



## FOR IMMEDIATE RELEASE

### CONTACT

Wayne Grayson

AC Business Media

[WGrayson@acbusinessmedia.com](mailto:WGrayson@acbusinessmedia.com)

### Caterpillar Brings Maintenance to Life in Cat Trial 13

*To be ready for a hard day's work, Cat machines need a good preventative maintenance strategy and a good night's sleep.*

Fort Atkinson, Wis. (September 21, 2022) – It's not a bad idea to think about how heavy equipment "feels" about all the hard work it's put through. It's something every responsible steward of equipment should consider. That's the message behind the latest video from Caterpillar.

For nearly 100 years, customers have come to know Caterpillar for quality machines. They need and expect Cat machines to outwork, outlast, and outthrust the competition. But what about the machines themselves? What do they need?

[Cat Trial 13: Goodnight, Goodnight, Construction Site](#) brings the classic children's book "Goodnight, Goodnight, Construction Site" to life to stress the importance of preventative maintenance in keeping Cat machines ready for anything.

Written by Sherri Duskey Rinker and illustrated by Tom Lichtenheld, "Goodnight, Goodnight, Construction Site" tells the story of Dozer, Crane Truck, Dump Truck, Excavator and Concrete Truck, as they begin to settle in for the night after a day of hard work. The book is a New York Times Bestseller, with more than 2.5 million copies sold.

"The book does a great job illuminating what happens when the machines go to bed ... we go to work," says Yvette Morrison, Marketing & Brand VP, Caterpillar. "This is an opportune time to perform maintenance so the machines can be ready when our customers need them."

In addition to the Service Truck, the video features several machines as co-stars: a Cat<sup>®</sup> 340 excavator, 745 articulated dump truck, D6 dozer, TL642 telehandler, and a Cat-powered Concrete Truck.

"Caterpillar is here to help support our customers' success as they build the world's infrastructure," says Kelly Grimm, Global Marketing Strategist, Caterpillar.

Caterpillar hopes the video illustrates the power customers have at their disposal when collaborating with their local Cat dealer, which acts as an extension of a construction business owner's team with the goal of keeping their equipment up and running when and where they need it.

A key element to this relationship is the Cat Customer Value Agreement (CVA). Cat offers these stress-free services and maintenance agreements to help customers get the most from their Cat machine. This includes hassle-free maintenance and genuine Cat parts delivered right on time. The CVA also includes

the security of an Equipment Protection Plan which protects customers from unexpected costs for unplanned repairs.

As part of a CVA, Cat will monitor your machine and let you know when the next planned maintenance (PM) is due.

“As a business owner, you have a lot on your mind already. You are running a business and the last thing you need to be worried about is when the next PM is on your Cat machine,” explains Grimm. “Let us worry about that for you.”

Cat Trial 13: Goodnight, Goodnight, Construction Site shows the importance of the care Cat machines need to keep them up and running in tough conditions. “And we work with customers to provide this type of service when it has the least amount of impact on our customers’ operation,” adds Morrison.

Join the story here: [cat.com/trial13](https://cat.com/trial13).

### **About AC Business Media**

As one of America’s top business-to-business media companies, [AC Business Media](#) reaches millions of professionals annually and leads the way in providing targeted content to top decision-makers and organizations. With a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics, and supply chain markets, AC Business Media delivers relevant, cutting-edge content to its audiences through its industry-leading digital properties, trade shows, videos, magazines, webinars, and newsletters. It also provides advertisers with the analytics, data, and ability to reach their target audience.

### **About Caterpillar**

With 2021 sales and revenues of \$51.0 billion, Caterpillar Inc. is the world’s leading manufacturer of construction and mining equipment, off-highway diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. For nearly 100 years, we’ve been helping customers build a better, more sustainable world and are committed and contributing to a reduced-carbon future. Our innovative products and services, backed by our global dealer network, provide exceptional value that helps customers succeed. Caterpillar does business on every continent, principally operating through three primary segments – Construction Industries, Resource Industries and Energy & Transportation – and providing financing and related services through our Financial Products segment. Visit us at [caterpillar.com](https://caterpillar.com) or join the conversation on our social media channels.