

HAWTHORNE



For Immediate Release

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July 14, 2016

Hawthorne Cat Extends Fuel Consumption Guarantee Program
Purchase Any of 160+ Qualifying Machines Through December 31, 2016

San Diego, CA – – Hawthorne Cat, the exclusive Cat® equipment dealer in San Diego, the Hawaiian Islands and the Pacific Region, extended their Fuel Consumption Guarantee Program through December 31, 2016. Purchase any of 160+ qualifying Cat machines to take advantage of this special offer. Qualifying machines include a wide selection of Cat Backhoe Loaders, Skid Steer Loaders, Excavators, Track Loaders, Wheel Loaders, Dozers, Compactors, and Motor Graders.

To enroll in the program, simply purchase a new machine, activate VisionLink, and register online. With the Fuel Consumption Guarantee Program, Cat will pay you back if your fuel consumption rate exceeds the guaranteed fuel burn rate. You'll also receive complimentary EMSolutions Fleet Reports and Hawthorne Cat's Parts Availability Guarantee. EMSolutions Fleet Reports provide useful data to help optimize equipment management and make informed operation decisions. Hawthorne's Parts Availability Guarantee ensures that your parts will be on their way as soon as you place an order. If you don't receive your parts within 24 hours, shipping is free.*

According to Ross Farmer, Sales Manager, "You can earn money for the next three years with Hawthorne Cat's fuel guarantee." Farmer continues, "Receive a Cat Financial Account Card with a credit of \$1.00 per gallon if your actual fuel burn is higher than the guaranteed consumption rate at the end of the calendar year."

Sales Manager Shane Oliveira adds, "EMSolutions Fleet Reports include run time, idle time, usage data, and more." Oliveira concludes, "This information helps businesses operate more efficiently and improve overall productivity."

Visit the Hawthorne Cat website or call 800.437.4228 for complete offer details.

*Note: The parts guarantee only applies to San Diego customers. Shipments for Hawaii, Guam, America Samoa, and Saipan customers will vary based on final delivery location.

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>.