work is done. "Now our job is to monitor the overhauled fleet and analyze how Cat parts perform compared to non-original parts. This way, our customer can see the value of a lower operating cost," said Alejandra Gomez, Product Support Territory Manager for Electric Power at Caterpillar.

From the deal, there are several benefits for Asfour. Not only can the company tell its rental customers they are using Genuine Cat Parts, Asfour is also receiving extensive dealer support, as well as strong part and kit availability and coverage. "Now we can continue to work toward overhaul kit solutions for 2021 and explore additional business," said Emeka.

ASFOUR'S CAT FLEET CONSISTS OF:

196 x 3406 engines

215 x 3412 engines

59 x 3304 engines

116 x 3306 engines

5 x 3508 engines

In addition, Mohamed Mohie, Sales Manager for Energy and Transportation at Mantrac and a primary contributor to Hubble, concluded by saying, "This experience with Asfour opens the door to implementing similar approaches with other customers. It gives Mantrac a great opportunity to grow our aftermarket services." ■

Additional details at: www.cat.com



TAKING GROUND ENGAGING TOOLS TO THE NEXT LEVEL

THE CAT ADVANSYS™ SYSTEM

Productivity and efficiency are vital on any site. That means having the right tools for the right job – like the purpose-built Cat® Advansys™ system.



Cat Advansys is a range of ground engaging tools (GET) that delivers maximum productivity and one of the lowest bucket lifecycle costs. Designed to perform in even the toughest applications, there are 10 sizes that fit Cat wheel loader models 924 through 994, and Cat excavator models 311 through 390 / 395. The Cat Advansys system can also be used on other brands' machinery and help standardize all GETs across the jobsite.

"We offer a variety of tips in different point shapes because there are many different types of applications and machine sizes. For example, an operator would not use the same tips for sandy conditions or for trenching as in a quarry," said Benjamin Reminiac, Caterpillar Aftermarket Solutions Consultant for GET.

In fact, choosing the wrong GET can decrease productivity up to 20 percent, nearly double fuel consumption and expose a machine's bucket, stick and boom to high stress, all while reducing capacity and cycle times. Hydraulic system damage is also at risk.

PRODUCTIVITY, PROFITABILITY & SAFETY

On the other hand, choosing the right GET can have an immediate impact on productivity, profitability and safety. And upgrading to Cat Advansys is easy. Adapters fit the same space as the Cat K Series, and they are the strongest and most robust Caterpillar has ever built.

Cat Advansys is also hammerless, which means they're safer to install, and tip replacement can be up to 75 percent faster than previous Cat GET systems. Tip removal and installation uses a 3/4-inch retainer lock that doesn't require any special tools.



From front loaders to excavators, Cat Advansys tips help move more material with less downtime.

CHOICE

The wrong tips can decrease productivity up to 20%

20%

HAMMERLESS

From K Series to Cat Advansys: Tip replacement can be up to 75% faster

75%

ADAPTER TO TIP RATIO

From K Series to Cat Advansys: 25% better than the K Series

25%

BETTER FIT

From K Series to Cat Advansys: Adapter stress is reduced by 50%

50%

Thanks to an optimized profile, wear life is improved and tips stay sharper longer. "Our system has no external pins and retainers. This is not the case for most of our competitors," added Benjamin. "Changing tips faster means more uptime and productivity. Plus, we have made enhancements to the shape of the tips to increase performance, improve penetration and accelerate cycle times."

TECHNICAL BENEFITS

He also went on to talk about tip adapter geometry. "Our engineers have created a better fit and have reduced the amount of stress that is put on the adapter by 50 percent, compared to the previous system. This decreases the risk of cracks and breakages. Another important element is that we have also enhanced adapter to tip ratio. It's now 25 percent better than the K series as we've gone from a 10-to-1 ratio to a 13- or 15-to-1 ratio, depending on the application."

CONTACT YOUR LOCAL CAT DEALER FOR MORE INFORMATION

If you want to optimize your GET configuration or bucket protection to increase productivity and profitability, just reach out to your local Cat dealer to get more details. Each has a dedicated GET team that can support your operations. ■

Watch our Cat Advansys video:

www.youtube.com/watch?v=uNfhZfkBIJA



MAINTAIN SOCIAL DISTANCING



WORLD-CLASS EQUIPMENT HELPS POWER WORLD- CLASS RESIDENCES

CAT® C18 GENERATORS IN LEBANON

*The Saint George Residences
high-rise apartment building
sits atop the highest hill in
Beirut, Lebanon, and has
beautiful panoramic views
of the city and beyond.*



“The installation looks extremely neat and clean. Saint George is a very prestigious building here. It was important to the customer that even an unseen generator installation reflected that.”

Sami Hajjar, Consultant Sales Engineer at [d llad](#)



With contemporary architecture, the fully automated building is a distinctive addition to the skyline. Even with all its modern conveniences, the only thing it's lacking is reliable electricity from the grid. The building and its residents needed reliable power from fuel-efficient, low-emission and quiet generators.

That's where four Cat® C18 generators come in. Each is rated at 635 kVA and can supply the power needed for the entire building. "These generators have been operational for about two years," said Sami Hajjar, Consultant Sales Engineer at Cat dealer **al Ilad**. "Three of the four are operating at about 70 percent load during the summers. The fourth is as a standby. So, we're generating about 1,300 kVA. In winter, that load goes down to between 40 to 50 percent capacity."

Even though the project took a month less than the contracted six months, there were some challenges right from the start. The first was unloading such large pieces of equipment in limited space and moving them into the building's basement. "To unload and place the gensets, we used a crane, a forklift and rolling pipes," explained Sami. "We also directed the exhaust up through the top of the building, making sure proper soot filters were in place. Then the other challenge was noise abatement. So, the entire room was insulated, and we used acoustic doors as well. The result is less than 55 decibels one meter outside the powerhouse."

The installation was performed by S. Mokbel and Partners, a leading Lebanese contractor. **al Ilad**'s installation team was made up of two engineers and seven other mechanical professionals. Farid Krayem, Project Engineer at S. Mokbel and Partners said, "Together, we all helped push this installation along. I was proud to be involved from start to finish."

The bid for the project came down to two companies. So, S. Mokbel carried out their own study. They considered the entire investment, including installation, operating costs, maintenance, and residual value. In the end, **al Ilad** was able to provide them the best solution and the best after-sales solutions. The customer service agreement, which also includes parts, is renewed each year.

When asked about **al Ilad**'s relationship with the customer, Sami had this to say: "We have an excellent relationship and have worked on projects with them in the past, including a 500 kVA installation. I think we met and exceeded their expectations. In fact, we have another project coming up soon." ■

Additional details at: www.cat.com

A new series of Cat[®] backhoe loaders is here

Caterpillar has released a new series of backhoe loaders, which includes models 428, 432, 434 and 444. They are built upon the popular and successful F2 Series.

The goals are to continue to give customers industry-leading performance, comfort, visibility, durability and fuel economy. Production will take place in March 2020 in Leicester, UK. Machines will be shipped April 2020. ■

Additional details at: www.cat.com

PERFORMANCE

A new powershift transmission option provides smooth, efficient gear shifting.

DURABILITY

The batteries and isolator switch have been relocated from the nose to the side-mounted toolbox for easier access and protection.

PERFORMANCE

When Dual Mode is engaged, both loader and excavator functions can be used simultaneously. Operation can occur in any seat position, thus improving visibility and efficiency.

VISIBILITY

The front end has increased from zero to five degrees of rake for better work visibility and grill protection.

TECHNOLOGY

Inside the cab is a choice of two new interactive displays, either touchscreen or soft touch keys. Additional technological enhancements include an on-board security system, hands-free communication and the latest Product Link™ systems. There are also new, easy-to-operate fingertip stabilizer controls with an auto-up function.

PERFORMANCE

On all models, new Economy, Standard and Standard Plus modes optimize engine speed and pump displacement to save fuel or maximize performance.

“When compared to competition, Cat[®] Equipment is more agile, reliable and with low fuel consumption.”

Edward Cynka, Owner, Poland

COMFORT

For the 428 and 434 models, optional pilot hoe controls give operators finer control and a more comfortable operating position.

COMFORT

Caterpillar has introduced electrohydraulic (EH), seat-mounted controls as standard on the 432 and 444. This new feature gives operators a more ergonomic and comfortable position. The EH controls also enable operators to adjust both the hydraulic response and speed, depending on the job at hand.

PERFORMANCE

For the 428 and 434 models, the option of a larger boom cylinder means more lifting power.

FUEL ECONOMY

The new Cat C3.6 engine meets EU Stage V Emissions regulations and provides up to a 10 percent improvement in fuel efficiency, while delivering the same power and torque as the previous engine on F2 Series machines.

Julio Cesar, 35-year owner/operator

I was born in a small village, so I was around machinery. It always caught my attention how a machine could work as if it were a hand.

I started operating Cat machines in 1989 with the famous 955L, performing leveling, excavation, forestry and more. When I began my own business in 1997, I started with a backhoe loader because it's a versatile machine that worked for lots of applications. Now I'm on my fourth machine since then. I've had the 438C, 432D, 432E and recently bought a 432F2. "In fact, there's no more secrets between me and my Cat backhoe loader," said Julio. "We're a close couple."

"It's got very good visibility, more than one charging point for your phone, good quality speakers and a comfy seat, which you could happily sit on all day."

Morgan Hammacott, Plant Operator, United Kingdom





HEAVY EQUIPMENT FOR HEAVY DEMOLITION

THE FIRST STRAIGHT-BOOM CAT® 340SB IN EUROPE HELPS DEMOLISH 40 BRIDGES

A bridge dismantling project, called “Verfügbarkeitsmodell A6” (Availability Model A6), which is along Germany’s A6, is one of the longest demolition sites in the country. It’s spread over a 47-kilometer section of the six-lane motorway between Wiesloch and Weinsberg. The scope of the project involves the demolition of five overpasses and 35 underpasses, all while traffic is moving.

Heading the 25-kilometer “BAUARGE A6 West” section of the project is ViA6West GmbH & Company KG, which consists of HOCHTIEF Infrastructure GmbH and Ø HANN BUNTE Bauunternehmung GmbH & Company KG. The demolition specialist company Max Wild is also working with ViA6West and has a large role in helping complete the job.

At the project’s outset, that meant six large excavators, including Max Wild’s largest machine, a Cat® 352F. The real standout, however, is the first straight-boom Cat 340SB excavator in Europe. It was specifically designed to have the height and reach needed to take down the bridges. The 340SB, which is built on the upper and lower carriage of the new Cat 336, has a maximum reach of about 12 meters and a digging depth of 6.6 meters. “The bridge structures on the A6 have strong reinforcement, especially at the foundations. This makes heavy demolition machines necessary,” said Christian Thieme, a Foreman for Max Wild.

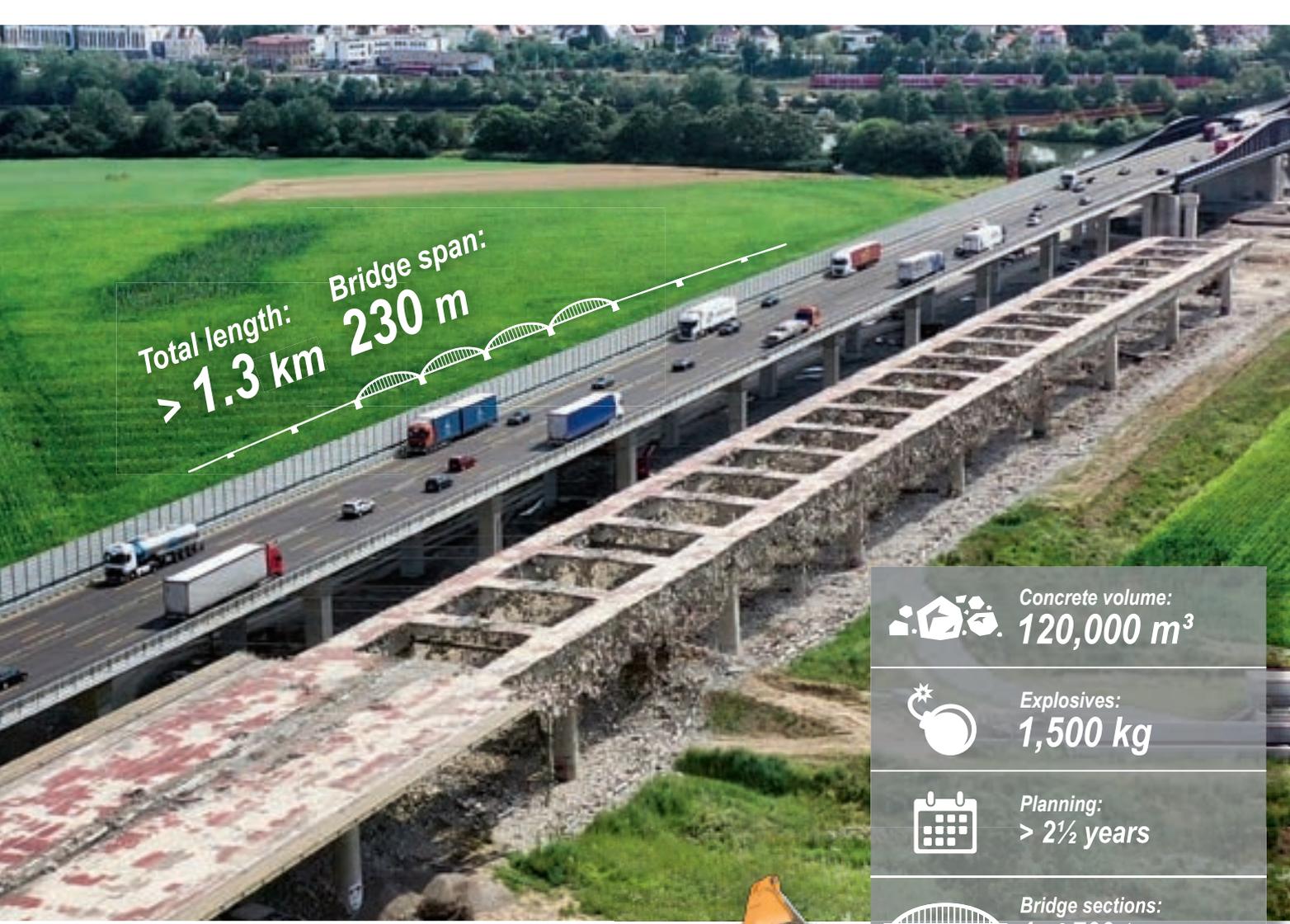
Removing it requires the right forces and hydraulic power. “We measure hydraulic pressure and hydraulic oil flow rates before machines arrive on site. We did this for the Cat 340SB, too.

This way, we know we have the performance needed from the machine and at the attachment,” said Markus Hörmann, Business Unit Manager System Development at Max Wild.

The two hydraulic pumps on the Cat 340SB generate a flow of 558 liters per minute with a maximum temporary pressure of 380 bar on the non-tool circuit for tools performing heavy lifting. On the tool circuit, there is a maximum of 350 bar. “In heavy demolition, I switch to power mode to get the best performance. Then I go to Smart Mode for charging to save fuel,” said Jimmy Schimmer, the Cat 340SB Operator for Max Wild. “Even when using extremely heavy tools, I can make precision movements.”

Additionally, this Cat 340SB is equipped with a SmartBoom, Tool Control and an automatic quick coupler so it can change tools, like a hammer, pulverizer, sorting gripper and bucket, from inside the cabin. The coupler also automatically adjusts oil pressure and quantity.

As part of its plans to incorporate additional innovations, Max Wild will easily be able to add next generation



Total length:
> 1.3 km

Bridge span:
230 m



Concrete volume:
120,000 m³



Explosives:
1,500 kg



Planning:
> 2½ years



Bridge sections:
4x ±700-ton

Dismantling the Neckar valley crossing between the Neckarsulm and Untereisesheim junctions in the Heilbronn district



The Cat® 340SB Excavator in its original trade dress.

excavator technologies and functions to the 340SB. This includes a scale, stroke and swivel limitation, as well as 2D.

We asked j mmy how he felt about performing the demolition work. "It makes you particularly proud to be part of this project and to be able to work with the latest technology." ■

Additional details at: www.cat.com



Cat® Skid Steer Loader 216B3 is the **IDEAL CHOICE** for doing business while providing **COMFORT AND SECURITY FEATURES**



Mohammed Al Kharshani | Owner of Construction Establishment

Mr. Mohammed Al Kharshani, the owner of a construction establishment, that is located on the outskirts of Jizan, Saudi Arabia, recently purchased a Cat® Skid Steer Loader 216B from the Zahid Tractor branch in Jizan.

Mr. Al Kharshani purchased the Cat Skid Steer Loader 216B to support his business needs which vary from large to small projects to supporting the services he provides in the import and export of sheep, cattle and camels. The Skid Steer Loader is used for many functions on his farm that range from the building of sand dams and waterways to more basic functions such as cleaning of the barns.



E-mail: inquiry@zahid.com

Toll Free: 800 2 444 999

Web: www.zahidcat.com

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Cat® Skid Steer Loader - 216B3

The nature of his business demands a skid loader that is strong, fast, effective, reliable and small and Mr. Al Kharshani found that the Cat Skid Steer Loader 216B **was the ideal choice, especially when he took into consideration the safety, operator comfort and security features the machine provides, in addition to having air conditioning in the driver's cabin making it the most comfortable equipment for the user and thus reflected on productivity at work.**

One of the main drivers behind Mr. Al Kharshani's decision to purchase the Cat Skid Steer Loader 216B was Zahid Tractor. In addition to the convenience of Zahid Tractor's nearby branch, Mr. Al Kharshani is extremely happy with the after-sales support services he receives from Zahid Tractor and is comforted knowing that should the need arise spare parts will always be readily available.

Mr. Al Kharshani considers Zahid Tractor to be one of the leading companies in the Kingdom and the region, he defines them as being very reputable, with a long-standing history and second-to-none customer service.

Mr. Al Kharshani highly recommends the CAT Skid Steer Loader 216 to any similar business as it is an inspiring machine distributed by Zahid Tractor.

CATERPILLAR



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GET MORE INTERACTIVITY AND CONTENT AT YOUR FINGERTIPS



THE CAT[®] MAGAZINE APP is not just your key to current and past issues. It also gives you access to additional videos and images that aren't in the printed version.

As part of the Cat dealer network, the magazine is published three times a year. Articles and stories are available in 22 languages across 57 EAME countries and the publication reaches an audience of 340,000.

Get all the stories, plus the convenience and accessibility of a digital tool. Register today at catmagonline.com. Then, visit Apple's App Store or Google Play.



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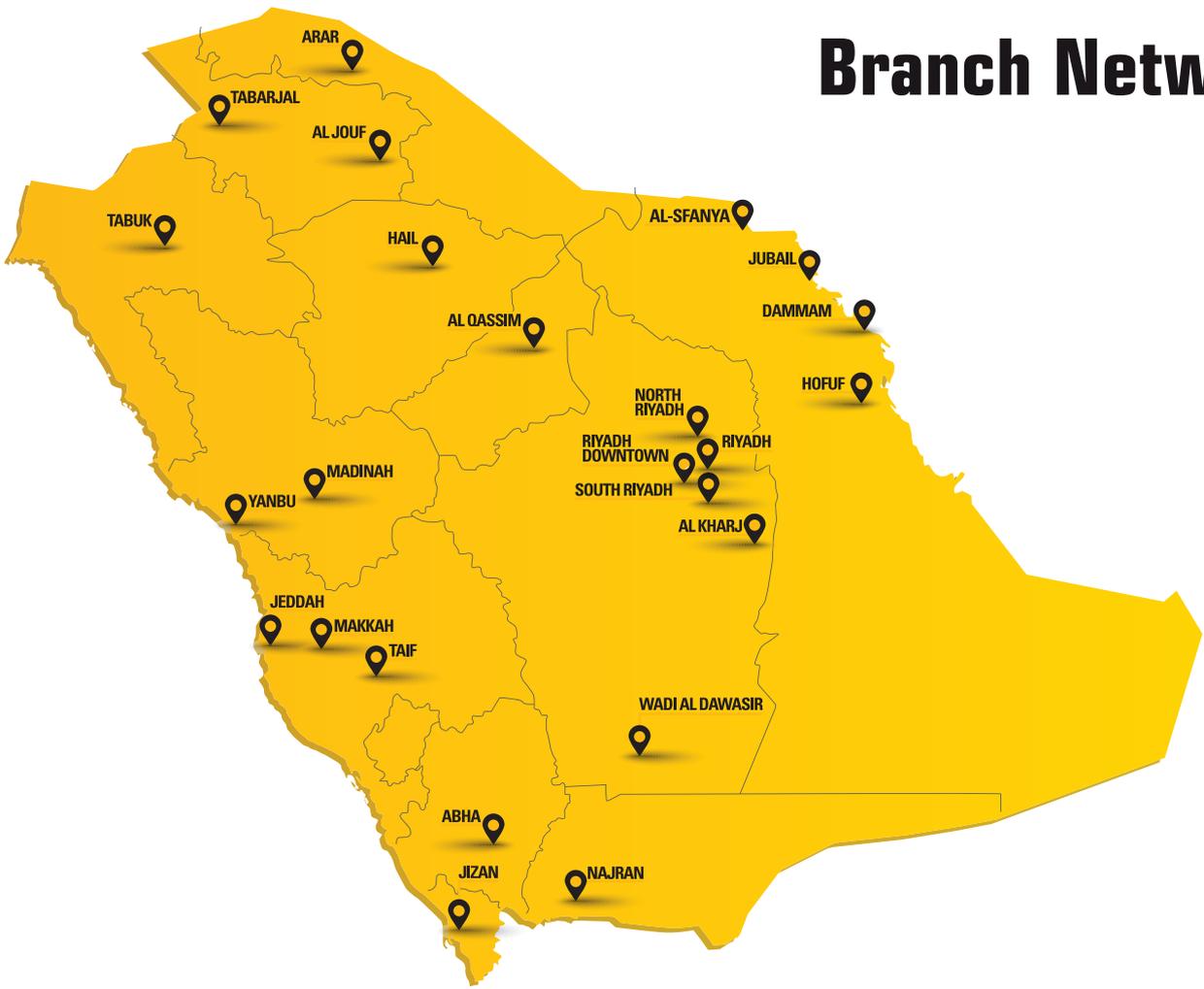
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YANBU: LIGHT INDUS. PARK

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MADINAH: 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 KHURAIIS 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

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