

**HAWTHORNE**



## **For Immediate Release**

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### **Hawthorne Cat Announces New Online Parts Website**

*Parts.Cat.Com is the Next Evolution in Online Parts Buying*

**San Diego, CA** – – Hawthorne Cat, the exclusive Cat® equipment dealer in San Diego, the Hawaiian Islands and the Pacific Region, officially launched Parts.Cat.Com, a new website for buying genuine Cat parts online. It's fast, reliable, easy-to-use, and carries over 1.4 million Cat parts in stock. The new mobile-friendly interface makes ordering from your smartphone or tablet easier than ever before.

Parts.Cat.Com allows customers to see prices, check availability, compare specifications, view electronic manuals, and even choose delivery or pick up from a local dealer. Other new features include Quick Order, which purchases multiple parts simultaneously, and a bulk order option. Past customers can log in with their existing account information and instantly access the new site. New users can attend free online webinars to learn more about the updated interface.

According to Bob Hutter, San Diego General Parts Manager, "Hawthorne Cat makes it easy for you to keep your business up and running. With Parts.Cat.Com, everything you need is just a couple of clicks away." Hutter continues, "Ordering genuine Cat parts has never been this quick and convenient."

Lisa Kong, Hawaii General Parts Manager, adds, "New added features let you easily reorder based on past purchases and even choose from brand-new, refurbished, or used options." Kong concludes, "Parts.Cat.Com streamlines the entire ordering process for increased efficiency."

Sign up or sign in to Parts.Cat.Com today. Visit the Hawthorne Cat website to learn more.

#### **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>.