

CAT® CUSTOMER VALUE AGREEMENTS



Whether you're building our communities or mining materials that keep our world working – a CVA helps you get the most from your construction equipment and your business.

RECEIVE
25%*
OFF
YOUR EXISTING
CVA RENEWAL

WHAT'S A CVA?

YOUR CUSTOMER VALUE AGREEMENT.

Cat® Customer Value Agreements (CVAs) are easy ownership plans fit to your business needs in order to extend equipment life and maximize your investment. Whatever your industry, whatever your Cat product – keeping it in excellent condition means more production and lower costs. That's a CVA.

What Comes in a CVA?

Each CVA offers different elements depending on the industry and Cat product. View the above pages to learn specific CVA details. But for any CVA, you can expect these four areas of ownership value.

HASSLE-FREE OWNERSHIP

CVAs bring together dealer advice, easy parts acquisition, plus options for flexible payment terms.

*25% discount applies to CVA parts and fluids only.

HASSLE-FREE MAINTENANCE

Getting the right Genuine Cat Parts delivered to the right place at the right time makes it easier for maintenance to get done. Service options are flexible to meet your needs.

SECURITY OF EXPERT DEALER SUPPORT

Cat CVAs are customized plans that offer troubleshooting, diagnostics and repairs with Genuine Cat Parts. If you need trained technician assistance, there are options for that too!

PEACE OF MIND FROM EQUIPMENT HEALTH MANAGEMENT

You get easy access to monitoring tools with a Cat CVA. Digital tools give you the ability to access important operating parameters for your business anywhere you have an internet connection.

CAT® SELF-SERVICE OPTIONS

FLEXIBLE & CONVENIENT REPAIR KITS WITH EVERYTHING YOU NEED TO DO THE WORK YOURSELF

PM KITS, ENGINE KITS,
HYDRAULIC CYLINDER KITS,
ENGINE REBUILD KITS,
BRAKE KITS,
FUEL INJECTION



GENUINE CAT PARTS

backed by our standard Cat® warranty



SERVICE INSTRUCTIONS

including safety and cleanliness guidelines



RECOMMENDED TOOLING

with option to purchase



TECHNICAL SUPPORT

from dealer experts



Visit [Cat.com/SelfService](https://www.cat.com/SelfService) or ask us about Cat Self-Service Options for your equipment