



**GREETINGS FROM MASSY CAT**

We are sure that this first quarter of 2018 has brought many new opportunities to you, our valued customers. We at Massy Cat have chosen to embark on new initiatives that will aim to strengthen our ability to support you, our loyal customers, in achieving your many professional goals. One of these is our quarterly newsletter – Massy Cat Connections. Its purpose is to provide invaluable information which you can use to support your business decisions ensuring that our commitment remains the same – to be a champion for your enduring success. Thank you, our customers, for your continued partnership, commitment and loyalty to Massy Cat.

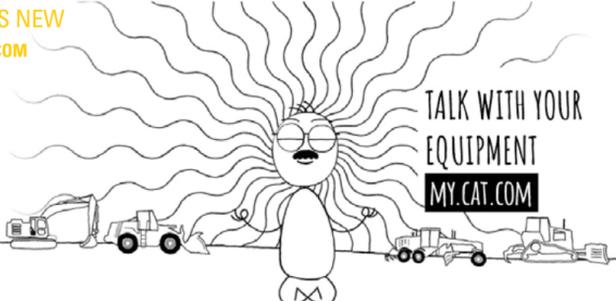
**Current Features:**

- View Portal's mobile-friendly content via tablet or smartphone.
- Monitor location, hours and events for Product Link™-equipped machines.
- Assess S•O•SSM Services results.
- Track your service history.
- Connect to additional productivity tools and resources, including Operation & Maintenance Manuals (OMMs)

Our Door is Always Open. Access the Portal anytime, anywhere, on any device. You don't need any special software or training to get started. Reach out to Massy Cat today to register.

**WHAT'S NEW**

**MY.CAT.COM**



**At-A-Click, Single Point of Entry for Managing Your Business and Equipment**

This is a website where you can get access to all your equipment data from any location, using any device and with a single login. There you'll find critical data about all the machines you use, plus helpful tools to make your job easier.

The new Customer Portal offers a secure, convenient, online environment for you to manage your business through the purchase, operation and support of your equipment—including owned and rented Cat® machines, and other machine brands. It's filled with useful resources, tools and contact information that will help power your productivity today. We hope you'll come right in.



**DID YOU KNOW?**

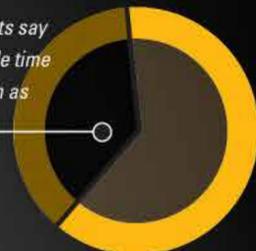
[www.massycat.com](http://www.massycat.com)

**Q. HOW MUCH IS IDLE TIME COSTING YOU?**

If your machine runs 2,000 hours per year, what percentage of that time are you actually doing productive work?

Non-productive hours can translate into a lot of wasted fuel: **1 GALLON OR MORE EVERY HOUR.**

Some industry experts say it's not unusual for idle time to represent as much as **40-50%** of total running time.



**& FUEL COSTS ARE JUST PART OF THE STORY...**

When you rack up a lot of nonproductive hours, you:

- Jeopardize component life



- Accelerate wear of Tier 4 technologies

- Complete unnecessary fluid and filter changes



- Burn through warranty hours

- Sacrifice resale value



Sources:  
<http://www.constructionequipment.com/idle-reduction-policies-spur-cost-savings>  
<http://www.equipmentworld.com/74-tips-for-reducing-equipment-costs-11-20/>

**SIX TIPS**

**FOR REDUCING IDLE TIME:**

- 1 Limit idle time at shutoff. Older engines need 2 minutes, newer engines almost none.
- 2 Turn off trucks that are waiting more than 5 minutes to load or unload.
- 3 Restrict morning warm-ups to 3 to 5 minutes.
- 4 Turn off equipment during lunch time, breaks and other periods when not in use.
- 5 Use the automatic shutdown feature when available.
- 6 Anticipate the mobile requirements of other equipment and position the inactive machine where it won't impede the movement of other units.

Source: US Environmental Protection Agency

**LET'S TALK**

Caterpillar and your Cat® dealer can help you plan and execute a data-driven anti-idling campaign. Contact your dealer for more information.

**SPECIAL OFFER OF THE MONTH**

[catused.cat.com](http://catused.cat.com)

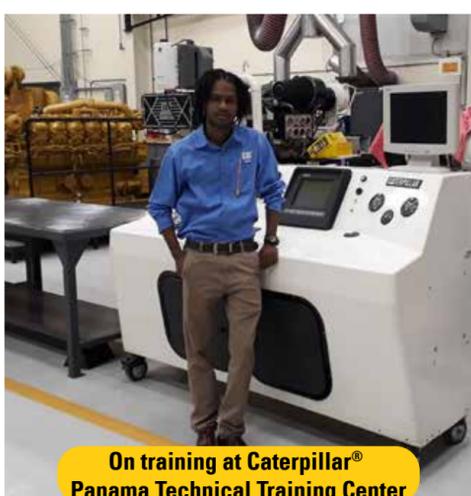


**Type:** Cat Wheel Loader (CatUsed.Cat.Com)  
**Model:** 938K  
**Year:** 2015

[Click Here For Our Used Equipment Special Offer](#)

**GET TO KNOW OUR TEAM**

**NAME:** Richard Sheppard  
**JOB TITLE:** Energy and Marine Technician II  
**YEARS OF SERVICE:** Six (6)



**On training at Caterpillar® Panama Technical Training Center**

**CAT® CERTIFICATION:**

- Advance Failure Analysis Level 1
- Application and Installation for Electric Power
- MCS Combined Controls
- Certified Engine Performance Level 2
- Certified Electronics Level 2
- Electric Power Level 3
- Electric Troubleshooting

I love my role at Massy Cat. My journeys, both locally and regionally have afforded me opportunities, invaluable experiences and insights that have allowed me to grow and develop as a professional.

As a technician it is common to face difficult obstacles on the field. Fortunately for me, the experience passed on from my mentors and having been exposed to first-hand Caterpillar® training, prepared and equipped me with the knowledge and skill to overcome any challenge. The Marine technicians, coordinators and P.S.S.R.s all work closely as a team and adhere only to the highest standards of performance and professionalism.

I know that I am part of a winning team at Massy Cat and I believe that our customers feel the same. I look forward to serving you this year and wish you all enduring success.

**WHY RISK IT? PROTECT YOUR INVESTMENT**



**BUY GENUINE**