

HAWTHORNE



For Immediate Release

16945 Camino San Bernardo
San Diego, CA 92127

Contact
Carolyn Mitchell-Voss
Hawthorne Cat
858.674.7167
cvoss@hawthornecat.com

August 18, 2014

Hawthorne Cat Expands Product Support Team
Strategic Moves Deliver Unparalleled Customer Experience

San Diego, CA – Hawthorne Cat, the exclusive Cat dealer in San Diego and the Pacific Region, is proud to announce that Michael Ness has joined the team as Product Support Sales Supervisor and Troy Lowe has been promoted to Technology Solutions Manager.

Troy Lowe served as the Network Manager in the information technology department at Hawthorne Cat for seven years. In his new role as Technology Solutions Manager, Lowe will help customers seamlessly integrate Caterpillar's real-time equipment management technology, EMSolutions, into their core business strategy.

"This is a great opportunity to work hands-on with our customers to demonstrate the value of the equipment management technology available to them." Lowe says, "EMSolutions can proactively provide customers with real-time data to manage their equipment fleet, integrating software like VisionLink is just one example."

Michael Ness joins Hawthorne Cat as the Product Support Sales Supervisor after working for Caterpillar in Peoria, Illinois and Caterpillar Financial Services in Nashville, Tennessee. With his extensive industry knowledge, Ness will work with General Service Manager, Paul Kessel, and the Product Support Sales Team to provide Hawthorne customers with the best customer experience in the industry.

Ness adds, "We are excited about partnering with our customers on EMSolutions, they will have access to real-time, remote equipment monitoring, performance reporting, maintenance scheduling, and proactive fleet management. Backed by our expanded Product Support Team, EMSolutions empowers customers to maximize their productivity and jobsite efficiency.

Kessel concludes, "The Product Support Team continues our long-term commitment to support our customers with unparalleled service, outstanding support and the best selection of Cat Genuine Parts available. At the end of day, our team's goal is to help our customers grow their business by providing the parts, service and support they need, when they need it."

About Hawthorne Cat

Hawthorne Cat is the authorized dealer for Cat construction and power equipment in San Diego, Hawaii, Guam, Saipan and American Samoa. Hawthorne sells, rents, provides parts and service, training and emission solutions to various industries including general building construction, landscaping, marine, paving and power generation. For more on Hawthorne Cat, visit <http://www.hawthornecat.com>.

###