

**HAWTHORNE**



**For Immediate Release**

16945 Camino San Bernardo  
San Diego, CA 92127

**Contact**  
Carolyn Mitchell-Voss  
Hawthorne Cat  
858.674.7167  
[cvoss@hawthornecat.com](mailto:cvoss@hawthornecat.com)

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### **Hawthorne Cat Improves Cat EMSolutions**

*Cost-Effective Equipment Management Partnership Increase Productivity*

**San Diego, CA** – – Hawthorne Cat, the exclusive Cat® equipment dealer in San Diego, Hawaii, Guam and the Pacific Region, improves Cat Equipment Management Solutions (EMSolutions) to include upgraded technology with an enhanced customer interface. EMSolutions creates a partnership between the dealership and its customers to help customers manage their equipment more effectively.

EMSolutions leverages Product Link® and VisionLink® technologies to provide customers with equipment data including equipment specific run time, fuel burn, idle time and operator performance data. Customers can analyze the equipment data remotely to help reduce risk, manage people, control costs and improve operations on their jobsite.

According to Michael Ness, Product Support Sales Manager, “EMSolutions offers five levels of product support solutions tailored to meet specific customer needs. The levels range from basic connectivity and monthly reporting to comprehensive fleet management.” Ness continues, “The advanced data reporting software enables our Product Support team to provide recommendations to help you make well-informed and timely decisions to improve overall productivity.”

Paul Kessel, General Service Manager, adds, “With EMSolutions, customers will receive alerts to proactively manage potential equipment problems.” Kessel concludes, “Our experienced Product Support team can help provide customers with technical assistance and schedule preventative maintenance that will help maximize the uptime of their equipment.”

EMSolutions is available at any Hawthorne Cat location. For more information about EMSolutions contact the Hawthorne Cat EMSolutions team at [emsolutions@hawthornecat.com](mailto:emsolutions@hawthornecat.com) and 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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