

HAWTHORNE



For Immediate Release

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Hawthorne Cat Introduces Cat EMSolutions

Control Costs, Improve Operations, Manage People and Reduce Risk

San Diego, CA – – Hawthorne Cat, the exclusive Cat® equipment dealer in San Diego, Hawaii, Guam and the Pacific Region, introduces Equipment Management Solutions (**EMSolutions**). **EMSolutions** provides customers with remote equipment monitoring, performance reporting, maintenance scheduling, and proactive fleet management capabilities. **EMSolutions** was developed to help customers reduce risk, control costs and improve operations.

EMSolutions leverages equipment specific run time, fuel burn, idle time and logistics data to, obtain maximal performance and optimal machine health. **EMSolutions** offers five levels of technology-enabled product support solutions tailored to meet specific customer needs.

According to Troy Lowe, Hawthorne Cat Technology Solutions Manager, “**EMSolutions** leverages advanced data reporting software, VisionLink, to retrieve crucial equipment data including machine health, location, and operator performance.” Lowe continues, “VisionLink can also be used to identify potential problems with equipment. Our experienced service team can help you maximize the uptime of your equipment with routine preventative maintenance scheduling.”

Paul Kessel, General Service Manager, adds, “With **EMSolutions**, customers can customize the level of product support they need to keep their business operating efficiently. The Hawthorne Cat Product Support Team will partner with customers to efficiently manage their equipment fleet.” Kessel concludes, “The support offered by **EMSolutions** ranges from basic data connectivity with machines and other equipment to comprehensive, advanced fleet management.”

EMSolutions is available at any Hawthorne Cat location. For more information about **EMSolutions** visit the Hawthorne Cat Website.

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>.

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