

**HAWTHORNE**



**For Immediate Release**

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## **Hawthorne Cat Announces Fuel Consumption Guarantee Program**

*Caterpillar Pays You Back*

**San Diego, CA** – – Hawthorne Cat, the exclusive Cat® equipment dealer in San Diego and the Pacific Region, announces a new great way for customers to save money and operate more efficiently. Now through December 31, 2015, customers who purchase a select new Cat machine will have the opportunity to earn money for three years or 5,000 service hours if the fuel burn of their Cat machine exceeds the guaranteed fuel burn rate. As part of this program, customers will also receive complimentary fleet reports to help them manage their equipment more efficiently.

Paul Kessel, General Service Manager, says, “Our Product Support Team will leverage Cat VisionLink software to provide you with complimentary EMSolutions fleet reports that can be used to track your equipment’s productivity and make informed decisions.” Kessel continues, “The quarterly emails will show the comparison of actual fuel burn with the ideal fuel burn. If your fuel burn rate exceeds the guaranteed rate at the end of each year you will receive a credit of \$1.00 per gallon in the form of a Cat Financial Commercial Account Card.”

Ross Farmer, Sales Manager, says, “Fuel burn has long been a concern for contractors. We’re so sure of what you can do with our new Cat machines; we’re putting money on it.” Farmer continues, “Don’t wait, now is the perfect time to purchase new Cat equipment for your upcoming projects.”

Offer expires December 31, 2015. Visit [www.hawthornecat.com](http://www.hawthornecat.com) or call 800.437.4228 to learn more about EMSolutions and the Fuel Consumption Guarantee Program.

### **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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