

KOMITMEN
CEPAT & PASTI
TRAKINDO



▶ WHAT IS CUSTOMER VALUE AGREEMENT (CVA)?

**CVA IS A SERVICE
AGREEMENT
BETWEEN A DEALER
AND A CUSTOMER**

HASSLE-FREE OWNERSHIP OF CAT MACHINE & ENGINE OWNERSHIP

Your equipment is your investment. It makes perfect sense to protect it. CVA is a hassle-free ownership plan focused on your convenience – which lets you stay focused on the work. CVA maximize your investment and lower ownership cost

THAT'S A CVA

HOW DOES A CVA DELIVER VALUE TO YOUR BUSINESS?



HASSLE-FREE MAINTENANCE

Planned maintenance based on working hours, using CAT Genuine Parts, delivered on schedule. Service options available to suit your business profile



SECURITY OF EXPERT DEALER SUPPORT

Dealer expertise and experience on equipment management.



PEACE OF MIND OF EQUIPMENT HEALTH MANAGEMENT

Equipment health report is well-documented, communicated routinely with advices to prevent breakdown and unscheduled downtime



HASSLE-FREE OWNERSHIP

Package comes with flexibility to suit your business profile for convenience, including special commercial scheme

► EASY TO OWN, READY TO WORK

KEY STATISTICS WITHIN CVA

**UP
TO 50%**

Extended component
life using Cat filters

- Lab test, Cat Filter 2013

**UP
TO 2X**

More engine working
with Cat fluids

- Dealer Study, Turkey 2013

**UP
TO 80%**

Lower fuel injector cost
per hour using Cat filters

- Lab test, Cat Filter 2013

**UP
TO 45%**

Longer fuel injector
life using Cat filters

- Lab test, Cat Filter 2013

▶ SCOPE-OF-SERVICES

	"Do-it-Myself (Level 1)"	"Do-it-for-Me (Level 2)"	"Work-with-Me (Level 3)"
▶ Service & Maintenance (per 250 hours/quarter (Genset Application))			
• Genuine CAT Parts			
Engine Oil Filter	√	√	
Fuel Filter	√	√	
Water Separator	√	√	
Seal	•	•	
Gasket	•	•	
Air Filter	Conditional	Conditional	
Cabin Air Filter	Conditional	Conditional	
▶ CAT Fluids			
Cat Oil	•	•	
Coolant	•	•	
Grease	•	•	
Oil Sampling (Bottle & Analysis)	√	√	
▶ Dealer Technician			
Technician per Maintenance event		√	
On-site standby technician option		•	
▶ Equipment Management Support			
Product Link Device	√	√	
Vision Link/CAT RAM Subscription (Genset Application)	√	√	
Maintenance Scheduling		√	
Asset Condition Report		√	
▶ Repair & Rebuild (Costumized in level 3)			
▶ Payment & Contract Terms			
Payment	Pay per-event	Pay per-event	
Contract Terms	1-year	≥ 1-year	

Customized
package for
maintenance,
and repair &
rebuild support

Remarks:
√ Inclusive
• Optional

▶ AVAILABLE OFFERING

SCOPE-OF-SERVICES

▶ Baseline offering*

Basic

Advance

"Do-it-Myself (Level 1)"

7% discount for
all PM Parts
10% discount
with Fluids

"Do-it-for-Me (Level 2)"

10% for all
PM Parts
15% discount
with Fluids

"Work-with-Me (Level 3)"

▶ READY TO FIND OUT MORE ABOUT CVA ?

WHEN DOES PLANNED MAINTENANCE (PM) OCCUR ?

It could be based on service/working hours or your schedule.

WHO PERFORMS THE MAINTENANCE ?

It could be you, your dealer or both.

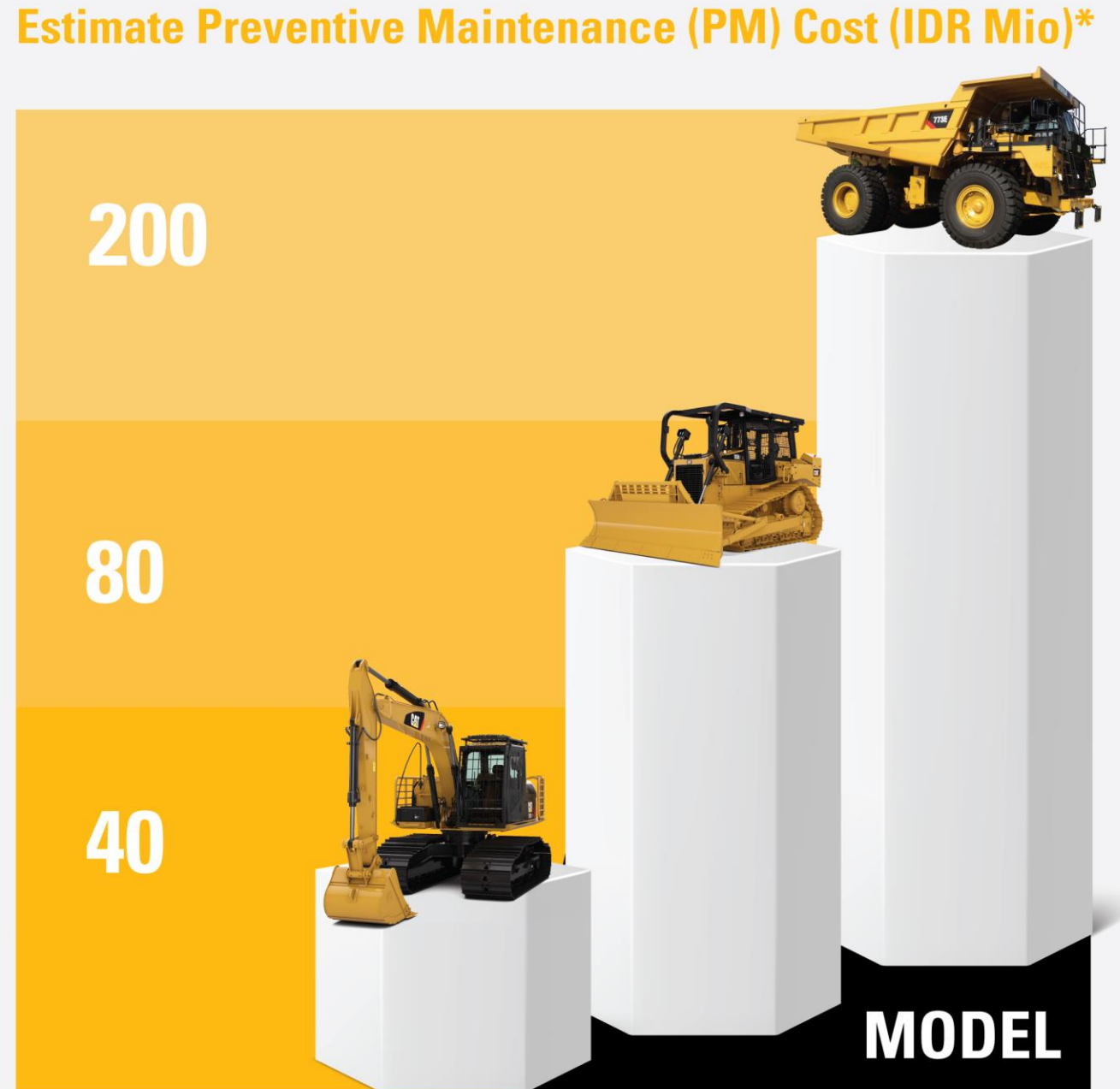
WHAT ARE MY CVA OPTIONS ?

Your dealer can help you indentify the right mix of parts, service for your operation.

► EASY TO OWN, READY TO WORK

HOW MUCH IS PREVENTIVE
MAINTENANCE?

* Estimate Preventive Maintenance (PM) Cost for
Typical Unit - 2000 Hrs Annual Utilization



**GET THE MOST OUT OF YOUR
MACHINE & ENGINE WITH**

