

# CAT® CUSTOMER VALUE AGREEMENTS



Whether you're building our communities or mining materials that keep our world working – a CVA helps you get the most from your construction equipment and your business.

RECEIVE  
**25%\***  
OFF  
YOUR EXISTING  
CVA RENEWAL

## WHAT'S A CVA?

### YOUR CUSTOMER VALUE AGREEMENT.

Cat® Customer Value Agreements (CVAs) are easy ownership plans fit to your business needs in order to extend equipment life and maximize your investment. Whatever your industry, whatever your Cat product – keeping it in excellent condition means more production and lower costs. That's a CVA.

### What Comes in a CVA?

Each CVA offers different elements depending on the industry and Cat product. View the above pages to learn specific CVA details. But for any CVA, you can expect these four areas of ownership value.

### HASSLE-FREE OWNERSHIP

CVAs bring together dealer advice, easy parts acquisition, plus options for flexible payment terms.

\*25% discount applies to CVA parts and fluids only.

### HASSLE-FREE MAINTENANCE

Getting the right Genuine Cat Parts delivered to the right place at the right time makes it easier for maintenance to get done. Service options are flexible to meet your needs.

### SECURITY OF EXPERT DEALER SUPPORT

Cat CVAs are customized plans that offer troubleshooting, diagnostics, and repairs with Genuine Cat Parts. If you need trained technician assistance, there are options for that too!

### PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT

You get easy access to monitoring tools with a Cat CVA. Digital tools give you the ability to access important operating parameters for your business anywhere you have an internet connection.



# SUMMER S•O•S<sup>SM</sup> SALE



Our S•O•S<sup>SM</sup> Fluid Analysis Program will provide you with one of the most sophisticated diagnostic tools available. By giving you a clear picture of what's happening inside your equipment, we will help increase productivity, reduce repair costs, schedule down-time and lower your overall operating costs.

ORDER AN S•O•S<sup>SM</sup> 20-PACK BY SEPTEMBER 30, 2024.  
OUR 10-PACK BULK KITS ARE NORMALLY PRICED AT \$230.00 EACH. **S•O•S SPECIAL SUMMER PRICE: \$430.00...**  
**A \$30.00 SAVINGS OVER ORDERING TWO 10-PACKS AT \$460.00!**

## YOUR PARTS & SERVICE SALES REPS

**Dave Gillen**  
845-656-0475

**Chris Donde**  
917-560-4750

**Bill Franzone**  
516-790-5722

**Ed Baklik**  
860-883-5857

**Henry McCrory**  
860-918-7654

**Jonathon Szypot**  
516-282-5835

**Jason DiMase**  
845-220-6481

**Kevin Bray**  
860-310-7547

**Phil Molloy**  
860-883-2983

**Jake Palmer**  
845-863-3233

