

HAWTHORNE



For Immediate Release

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Hawthorne Cat Improves Exceptional Customer Experience

With the Promotion of Key Strategic Sales and Product Support Personnel

San Diego, CA – Hawthorne Cat, the leading Caterpillar dealer in San Diego and the Pacific region, is proud to announce the promotions of David Dean to Director of Sales and Paul Kessel to General Service and Product Support Sales Manager.

Dean has been with Hawthorne Cat since 1996. He has more than 40 years sales experience in the construction industry. Dean most recently served as San Diego Region Sales Manager for Hawthorne Cat. In his new position, Dean will be responsible for Hawthorne Cat's global sales portfolio and product support initiatives throughout San Diego and the Pacific Region.

David Dean says, "I am very excited about my new role and responsibilities." Dean adds, "This is a great opportunity to increase our revenue and improve our customer sales experience throughout our territory."

For six years, Paul Kessel served as a Field Service Manager for Hawthorne Cat. In his new role as General Service and Product Support Sales Manager, Kessel's responsibilities will include supervising the Product Support Sales Team to ensure our customers have an outstanding experience with the EMSolutions service program, a new, on-going corporate Caterpillar total care service program.

Paul Kessel says, "I am excited to launch the new EMSolutions total care program." Kessel continues, "The continued success of our service workflow will ensure Hawthorne Cat's delivers an exceptional customer experience with EMSolutions."

Dave Ness, Hawthorne Cat Vice President, says, "The promotions of David Dean and Paul Kessel support our efforts to focus on our key strategic objectives to deliver the best customer experience in the industry." Ness concludes, "We've listened to our customers and have incorporated their suggestions for improving our Service Department. Under Paul's new leadership, I'm confident that we will be even more responsive, delivering an enhanced customer experience. Schedule your next service with us and find out for yourself."

About Hawthorne Cat

Hawthorne Cat is the authorized dealer for Caterpillar 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>.

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