

'Round these parts

"From the Red River to the Rio Grande"

Winter Issue 2010



Inside

"Tractor Tour of the century" visits HOLT CAT - pg 2



Commercial Metals Company Partners with HOLT CAT - pg 6

CC Tree Farms Delivers Quality Shrubs and Trees with the Help of HOLT CAT's Multi Terrain Loader - pg 6

San Antonio equipment distributors tell Congress: Get to work on the highway bill so WE can get back to work! - pg 8

HOLT Crane and Equipment - Open House - pg 8

Contact Information

Austin 9601 South IH 35	512-282-2011
Bridgeport 707 US Highway 380	940-683-6298
Corpus Christi 1319 South Padre Island Drive <i>HOLT Rental Services</i>	361-852-2200 <i>361-698-5742</i>
Fort Worth 549 North Jim Wright Freeway <i>HOLT Rental Services</i>	817-246-6651 <i>817-847-8880</i>
Irving 2000 East Airport Freeway	972-721-2000
Laredo 14300 FM 1472 <i>HOLT Rental Services</i>	956-722-0075 <i>956-722-0075</i>
Lewisville 1800 East State Hwy 121 <i>HOLT Rental Services</i>	214-483-2500 <i>214-483-2590</i>
Longview 5110 West Loop 281 <i>HOLT Rental Services</i> 5036 W. Loop 281	903-758-6175 <i>903-234-4747</i>
North Dallas 10950 Plano Road <i>HOLT Rental Services</i>	214-342-6700 <i>214-342-6710</i>
Pflugerville 16017 North IH-35 <i>HOLT Rental Services</i>	512-990-7743 <i>512-252-9696</i>
San Antonio 3302 South W.W. White Road <i>HOLT Rental Services</i>	210-648-1111 <i>210-333-8505</i>
Sonora 707 Glasscock	325-387-5303
Texarkana 6263 Mall Drive <i>HOLT Rental Services</i>	903-832-7535 <i>903-832-7535</i>
Tyler 12218 State Hwy 31 West <i>HOLT Rental Services</i>	903-595-6424 <i>903-595-6424</i>
Victoria 203 Holt Road <i>HOLT Rental Services</i>	361-573-2438 <i>361-573-2438</i>
Waco 1700 West Loop 340 <i>HOLT Rental Services</i> 1800 W. Loop 340	254-662-4911 <i>254-662-7373</i>
Weslaco 725 East State Hwy 83 <i>HOLT Rental Services</i>	956-968-2161 <i>956-447-9105</i>

COVER STORY

Certified Rebuild Program Saves Dallas Landfill Big Bucks

McCommas Bluff Landfill Saves \$750K a Year and They are Going Green at the Same Time



SEE A RELATED STORY ON PAGE 4

Utilizing a well-planned maintenance and machine rebuild program, the City of Dallas' McCommas Bluff Landfill saves an average of \$750,000 a year. In fiscal year 2010 they plan to save over \$2 million. In the past six years the City of Dallas Sanitation Department has successfully overhauled 10 machines, 2 of them twice! (See Chart)

The following chart shows all the machines McCommas overhauled since 2003:

YEAR	MAKE	MODEL	LIFE-TO-DATE HOURS
1986	CATERPILLAR	D8L Track-Type Tractor	36,969
1994	CATERPILLAR	D9N Track-Type Tractor	24,392
1998	CATERPILLAR	836 Landfill Compactor (2 times)	22,020
1998	CATERPILLAR	836 Landfill Compactor (2 times)	23,628
1998	CATERPILLAR	836 Landfill Compactor	12,367
2002	CATERPILLAR	836G Landfill Compactor	18,099
2002	CATERPILLAR	836G Landfill Compactor	19,486
2002	CATERPILLAR	D9R Track Type Tractor	16,218
2002	CATERPILLAR	D9R Track Type Tractor	16,179
2001	CATERPILLAR	D8R Track Type Tractor	16,003

This year, the City of Dallas Sanitation Department intends to rebuild four of their landfill compactors, two 836H's and two 836G's along with two track type tractors. Some of these machines will be rebuilt for the second time. "We're going to depart from our normal method this year and utilize Caterpillar's® Certified Rebuild program on three of the compactors," says Stan Davis, Landfill Operations Manager. In the past we controlled the rebuild process by disassembling the machine in our shop and sending the power train components to HOLT CAT. We would inspect the frame; rebuild the wheels, cab, electrical and cooling systems while HOLT CAT took care of the power train components. We're intrigued by the idea of getting an entirely new machine complete with new serial number and the backing from Caterpillar and our dealer, HOLT CAT."

The McCommas Bluff landfill is the only landfill that the City of Dallas owns and it occupies just over 2,000

"We're also intrigued by the idea of getting an entirely new machine complete with new serial number and the backing from Caterpillar and our dealer, HOLT CAT."

Rick White, Landfill Manager

acres at the southern edge of Dallas. By volume, it is the 11th largest in the United States and the biggest in Texas. It has 960 acres permitted for waste related activities, 880 are for waste placement. McCommas employs 85 people and operates 43 pieces of equipment. In addition, the City of Dallas has three separate transfer station operations inside the city limits. McCommas competes for revenues with four privately owned landfills in the greater Dallas area.

The McCommas landfill is a trendsetter as far as getting the most out of a machine. Rather than buying new machines they rebuild the ones they have -- realizing a savings of 30 % in their annual equipment replacement budget. "Our savings goes back into the city's general fund for other services," says Landfill Manager Rick White.

Stan Davis says that when it comes to machine purchasing, most government agencies buy a new machine, run it until it wears out and then buy a new one. "That's how it used to be here," relates Davis. "But we knew we could extend the life of the machine by repairing it before it failed. For fiscal year 2010 we expect to save

2.5 million dollars by rebuilding rather than replacing six machines; and that kind of money is hard to come by right now." Davis says they do a power train rebuild for approximately one-third the cost of a new machine. "And they are certified by HOLT and have a one year warranty," proclaims Davis. "We also buy an extended warranty, taking the coverage out to 5,000 hrs/36 months. So we effectively have a brand new machine."

Davis admits that budgeting for complete rebuilds is

more difficult than budgeting for new machines. "We have to develop a comprehensive plan and follow it closely," says Davis. "Our plan is very detailed. We've gone to great lengths to develop a plan that keeps cash flows consistent and provides a quality, serviceable fleet." Davis says straying from that plan can cause a cascade of catastrophic failures that can have far reaching operational and financial impacts. "We have to plan for a machine to be down for 60 to 90 days so we have to schedule repairs and rebuilds carefully to ensure that we have a full complement of machines available at all times," continues Davis.

McCommas has the luxury of a full service shop that is well equipped. The shop includes two 7-ton cranes and heavy duty air jacks. This assists the HOLT CAT field technicians with capabilities their service trucks don't have. "We work very closely with HOLT," says Davis. "We take the machine down to the frame and have HOLT do the major rebuild of components.

Stan Davis worked for a Caterpillar dealer for a number of years and brought with him the certified rebuild idea when he came to the landfill. "When it started, our executives didn't know we could do this," recalls Davis. "I'm just doing for the City what I used to do for my customers."

McCommas can rebuild a machine in 60 to 90 days. They operate eight compactors and five heavy track-type tractors. "We can afford to have a machine down for 90 days without too many problems," claims Davis. "Other landfills can't usually do that.

The McCommas plan is well defined. "At other waste



McComas Landfill Operations Manager (l) Stan Davis and HOLT PSSR Justin Khale

The Daniel Group to Conduct Customer Surveys

HOLT's goal: To provide the best machine service in the industry - let us know how we measure up

HOLT has contracted The Daniel Group of Charlotte, North Carolina to conduct ongoing follow-up surveys on completed service repair work.

The information that is gathered will be extremely important to us as we continue to develop ways to provide you with the best machine service and support in the industry. Your feedback and input is critical to our efforts.

The Daniel Group will conduct phone surveys, which they have assured us, will only take a few minutes. The individuals or companies to be interviewed will be selected randomly from our listing of completed service workorders. While your feedback is important, we are sensitive to the "telemarketing" nuisance and are minimizing the number of times you could be called. Customers may only be called a maximum of three times during the year, regardless of the amount of service work they may do with us. We still encouraged you to contact us anytime you have an issue, need information or have questions.

We value our relationship with you, and feel like the Daniel Group surveys will provide customers with a structured communication program to gauge our quality of work and confirm our commitment to exceed customer expectations. We are committed to providing you with the best service and value within our industry. Your success is our success.

management companies I worked for, we expected to get 10,000 hours of service from the engine," adds White, "12,000 hours from the transmission, and 16,000 from the differentials. We ran machines until they failed or almost failed and repaired or replaced only the failed component and then ran them until the next failure." This resulted in a significant amount of downtime over a three to four year period and the machines were usually relegated to a back-up role. This can sometimes lead to a cascade effect. While one machine is down for repair of a major failure, all the other machines in the fleet have to work more hours, creating potential failures. The wear and tear compounds itself. "You don't have the time to do comprehensive repairs, only quick fixes resulting in low reliability for the entire fleet," adds Davis.

The important thing is to not have major component failures. "You can't chase repairs. We have never had a major component failure since we began following this plan," boasts Davis. "And that helps when we start budgeting and planning for the following year."

As an example of the process, McCommas recently rebuilt a Cat® D8R. They rebuilt the transmission for around \$13,000. "If we would have had an internal failure on that transmission we would have started at \$40,000," claims Davis. "If you have an internal failure in a differential, the only thing you'll get to re-use is the case. That's all. Everything else is destroyed. The before failure plan is a whole lot cheaper. We take the machine out of service sooner to complete repairs, but it will last longer than if it fails. By repairing it before failure we almost have a new machine each time." McCommas rebuilds a machine up to four times using this process.

"The nature of governmental machine purchases often gets you less than what you want or need. You often buy a machine that doesn't have the support behind it. If we have a known product we can rebuild it for a set price and have a long warranty. We can keep reusing it and we know we are well supported by the dealer. We try to purchase machines that can be rebuilt numerous times and get an extended warranty on all parts and labor. Another advantage of a rebuild is the availability of a higher tier level engine which burns the fuel cleaner, thus reducing emission levels. The complete rebuild of our D8L included replacing the mechanical governed engine with an electronic TIER 1 engine. This qualified for a TERP grant from the TCEQ.

Please see MCCOMMAS BLUFF LANDFILL on page 3

Share
"ROUND THESE PARTS"
with others

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

HOLTCAT.com

PRGRT STD
U.S. Postage
PAID
Permit No. 68
Wichita, KS



P.O. Box 207916
San Antonio, TX 78220-7916

AccuGrade[™]: Revolutionizing the Way Contractors Move Dirt

Every so often a new technology or product is developed that has the potential of revolutionizing an industry by creating significant productivity gains. With real-life measured productivity gains of up to 40%, GPS Machine Control and Guidance is revolutionizing the earthmoving industry.

Simply put, contractors who operate fleets with GPS Machine Control and Guidance will have a significant competitive advantage over those contractors without it.

Caterpillar®, the industry-leading heavy equipment maker, and Trimble®, the industry leading GPS and technology company, formed a joint venture 10 years ago to develop this technology. They have since formed additional joint ventures enhancing and expanding the technology and its distribution. This technology, offered through Caterpillar and HOLT CAT as part of the Cat-Trimble joint venture, is called AccuGrade[™].

What is AccuGrade GPS Machine Control and Guidance and how does it work?

AccuGrade GPS is a three-dimensional (3D)

technology that combines elevation and slope control with horizontal positioning to provide precise and accurate machine positioning. AccuGrade GPS uses information from global positioning system satellites and an on-site base station to compute the machine's position, compare the position of the blade relative to the design plan of the site and deliver that information to the operator on the in-cab display. The operator then uses this real-time information on the display and other visual indicators to manually adjust the blade or allow the hydraulic system to automatically control blade movements to move material as required as per the design. In "automatic" mode the operator simply needs to steer the machine and the AccuGrade system will automatically control the blade keeping it on-grade wherever the operator takes the machines.

How does it increase productivity and reduce costs?

AccuGrade reduces the time and cost it takes to get a site to final grade compared with costly, labor-intensive, traditional earthmoving processes. AccuGrade GPS provides cost savings due to fewer survey requirements, up to 90% fewer grade stakes used, less manual labor required, less rework, better machine and material utilization, reduced fuel consumption and less machine component wear. The use of AccuGrade GPS also



improves productivity of grading equipment by 30 to 40% over traditional grading methods. Operator efficiency is increased by less time waiting on grade checkers, fewer passes are required to get to finish grade with better accuracy, less rework is required by getting it right the first time and with the in-cab display the operator always knows where he is on the project and what needs to be done to complete the grading process.

What accuracy tolerances can I expect from AccuGrade GPS Machine Control and Guidance?

AccuGrade GPS provides on-site grading accuracy of plus or minus 3/4" to 1 1/4".

Frequently Asked Questions:

Question: Do I have to buy a new machine to get this technology or can I add it to existing machines in my fleet?

Answer: AccuGrade can be added to

existing machines in your fleet. A kit must be installed onto your existing machine so that it will accept the AccuGrade System. It is important to evaluate your machine with a PMC SPG representative to verify that it is suited for this technology.

Question: All of this sounds great, but how can I see it really work?

Answer: Contact your respective sales representative and in most cases we can set up a LIVE demo on your jobsite to see it work.

Question: Who builds the 3-D jobsite models that are loaded into the base station and the AccuGrade system?

Answer: Some contractors build the models themselves while others elect to outsource it to an engineering firm. It varies depending on the contractor's personnel, time and comfort with modeling.

Caterpillar is designing their machines with

this technology more deeply integrated into them. Much like many new vehicles come with XM radio built into the vehicle straight from the factory versus installing aftermarket XM radio units that bolt onto the dashboard, Caterpillar is designing machines to maximize the accuracy and efficiency of the technology by building much of this technology into the machine. This will make for an even more robust and productive system, but at the same time it will also make it more difficult for a third party non-equipment dealer to support these systems.

To learn more about AccuGrade grade control and GPS technology products, contact your HOLT CAT machine sales representative or HOLT's Technology Products Manager, Sven Hallermann, at (469) 586-7524.



Caterpillar® Annouces First-of-its-Kind Electric Drive Track-Type Tractor



Caterpillar® recently introduced the D7E — the first electric drive track-type tractor using modern technology. The revolutionary electric drive system developed for track-type tractors gives the D7E an optimum balance of power, efficiency, control and maneuverability. The system delivers higher productivity, reduced fuel consumption, reduced operating costs and longer drivetrain component life compared to other tractors in its size class.

The D7E is in the 60,000-pound weight range and is powered by a Cat® C9 engine producing 235 horsepower. Compared to the Caterpillar D7R Series II, the D7E will deliver 25 percent more material moved per gallon of fuel, 10 percent greater productivity and

10 percent lower lifetime operating costs.

Caterpillar has started introducing the D7E in selected markets.

In the D7E powertrain, the diesel engine drives a generator to produce electricity that ultimately powers two AC electric drive motors, which are connected to a differential steering system. A traditional mechanical transmission is not needed, because the variable speed electric motors serve the function of a continuously variable transmission. The electric drivetrain has 60 percent fewer moving parts compared to previous D7s. The electric system also provides power to auxiliary components so that no engine belts are needed.

In addition to the electric drive system,

the D7E incorporates many design improvements. Most noticeable to an operator is the industry-exclusive center post cab. The cab provides more all-around visibility and wider sight lines to the blade for better operator productivity and enhanced jobsite safety.

Other D7E features and benefits include:

- Electric drivetrain makes operator training easier, because there are no gears to shift.
- A spacious tilt cab provides a comfortable environment and allows ready access for maintenance. The electric air conditioning system is a self-contained module and is mounted outside the cab. Noise levels in the cab also are reduced by 50 percent.
- A single, larger blade lift cylinder replaces the traditional dual cylinders. It provides the power and stability of a dual-cylinder system but with less than half the parts — for reduced maintenance.
- The C9 engine with ACERT® Technology meets U.S. Tier 3 emissions standards, and the tractor has been designed with Tier 4a in mind.
- The available SystemOne[™] undercarriage reduces undercarriage operating costs by 35 to 70 percent.
- Optional AccuGrade[™] grade control system can cut job costs significantly. Every D7E will come Grade Control Ready, which allows installation of the AccuGrade Attachment Ready Option at the factory or at HOLT CAT.

“Tractor Tour of the Century” visits HOLT CAT

In early August, HOLT CAT hosted the Cat® D7E “Tour of the Century” program in Irving and San Antonio. Dubbed the “Tour of the Century,” the event’s name celebrates the first all new track-type machine produced during the second century of Caterpillar® tractor innovation. With its breakthrough electric drive system, the Cat D7E Track-Type Tractor has been generating intense interest in the heavy equipment industry.

The D7E “Road Show” stopped at HOLT’s Irving and San Antonio stores for special demonstration events for customers, sales reps and service department personnel. Caterpillar product experts were on hand to explain how the electric drive system works and to preview other new D7E features. Following the classroom sessions, customers were able to see a machine demonstration and then were invited to drive the tractor and experience the new technology for themselves.

“We’re excited to have the D7E road show make stops in our territory. Whether customers are looking to upgrade existing equipment or are just interested in what the future of heavy equipment looks like, this was the first chance for them to see the D7E in person,” said Vice President and General Manager Dave Harris. “It’s an impressive machine, and the electric drive system gives it better performance and higher efficiency than anything else in its class today.”

Caterpillar has started introducing the D7E in selected markets.

CAT® CB54, CB54 XW and CB64 Asphalt Compactors Available at HOLT CAT

Three asphalt compactors from Caterpillar® can meet your needs. The CB54, with 67” wide drums, provides a high static force and competes in the 8 - 11.3 metric ton class of asphalt compactors at 23,818 lb. The CB54 XW, with 79” wide drums, is designed for wider lane paving and also competes in the 8 - 11.3 metric ton class of asphalt compactors at 26,230 lb. The CB64, with 84” wide drums, is designed for wide width paving and provides a maximum weight of 30,291 lb.

Meeting density and smoothness specifications can often be challenging. Caterpillar designed asphalt compactors simplify operation, yet provide versatility to perform in all types of applications. Cat® asphalt compactors feature versatile vibratory systems, a powerful Cat C4.4 Engine with ACERT® Technology, a reliable water spray system, and service features that offer easy access and quick reference. These machines can be used on all phases of asphalt compaction, reducing the need for a variety of rollers. They work well as breakdown or intermediate rollers because of their high compactive forces and due to the high pounds per linear inch (PLI) exerted by these machines, they also provide excellent results when working in the finish position. Typical applications include highways, city streets, county roads, lane additions, industrial sites, overlays, airport runways and other production-sized paving jobs.

The frame design provides a clear view to the drum surfaces and spray bars, allowing the operator to easily monitor water spray performance. Depending on operating conditions, the operator can now choose between single or dual spray bar operations. The CB54 XW and CB64 models are equipped with 18 spray nozzles mounted over each

drum, while the CB54 utilizes 14 nozzles.

Caterpillar offers versatile vibratory systems that are designed to meet density requirements in the fewest number of passes while keeping pace with the paver. The five amplitude vibratory system offers a wide range of amplitudes that apply extensive amounts of force for superior performance on thick lifts and tough mix designs. Versa Vibe™ is a multi-purpose, vibratory system that can handle a variety of mix designs.

The C4.4 engine with ACERT™ Technology provides a gross power of 137 hp and meets U.S. EPA Tier 3 engine emissions requirements.

Long hours of operation can take a toll on the crew; that’s why Cat engineers design operating stations that provide good control, visibility and comfort. The centralized station optimizes visibility to drum surfaces, drum edges and both sides of the machine. Multi-position seating provides plenty of adjustments that help the operator stay focused and in control. An adjustable auto-vibe function allows the operator to determine when the

vibratory system should engage upon starting out or when changing direction.

Reducing service costs is the goal of every contractor. Cat machines are designed with durable components that last longer.

Features such as the self-adjusting serpentine belt and the electrically actuated Prime Time™ fuel pump, and quick-connect jump start post, limit service requirements. The standard 500-hour engine oil change and the 3-year or 3,000-hour vibratory bearing oil change intervals keep service costs low. Extended service intervals have a positive impact on the bottom line by maximizing uptime and minimizing oil and filter replacement costs.

The Cat CB54, CB54 XW and CB64 asphalt compactors are able to provide all of your production requirements, while meeting density and smoothness targets. Comfort, performance, durability and reliability — that’s what Cat equipment delivers.

Contact a HOLT CAT sales representative for details.



MCCOMMAS BLUFF LANDFILL from page 1

Going Green

More than 50 Years Ago, the City of Dallas started down the green path when a severe drought left the city in a vulnerable position. Long-range storage plans for conserving water began.

Dallas continued on its path to environmental stewardship in the 1990s, when it decided it would move toward a fleet of “green” municipal vehicles, trucks, cars, small carts and other transport that run on bio-diesel, batteries and other fuels that treat Mother Nature better than gasoline. Today, the City of Dallas fleet includes nearly 2,000 environmentally friendly vehicles in its motor pool.

The McCommas landfill continues that “green” trend and operates a biotechnology landfill. It’s called “Enhanced Leachate Recirculation”. “We add landfill leachate, contaminated storm water, landfill gas condensate and clean water back into the waste cell” says White. “This accelerates decomposition and accelerates gas production.” They don’t get more gas production but they get it quicker. In addition, the waste mass stabilizes faster so that it is not an environmental liability years down the road.

McCommas produces about 8.5 million cubic feet of landfill gas per day. Over half is methane. The Landfill Gas (LFG) is processed by a contractor at an onsite plant and then sold to Atmos Energy, the natural gas supplier in Dallas. The plant is owned by Clean Energy, a major player in the movement towards more sustainable forms of alternative energy. “This is our way to help the process,” notes White.

McCommas also looks at green equipment in its operation. They have ordered a Cat D7E, the new “hybrid-electric” electrically driven track-type tractor. The D7E burns 30% less fuel, and requires fewer oil changes than the previous model. “This obviously saves us more money,” says Davis. “We expect to get 50% more engine life because it runs at a lower rpm versus the D7R. We think the D7E will be about \$100,000 cheaper to operate over a period of seven years. We also believe it will reduce emissions, and that’s great from the environmental aspect. A program in Texas called TERP (Texas Emissions Reduction Program) provides grants for purchases like this one as well. We have applied for a grant that will cover almost 60% of the purchase of the machine. The green initiative is important to us.” Davis predicts the D7E will help them lower their operating costs and reduce emissions and particulates in the atmosphere.

When Stan & Rick first arrived at

McCommas all eight bays in the shop filled with downed equipment. “We found an instance where our predecessors spent almost \$100,000 to repair a machine that caught fire,” remembers Davis. Work orders indicated that HOLT performed a re-bearing and reseat on the machine, but

“The rebuild capability with a Cat® machine taps into the durability that is already built into their machines. No other vendor has this capability – even though they might have a cheaper price. With Cat we get better value for our purchase.”

no components were repaired or replaced. Within two weeks of the machine’s return to McCommas it started leaking near the transmission. The previous manager decided to cut his losses and park the machine. Davis did a quick inspection of the machine and found that the torque converter was leaking from what amounted to a “band-aid” repair. They replaced the part in their shop for \$250

and ran that machine for another 1,000 hours before replacing it. “The previous managers put themselves in a bind by doing cheap fix repairs,” recalls Davis. “They spent a significant amount of money on repairing a machine and got so far into it that they couldn’t stop. From a financial standpoint, they could not replace it; they had to keep putting money into repairs. You’ve got to make a decision at some point to stop or to do some kind of complete rebuild. They were in the mode of: break it, park it, and buy a new one, and this was unacceptable.”

“Now we have this,” concludes Davis. “We set a benchmark of 10,000 hours, rebuild the machine, and put it back to work. We just do regular maintenance after that; and keep repeating the process. It’s all on a schedule, all on a plan.” “We buy the durability when we purchase a machine”. You just have to make a decision – do you want to buy a machine that you want to run for a few years and replace or do you want one that can be rebuilt three or four times.

The McCommas landfill plan is working. It’s saving money through certified rebuild and making money with gas production. It’s green.



DOUBLE THE WARRANTY. ON HOLT EXCHANGE COMPONENTS AND COMPONENTS REBUILT TO HOLT EXCHANGE STANDARDS.



LIMITED TIME - TWO YEAR / 4,000 HOUR WARRANTY

Now through March 31, 2010, take advantage of **double our normal warranty** on HOLT Exchange Components and components rebuilt to HOLT exchange standards that are removed and installed by HOLT CAT’s service department. HOLT Exchange Parts give your machine the very latest technology and critical engineered updates at a fraction of the cost of buying new.

For complete detail, contact your Product Support Sales Rep or visit any HOLT CAT Parts Counter.

*Offer good from December 1, 2009 through March 21, 2010.

holtcat.com
San Antonio
3302 South W.W. White Road
210.648.1111



holtcat.com

©2009 HOLT CAT

Let's Partner Up!

Share “ROUND THESE PARTS” with others

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

Rebuilds Can Slash 40% to 70% From Your Equipment Budget This Year.

Cat® Certified and HOLT® Machine & Powertrain Rebuild Programs Give Your Machines a Second Life.



A Caterpillar® machine is the best investment in value and productivity you can make, but when the equipment begins to tire, Cat® Certified and HOLT Machine and POWERTRAIN Rebuild programs can deliver a cost-effective “second life,” allowing



you to transform your equipment from tired to like-new condition restoring its original productivity.

Repairs after failure can cost 50% MORE than a scheduled rebuild . . . but Cat Certified and HOLT Machine and POWERTRAIN Rebuild programs can save you money, headache and downtime.

HOLT CAT® offers four different rebuild programs to meet your specific needs: Two Machine Programs, CAT CERTIFIED REBUILD or HOLT CUSTOMER REBUILD, where the entire machine is rebuilt from the frame up – including the POWERTRAIN – and two POWERTRAIN Programs, CAT CERTIFIED POWERTRAIN OR HOLT POWERTRAIN, which are complete rebuilds of the POWERTRAIN only.

What are the repair indicators? Planned indicators are more difficult to detect and respond to, but they have the greatest impact on managing operating costs and avoiding machine or component failure. Our trained technicians will look at your machine's maintenance and service records as well as hours of operation to determine the right time for a machine or powertrain rebuild to help avoid

catastrophic failure. Problem indicators such as metal filings on a magnetic plug, transmission slippage, overheating and excessive oil consumption indicate an impending, costly, after-failure repair. These indicators include S•O•S. (Schedule Oil Sampling) and coolant analysis results, excessive fuel consumption and high service hours.

HOLT CAT's Rebuild programs will meet your machine's needs — whether it's before or after failure — to get your fleet up, running and back to business. The Cat Certified Rebuild program incorporates the very latest technology and critical engineering updates into your machine at a fraction of the cost of buying new. A HOLT CAT Custom Rebuild includes many of the same upgrades as a Cat Certified Rebuild, but provides the flexibility to be customized to meet your specific needs.

Custom Rebuild

A HOLT Custom Rebuild allows you to tell us exactly what you would like to have rebuilt or repaired. The process restores the machine's original productivity and reliability and meets rigid Caterpillar requirements to perform like new. To ensure original productivity and lower operating cost, many components and systems are restored following Cat parts reusability guidelines. Our Custom Rebuild provides an economical way to update your equipment fleet and keep it all Cat.

HOLT Powertrain Rebuild & Caterpillar® Certified Powertrain Rebuild Options

The rebuild process starts with a complete powertrain inspection; the powertrain is completely disassembled and rebuilt. All critical engineering updates and improvements are included in the replacement or reconditioning of approximately 3,000 parts. Approximately 200 tests and inspections ensure the same high level of quality you expect from a new Caterpillar powertrain.

The Caterpillar Certified Powertrain Rebuild program covers the engine, transmission, radiator, torque converter, transfer gear box, universal joints and drive shafts, differentials, final drives, brakes, powertrain electrical switches, sensors and sending units, plus all powertrain electronic control modules and software, including a new engine wiring harness.

HOLT Powertrain Rebuild follows Caterpillar Rebuild guidelines, but may not include all Caterpillar engineering updates.

Which Machines Qualify?

Cat Certified and HOLT Custom Rebuilds can be performed on many different machine models including: Wheel Loaders, Track-Type Tractors, Excavators, Scrapers and Motor Graders.

Warranty Information

The Caterpillar Certified Rebuild program doesn't

end with the rebuild process. The value of your machine is further increased with warranties and extended powertrain coverage from Caterpillar – supported by the largest dealer and parts distribution network in the world.

A Certified Machine and Powertrain Rebuild includes a 3-year or 5,000 service hours warranty; extended warranty is available.

HOLT Custom Machine and Powertrain Rebuild includes a 1-year or 2,000 service hours warranty; extended warranty is available.

Go to www.holtcat.com/rebuilds to request a free rebuild program DVD or call your HOLT CAT Product Support Sales Representative who can help determine which rebuild program is right for you.



Caterpillar Seguin Plant Construction WELL ON ITS WAY

In January of 2009, less than a month after announcing its intention to build a \$170 million facility in Guadalupe County, Caterpillar® Inc. broke ground on the company's new manufacturing facility in Seguin, TX, just east of San Antonio. Peoria, Ill.-based Caterpillar selected Seguin as the site for one of its new primary global engine assembly, test and paint facilities. The plant, which is expected to employ 1,400 people, will provide engines for Caterpillar machines and electric power generation, as well as petroleum, marine and industrial applications.

The 1 million-square-foot plant is being built on 180 acres along Interstate 10 at Texas 46 and is expected to be fully operational by the end of 2011, said Jonathan Sangster, a consultant who helped Caterpillar find the location.

The plant will be the largest employer in Seguin, surpassing the Continental AG plant, which makes auto parts and employs nearly 1,200 people. The state of Texas contributed \$10 million from the Texas Enterprise Fund as part of an incentive package to Caterpillar. It is anticipated the new facility will generate \$169.7 million in capital investment for the Seguin area.

Seguin was in competition with Greenville, S.C.; Montgomery, Ala.; and the Mexican city of Escobedo for the facility. Caterpillar officials said that Seguin offered a strategic location with easy access to the Port of Houston and also has an ample available work force.



Sen. Jeff Wentworth, R-San Antonio, right, joined Gov. Rick Perry, center, and Lt. Gov. David Dewhurst at the groundbreaking for a 1,400-job Caterpillar plant in Seguin.

“This is very exciting. We know Caterpillar is a long-term company who comes in and makes a deep commitment and roots, and they are good stewards of the community,” Seguin Director of Economic Development Terry Treviño said. “We are looking forward to 1,400 new jobs and we are really enthusiastic and excited about it, especially during these times when people are losing jobs.”

“Caterpillar looks forward to the new engine facility in Seguin, which will allow us to improve process capability, flexibility and flow of our operations to optimize efficiency,” says Gary Stroup, vice president of large power systems division for Caterpillar. “This location brings us closer to our customers and supply base, and as a result, will reduce freight, logistics and inventory costs.” Castings for Caterpillar small engines, once made at its plant in Mapleton, Illinois, are now made in Mexico. They then are machined in San Antonio and then shipped from ports that include Houston.

Caterpillar likes Texas — The Seguin plant will be the fourth major facility in the state. Waco is home to Cat's just completed 750,000-square-foot parts distribution center, an excavator bucket manufacturing facility and a 975,000-square-foot work tool distribution facility.

Caterpillar® Waco Parts Distribution Center Opens

Beginning of Network Modernization

Building on the strength of its global service parts distribution network, Caterpillar Logistics Services, a wholly owned subsidiary of Caterpillar Inc., has opened a new parts distribution center in Waco, Texas. The new facility marks the beginning of a multi-year expansion and enhancement of the Caterpillar service parts distribution network throughout North America.

Cat Logistics broke ground April 30 on its new 96-acre, 750,000-square-foot distribution center in Texas Central Park, its third new location in Waco since May 2005 and will employ between 140 and 180 people. Caterpillar also operates a production facility with 80 employees in Texas Central Park where excavator buckets are made. Earlier this year, Cat Logistics also opened a work tools distribution center located in approximately 975,000 square feet at the former General Tire facility.

The new facility replaces the smaller regional distribution centers in Dallas and Kansas City, Mo., while increasing total warehouse capacity. It processes dealer stock and emergency orders as well as inbound parts directly from suppliers. Services at existing Cat facilities in York, Pennsylvania and Denver, will be expanded to do the same. When complete, these process improvements will get parts on the shelf faster and improve Caterpillar's ability to fill dealer orders.

The Waco parts center delivers primary aftermarket parts support to six area Cat dealers: HOLT CAT, Warren Cat and Mustang Cat, all in Texas; Louisiana Machinery in Louisiana; J.A. Riggs Tractor in Arkansas; and Foley Equipment in Kansas. More than 3 million Cat machines and engines are at work every day around the world,

and a significant number of those are in the Southwest. These machines will be supported by the work that goes on in the new Waco facility.

The Waco center distributes diverse parts ranging in size from a few ounces to more than 30,000 pounds. It was built to meet sustainable design standards and LEED certification from the U.S. Green Building Council.

The Waco distribution center marks the beginning of a multi-year expansion and enhancement for Cat's service parts in North America. The larger distribution facility will handle materials directly from suppliers, increasing capacity and improving fill rates that in turn provide faster response times. As a 6 Sigma company, Caterpillar's research team conducted a disciplined analysis of market trends, product and customer support needs and determined a need to move away from the regional distribution centers and develop full-service parts distribution centers like the one that was built in Waco.

In 2007, Caterpillar exported \$12.7 billion in products from the United States and provided for tens of thousands of jobs for Cat suppliers and employees domestically. It has become a global company with more than 110 locations in 23 countries worldwide.

Caterpillar Logistics Services provides world-class supply chain solutions and services to its parent company, Caterpillar Inc., and more than 65 other leading corporations throughout the world. Headquartered in Morton, Ill., Cat Logistics operates more than 105 offices and facilities in 25 countries on six continents.

Reduce costs with SystemOne™

Undercarriage typically accounts for 50% of the cost of owning a track-type tractor. For long-term cost efficiency, nothing compares with Caterpillar® SystemOne undercarriage.

Extended Wear Life

The revolutionary new design of SystemOne undercarriage increases the wear life of many components to eliminate costly service intervals and extend overall system life. In addition to eliminating the need for pin and bushing turns, self-rotating bushings also reduce sprocket wear, which enables owners to reuse segments through two undercarriage lives.

Other enhancements include:

Center Tread Idlers — Narrower than the idlers in conventional undercarriage systems, the center tread idlers in SystemOne undercarriage make no contact with the link

rails, which eliminates link scalloping. The self-rotating bushings help reduce idler wear, providing a better match with the wear life of other components.

Rollers — Redesigned rollers are maintenance-free and feature taller flanges for better guiding.

Carrier Rollers — Larger in diameter and factory-sealed, SystemOne carrier rollers provide significantly increased wear life.

Cartridge Joints — Factory-welded cartridge-style pins control end play and do not depend on the link interface to remain sealed.

Guiding System — The new guiding system contacts the link rails instead of pin ends.

Reduced Maintenance

All these design innovations help reduce maintenance. The wear lives of all components

are balanced for maximum uptime, regardless of the application.

No downtime is ever required solely to turn the bushings. Idlers and sprockets will last through at least two sets of track, and the factory-sealed pin cartridges are designed to work the entire life of the track without service.

Such gains may seem surprising, but these figures are based on 300,000 hours of testing on customer job sites with more than 200 machines in a variety of applications and underfoot conditions.

You Should Also Know

Caterpillar covers new SystemOne under-



carriage parts against leakage and breakage for four years, up to 6,000 hours or 100% wear, whichever occurs first.

SystemOne is available as a retrofit or factory option for track-type tractors from D3 through D6 as well as track loaders. Contact your HOLT CAT Product Support Sales Representative for more specifics on availability and the exclusive assurance coverage offered by Caterpillar.

HOLT Hydraulic and Machining Services

Your Headquarters For Hydraulic Service On All Makes And Models Of Hydraulic Components

HOLT CAT's hydraulic and machining service provides total service. All of our service is to improve service to our customers and turnaround times on your components and equipment.

HOLT CAT's hydraulic shops provide total hydraulic cylinder facilities. We repair all types of hydraulic cylinders (Cat® and non-Cat), manufacture new cylinder rods, re-tube cylinder barrels and reseal cylinders. Light honing is included with each reseal. We also repair hydraulic pumps and motors and fabricate custom hoses. Exchange rods, barrels and cylinder assemblies are available for fast turnaround.

HYDRAULIC HOSE REPAIR

Caterpillar's requirements for high-, medium- and low-pressure hoses, as well as special application hoses, set the industry standard for durability, reliability and reusability. HOLT CAT has a complete inventory of Cat hoses and couplings in stock to ensure repairs can be made quickly and efficiently.

TEST — TEST — TEST

You can always trust HOLT CAT to perform thorough testing following all hydraulic repairs. After careful reassembly, all hydraulic components are inspected and pressure tested using state-of-the-art equipment to ensure the quality customers expect. All cylinders and pumps are pressure tested and certified clean using a "live oil" particle count analyzer.

MACHINE WORK

Machine work is the cornerstone of savings in hydraulic repairs, big parts, castings and large housings. This capability allows for salvageability at a fraction of the new cost. HOLT CAT has lathes, drill presses, milling and boring machines, saws and cylinder benches

to accommodate from the smallest to the largest cylinders and hydraulic components for Caterpillar® and competitive equipment. We are the BIG cylinder specialists and can service all sizes, makes and models of hydraulic cylinders.

ROD & TUBE REPAIR

Salvaging rods and barrels, including rodeye weld/ machining and honing, is a cost-effective solution for your business. Repair options include: Re-rod and/or re-tube using only the finest seamless barrel material and induction-hardened chrome rod stock. Rod straightening can be done with a 150-ton rod press and the work will be checked for precision accuracy.

HOLT CAT's extensive exchange inventory will help to have your hydraulic system up and running in no time.



METROPLEX FIELD SERVICE CHANGES TO MAXIMIZE CUSTOMER SERVICE



The Dallas/Fort Worth Metroplex encompasses 9,200 square miles in 12 Texas counties and includes approximately 235 cities, towns and communities with a combined population of about 6.5 million people. The Metroplex is larger than the states of Rhode Island and Connecticut – combined.

With customers located all across the Metroplex, HOLT CAT is constantly looking for ways to improve field service response time and increase customer satisfaction. HOLT CAT's five Metroplex locations have traditionally maintained distinct field service operations to successfully support each stores customers, but we felt like there were ways to improve our field service operation to become more efficient and responsive.

After some observation, it was determined that we could do a better job of monitoring nearly 40 field service technicians availability and their current job location to efficiently match available technicians with upcoming customer jobs.

The solution we've developed is to change HOLT's Metroplex field service operation to geographic management and dispatching instead of maintaining five individual operations. HOLT CAT Metroplex Field Service will be based out of our Grand Prairie facility and existing parts, service rental and sales activities will shift to other Metroplex stores. Externally the only change that customers will notice will be having single toll-free number to call for all Metroplex field service requests.

Dispatching solutions technology that utilizes mapping programs and GPS technology will be used to compare the location of Metroplex customer jobsite service needs with HOLT field service technician current job locations, scheduled availability and their residence so that service technicians who are available and nearby can be dispatched logically and efficiently. The goal is to improve response time and technician availability, reduce unnecessary travel and increase customer satisfaction.

Metroplex customers can now call (866) 403-4658 for field service. Of course, if you do call a store service department directly, they will gladly redirect you to the Metroplex Field Service Operation office.

TOTAL WEAR PROTECTION

For Every Environment, for Every Application



The Total Wear Protection line from Caterpillar® consists of the Mechanically Attached Wear Plate System (MAWPS), heel shrouds, chocky bars, wear button, roll bars and wear blocks.

These products have been designed to protect more

expensive components such as machines and buckets, resulting in less downtime and greater productivity. The wide variety of product designs and sizes allows for maximum wear protection in virtually any type of environment or application.

FEATURES AND BENEFITS OF MAWPS

- Mechanical, "Hammerless" Installation: The MAWPS consist of a wear plate, which slides onto a weld-on base plate and is held in place with a patented compression retainer. Worn wear plates can be quickly replaced using the MAWPS removal tool or a common pry bar without hammering or welding, making installation quick and easy.
- Reduced Downtime and Maintenance: In two minutes or less the wear plates can be changed, as compared to weld-on protection. Ease of replacement increases business operating efficiency.
- Extended Wear: The system's patented compression retainer is positioned low in the base plate allowing for a greater percentage of the wear plate to be worn away before replacement.
- Versatility: The weld-on base plate can be welded on virtually any flat or moderately curved surface that requires wear protection. The MAWPS can easily be used to customize a wide variety of wearing surfaces.
- Wear Indicator: Each wear plate has recessed holes (blind holes) cast into each corner to serve as wear indicators, making inspections quick and easy.

Any questions regarding MAWPS or other GET products can be answered by Your HOLT Product Support Sales Rep.

HEEL SHROUDS

Heel shrouds are used to protect the lower outside corner of all types of Caterpillar® and other brand buckets. They are especially applicable for LHEX and underground LHD buckets. The heel shrouds wrap around the bottom and side to give wear protection and structural support to the bucket; straight and

curved heel shrouds are available in two different sizes to best match bucket contour and size, as well as abrasiveness requirements. Extra wear material is concentrated in the corner where it's needed most. The inside corner is relieved to prevent interference with the bucket structure and weld joints.



WEAR PROTECTION PRODUCT LINE

This line of wear protection consists of chocky bars, wear buttons, roll bars and wear blocks. The wide variety of product designs and sizes allow for maximum wear protection in virtually any type of environment or application.

CHOCKY BARS

Cat® chocky bars have been designed into four distinct shapes to conform to virtually any surface or application. The "V-groove" design allows for these items to be bent around a radius (i.e. side bucket profiles) or separated to change the length requirement needed. The inset of the Cat logo allows for the trapping of fine material in each section, extending the life of the wear material itself.

WEAR BUTTONS

Cat wear buttons are used in applications that lend themselves to optimizing their round profile or where their designs are required to cover a specific surface area. The buttons utilize a 'tri-bar' design, which traps fine media between the three raised bars. The trapped media will provide material-on-material wear, prolonging the life of the product.

ROLL BARS

Cat roll bars are a unique product designed to protect the leading edge of earthmoving machinery such as dozers, loaders, mining shovels, etc. Their round profile is designed to provide maximum wear protection while minimizing drag as the edge proceeds through the media. Some of the benefits of this design, compared to other wear protection products, are impact deflection, improved media penetration, and overall weight reduction.

WEAR BLOCKS

Cat wear blocks are used in areas where a single piece needs to cover a large or specific surface area. The wear block has a thicker profile, which allows for extended wear life in extreme applications. The 'zig zag' inset design allows for material-on-material wear and prevents the detrimental channel wear common in grooves that are parallel to the direction of media flow.

For more information contact your HOLT Product Support Sales Representative.

NO TIME FOR DOWNTIME

Commercial Metals Company Partners with HOLT CAT

Dwayne Keith believes that preventive maintenance is the key to keeping his equipment up and running, but he also believes that it is even more important to have a dealership that understands his business needs. “Downtime is a lot more expensive than repair cost and that is where HOLT CAT understands its customers,” said Dwayne Keith, Austin Area Maintenance Manager for

Commercial Metals Company (CMC). Since 1915, CMC has manufactured, recycled, and marketed steel and metal products and related materials around the world. The company’s corporate headquarters is located in Irving, Texas, and has three divisions: Recycling, Domestic Mills and Domestic Fabrication and Distribution. CMC Recycling is one of the largest processors of

nonferrous scrap metals and one of the largest regional processors of ferrous scrap metals in the U.S. The recycled metals are sold to steel mills, specialty steel producers, high temperature alloy manufacturers, foundries, aluminum refineries and mills, copper and brass mills and other consumers. Dwayne, who manages the equipment at the recycling center in the Austin area, knows what it takes to maintain equipment. He also knows the importance of having a partner that supports his business and provides cost-cutting solutions. He comments that HOLT CAT has the best customer service in the industry. He described a situation that happened in one of the company’s other recycling centers where a competitive machine broke down. He said that it took the competitor a month and a half to repair the machine because they first misdiagnosed the problem and then did not have the needed repair parts in stock.

CMC, who has been buying CAT® equipment from HOLT CAT Sales Representative David Goll, since 1999, recently purchased a Caterpillar® 325 Material Handler and CMC also owns six other CAT machines, including excavators, integrated tool handlers and loaders. Features that Dwayne likes best about his new machine are: ease of operation, serviceability and the warranty. Nothing compares to a CAT! “Whenever we purchase new equipment, Roger Gonzales our Product Support Sales Representative works with us to ensure

that our equipment is covered by HOLT CAT’s maintenance agreements,” said Dwayne. Having preventive maintenance agreements helps us to identify problems before a machine failure. HOLT Fluids Analysis Lab tests our oil samples to help identify potential engine failures, and we can view the sample results online. We also have automatic lube systems installed on all of our machines to lubricate key machine components on our equipment at certain intervals. Dwayne and his team are very proactive in maintaining their equipment and even though they did not have any major repairs done, hydraulic pumps and cylinders wear out. But that is not a problem for Dwayne because he knows that HOLT CAT has 16 full-service locations throughout Texas and a store near their facility in Austin. Dwayne praises HOLT for its parts availability and says that if he needs a hydraulic hose and it is not in stock, HOLT has the capability of building the hose at the store.



325D

“I am very satisfied with HOLT CAT. If I need anything I call David Goll or Roger Gonzales, and they take care of my equipment needs because they know my machines and they know what I need. HOLT CAT is helping us to find money-saving solutions to maintain our equipment, which is very important in current economic times,” said Dwayne.



David Goll and Dwayne Keith

CC TREE FARM DELIVERS QUALITY SHRUBS AND TREES

WITH THE HELP OF HOLT CAT’S MULTI TERRAIN LOADER

MTL Undercarriage stands the test of time

American author and naturalist Henry David Thoreau frequently tramped eight to 10 miles through the deepest snow to keep an appointment with a beech tree, or a yellow birch or an old acquaintance among the pines. Larry Craig, owner of CC Tree Farms LLC, makes a similar journey, but does so behind the controls of his Caterpillar® Multi Terrain Loader. “It is very rewarding to drive through the groves and see how our trees have grown,” Craig said. “It was a cow pasture when we bought it. Now, we have 175,000 trees.” CC Tree Farms, located near Montalba, Texas, began operations in 2002, specializing in premium quality container-grown specimen trees and shrubs for the landscape industry. It now sells to a variety of clients, such as the Texas Department of Transportation, throughout a 10-state region. Established on 133 acres, CC Tree Farms’ goal is to continue to grow, to increase their quality and to constantly improve their

customer service. They expect the same out of the companies with whom they work. “We’re big on quality,” Craig said. “We believe in quality and we like to buy quality. That’s why we count on HOLT CAT.” For the past three years, Craig and HOLT’s sales representative Mark Bewley have mutually nurtured their relationship, which

“We are Big on Quality and that is why we Count on HOLT CAT® and its CAT Equipment,” Larry Craig, CC Tree Farms.

began with the 2006 purchase of a Cat® Multi Terrain Loader. “Mark is a guy that cares about your business,” Craig said. “He follows up after the sale, and if you have any issues, he immediately jumps on them and resolves them. Mark is a professional, he works at a

different level.” CC Tree Farms’ employees daily rely on their Cat Multi Terrain Loader, equipped with Nursery Jaws, to pick up and move container trees, and load and unload deliveries. “It is indispensable,” Craig said. “We rarely shut it off.” Previously a two-man operation, Craig noted the loader has essentially “paid for itself” by reducing manpower needs. “It saves us time and money,” he said. He especially enjoys its dependability and durability, noting his Multi Terrain Loader’s rubber track undercarriage has already logged more than a 1,000 hours and is still going strong. “The good thing about Cat equipment is that it just doesn’t break down,” he said. “When you use one 10 hours a day and it’s critical to loading and unloading trees you can’t hardly be without it. That’s why we count on HOLT and its Cat equipment.” While Craig has tried other brands, he noted they simply “don’t compare to Cat.”

“Where other dealers required me to take my equipment in for service, HOLT is willing to send out a mechanic and repair it on site,” he said. “Since we operate in a remote location, that goes miles and miles for businesses like ours. I have been real happy with that.” CC Tree Farms has since upgraded equipment with a 2008 Multi Terrain Loader and also purchased a Cat Wheel Loader, which they use to custom blend their scientifically formulated planting mix to meet each plants’ specific growing requirements. They also use the wheel

loader to repair roads, ditches and water run offs. As CC Tree Farms continues to grow, Craig knows one thing for certain, “When it comes time to buy more equipment, I will buy Cat.”



Larry Craig, Owner of CC Tree Farms

HOLT CAT Appointed as NorAm Dealer

NorAm Construction Equipment recently announced the addition of HOLT CAT as a new dealer. HOLT now represents the NorAm 65E compact motor grader in select Texas counties. HOLT CAT has expanded its NorAm 65E offering from their rental stores to their sales organization. “We are very pleased to have HOLT CAT join our team,” says Eric Mueller, president of NorAm. “They have a long history in the construction industry and are very highly respected in the marketplace. Due to the addition of a number of Caterpillar® dealers into our network, we now offer the CAT®

C4.4 Tier 3 engine as an option to meet their customer requirements.” ABOUT NORAM (noram65.com) NorAm Construction Equipment distributes the 65E compact motor grader. The product follows a rich 60-year heritage of compact graders originating with the Allis Chalmers model “D” in 1949. The machine continued to be the industry leader as the Fiatallis model 65B from the 1970s through the 1990s. NorAm Construction Equipment began marketing the machine in 1993 and has continually strived to update the unit to exceed current technical and performance standards while maintaining the traditional features that have made the machine a staple in the industry. Manufactured in America, the 65E is sold and serviced by HOLT CAT.

THE COMPACT GRADER WITH BIG GRADER FEATURES

- Excellent Versatility
 - Rough Cutting
 - Mixing
 - Spreading
 - Fine Grading
 - Works in Confined Areas
 - Operator Friendly
 - Easy to Transport
 - Low Maintenance Costs
- With over 60 years of continuous production heritage, the 65E retains exceptional resale value.
- CAT C4.4 Tier 3 Engine Option
 - Torque Proportioning Rear Axle
 - Self-Adjusting Wet Disc Brakes
 - Oscillating Rear Tandems
 - High Flotation Tires
 - Articulated Frame with Wheel Lean
 - 18” Turning Radius
 - Full Range Blade Pitch
 - Over 20” Front Axle Clearance
 - “Rollaway” Profile Moldboard
 - Accelerator/Decelerator with Hand Throttle
 - Adjustable Control Console
 - “Lo-Effort” Hydraulic Controls
 - “Inching Control” Feature
 - Many “Options” as Standard Equipment
 - Outstanding Resale Value



The 65E sets the industry standard!

HOLT CAT

INTRODUCES CHALLENGER

FLAGSHIP TRACTORS

Challenger® introduces the most powerful and innovative row crop tractor in North America — the Challenger MT600C Series. Offering four models with maximum gross engine horsepower from 270 to 350, the MT600C Series heavy-duty capabilities include a range of unprecedented features and benefits.

“We’ve listened to our customers talk about what they want in their tractors,” says Jason Hoult, product-marketing manager for high horsepower tractors. “And then we added bigger, quieter cabs, more advanced engine management, and breakthrough transmission technology. We now deliver a combination of power, comfort, technology and performance that is unmatched in this tractor class.”

Powered by the AGCO SISU POWER™ 8.4 L engines, the MT600C Series tractors are addressing EPA emissions standards now and in the future by introducing e3 Selective Catalytic Reduction (SCR) technology to

significantly reduce the emissions of nitrous oxide and particulates.

“This new generation of tractors is setting the standards in terms of productivity and the cleanest emissions in the industry while meeting professional farmers’ demands for more power and higher efficiency,” Hoult says.

World-leading engine technology

AGCO is planning for the future with the introduction of the e3 Selective Catalytic Reduction (SCR) technology, as these new tractors meet EPA emission standards. SCR is the process of reducing nitrogen oxide emissions by injecting diesel emissions fluid (DEF) into the exhaust after it leaves the engine.

“The e3 SCR technology offers a potential fuel savings over our competitors — up to 15 percent better,” says John Rogers, senior product trainer for AGCO Corporation. “That

allows us to improve the efficiency of the engine significantly. Our horsepower-to-fuel-use ratio leads the category.”

These are two dedicated systems working together to produce maximum efficiency. The SCR technology works by treating the exhaust emissions after engine combustion. SCR allows the engine to perform at optimum power, performance, and economy without making alterations to meet exhaust-gas emissions requirements. Instead SCR engine system exhausts are treated with DEF fluid, urea-based products marketed under names like TerraCair® and AdBlue®, which convert nitrogen oxide into nitrogen and water vapor.



New cab features include:

- New Opti-Ride cab suspension that moves with the tractor to give the driver up to a 50% smoother ride
- Improved climate control with three vents at the operator’s feet for heating and cooling
- Exterior lighting touchpad to make it easy to turn lights off and on
- Adjustable staircase ladder for easy access in and out of the tractor

For more information on the Challenger MT600C Series, please call your nearest HOLT Agribusiness facility or your HOLT representative.

MT600 Series Tractors

MT675C	275 PTO hp
MT665C	250 PTO hp
MT655C	225 PTO hp
MT645C	205 PTO hp



TRACKING ACROSS

ANTARCTICA



One of the Challenger® MT865B tractors owned by the Polar Research Institute of China pulls supply sleds across the open flats of Antarctica, while another is used to unload supplies.



Part of the United States Antarctic Program pose in front of the organization’s Challenger tractors following the successful arrival at the Amundsen-Scott South Pole Station.



A Challenger MT800B Series tractor, owned by the U.S. government’s National Science Foundation, pulls a large bladder full of fuel as part of the South Pole traverse, a tractor-train hauling cargo from McMurdo Station to Amundsen-Scott South Pole Station.

Winter may be setting in throughout North America, but summer is just around the corner at the South Pole. When you’re talking about a place like Antarctica, though, summer has little significance in terms of temperature. Due to the altitude and the indirect lighting from the sun, the annual average temperature at the continent’s interior is -58° F. However, during the short summer, which runs from mid-December to mid-January, the temperature can reach a balmy -22° F.

Those are tough conditions for any piece of equipment, let alone more than 30 Challenger® MT800B Series tractors that have been operating in Antarctica for the past few years. The use of Challenger tractors in the “coldest place on Earth” goes back at least six years to when the National Science Foundation began a four-year project to test the possibility of transporting scientific equipment and supplies by ground from a field station on Antarctica’s coastal edge to a station deep in the continent’s center.

That project, which involved a Challenger Model 95, logged more than 2,056 miles and ascended more than 9,300 feet during its round trip. In the process, the crew delivered nearly 110 tons of cargo, which is equivalent to 11 loads of equipment and supplies aboard an LC-130 airplane.

Having proved that the overland tractor-train concept was feasible, the United States Antarctic Program (USAP) division of the U. S. Government’s National Science Foundation has since purchased several new Challenger MT865B models to accomplish the task. In fact, they just completed another trip to the Amundsen-Scott South Pole Station this past season. The Amundsen-Scott station — which sits on the Earth’s axis on top of ice that is approximately two miles thick — was dedicated in January 2008.

The United States government isn’t the

“We have to ensure that all components will operate normally in the harsh conditions, as a breakdown on Dome A would be a life and death situation.”

only entity to depend on Challenger track tractors, though. In November 2007, the Chinese Ice Breaker “Snow Dragon” stopped in Fremantle, Western Australia to pick up four Challenger MT865B tractors of their own that had been specially modified for use in Antarctica.

As part of the 19-nation International Trans Antarctic Scientific Expedition, the Polar Research Institute of China is using the tractors to haul construction materials, as well as essential food and medical supplies on sleds across 870 miles of snow and ice from the coast of Antarctica to Dome Argus (or Dome

A), a vertical rise of 13,428 feet. As the highest point on the continent, Dome A is thought to be one of the coldest naturally occurring places on Earth, with temperatures believed to reach -130° F in the winter. In the summer, when the tractors make their trip with supplies, temperatures are normally around -58° F. The goal is to build a robotic observatory on Dome A that can take year-round measurements related to geophysics, astronomy, meteorology, etc.

According to Peter Fewkes, manager of Polar Projects for William Adams, the Challenger dealer in Victoria and Tasmania, Australia, which sold the tractors to the Chinese team, Challenger MT865B tractors are extremely well suited to use in the cold conditions. One of the key features is the Mobil-Track system, which works well in ice and snow and is able to transfer more power to the ground than any other alternative.

Among the modifications made by William Adams to help the Challengers operate in the extreme cold were additional lighting, double glazing of windows, special components for cold weather, oil and electrical heaters and a new paint job to ensure the tractors are easier to locate in white-out conditions.

“The main goal is to keep the extreme cold out of all components,” he explains. “With machinery and electronics having to operate and be reliable at -50° F, it really pushes all components to the edge of what they were designed for,” he relates. “We have to ensure that all components will operate normally in the harsh conditions, as a breakdown on Dome A would be a life and death situation.”

Of course, the same could be said of the American-owned Challenger tractors that haul fuel and supplies to the southern-most point on the globe. You might say it’s just another case of Challenger tractors going above and beyond the call of duty.

SAN ANTONIO EQUIPMENT DISTRIBUTORS TELL CONGRESS:

Get to work on the highway bill so WE can get back to work!

Congress' failure to renew the federal highway program has real economic consequences for Texas and the rest of the country, construction equipment industry leaders said at a rally on January 20th at the Henry B. Gonzalez Convention Center in San Antonio.

a recent study by IHS Global Insight, since 2006 the U.S. equipment industry has lost 37 percent of its workforce and 40 percent of its economic output. All indications are that construction industry business conditions are getting worse and what is happening - or is not happening - in Washington, D.C. is

"We're not asking for a handout like the ones Congress gave the auto industry or the financial services sector," AEM President Dennis Slater said. "We're just asking Congress to do its job and make highway reauthorization a priority."

Bennett Closner, president and CEO of Closner Equipment in Shertz, provided a local perspective on the national crisis. Closner, who is the 2009 national chairman of AED, said that since 2006 Texas has lost more than \$11 billion in economic activity because of the equipment industry downturn, the biggest loss of any state. And Texas is second only to California in equipment industry-related job losses, with more than 53,000 layoffs in three years.

"I've listened to friends and colleagues agonize over the difficult decisions they've had to make about their businesses. Almost all have had to lay off valued workers, many have closed one or more of their facilities, and some companies have shut their doors altogether after several generations in business," Closner said.

Allyn L. Archer, President and Chief Operating Officer of San Antonio based HOLT CAT, told rally attendees that local equipment dealers have experienced a 70 percent drop in new machine sales from 2008 levels. He said that the most debilitating impact of the downturn for his company has been a 25 percent reduction in employment.

"Our remaining employees have made sacrifices in pay and benefits to enable us to stay profitable. Additionally, plans for several new store locations were canceled and we have been forced to dump inventory at a loss in order to reduce borrowing costs," Archer said.

According to Archer, the economic crisis and uncertainty surrounding the highway bill are also taking a massive toll on local contractors. "Our customers who do highway construction have laid off thousands of employees. Many contractors are still reducing their work forces and their equipment fleets. The rapid drop in value of used equipment has also had a drastic affect

on the equity of most contractors, resulting in a reduction of both borrowing and bonding capacity," he said.

Other speakers at the rally included Texas State Senator Jeff Wentworth (R-District 25); Dean Word, III of Dean Word Company (New Braunfels); and Craig Paylor, president of JLG Industries, a manufacturer of mobile aerial work platforms based in Maryland. They pointed to the broad social and economic consequences of infrastructure investment, or rather Congress' failure to invest enough. According to the Texas

Transportation Institute, traffic congestion costs the country \$87 billion per year in wasted time and fuel. A study last year by the Transportation Construction Coalition found that road conditions are a contributing factor in more than half—52.7 percent—of the nearly 42,000 American deaths resulting from motor vehicle crashes each year.

More information about highway reauthorization and the AED-AEM campaign is available at <http://www.startusupusa.com>.



Allyn L. Archer, HOLT CAT President and Chief Operating Officer speaking at the rally.

The event was part of a national grassroots campaign called Start Us Up USA! by Associated Equipment Distributors (AED) and the Association of Equipment Manufacturers (AEM), the nation's two leading equipment industry trade groups.

Following the rally, a caravan of trucks carrying large pieces of construction equipment idled by the industry depression and draped with banners made its way through the streets of downtown San Antonio.

AED and AEM are seeking to draw attention to the economic crisis facing construction equipment distributors and manufacturers, as well as the consequences of Congress' failure to reauthorize federal highway and transit programs. According to

only adding to the misery.

SAFETEA-LU, the most recent federal surface transportation law, expired at the end of September. Distracted by health care reform and climate change legislation, neither the U.S. House of Representatives nor the Senate has made headway on a reauthorization bill. As a consequence, the highway program is operating under a series of short-term extensions that have added to historic volatility in the construction markets.

"States can't plan and contractors don't know how much work will be coming down the pike," AED President & CEO Toby Mack said. "As a result, they're sitting on their hands and not investing in new equipment. That's killing our industry."



HOLT machinery in the rally parade



HOLT CRANE & EQUIPMENT HOUSTON HEADQUARTERS Open House Sept. 22, 2009



HOLT Crane & Equipment Sponsor Open House

On September 22, 2009, HOLT Crane & Equipment conducted its first Open House at their new facility located at 7010 North Loop East in Houston, Texas. The facility is located on 7 acres with 55,000 sq. feet under roof. Even though torrential rains ensued most of the day, over 160 people attended. Nine machines were on display ranging from the RTC 80100 to the 550-ton Link-Belt 548 crane.

During lulls in the heavy rains, customers were able to view machines up close and

were treated to displays from Bishop Lifting Products, The Crosby Group, Holloway Houston, Laborde Products (Mitsubishi Engines), Load Systems International and M&L Engine (Isuzu Engines) inside one of the shops. At the start of the event, Peter M. Holt, CEO, welcomed guests and recognized his father, B.D. Holt. Mr. Holt focused on customer service and the company's unparalleled efforts in product support for all the equipment represented by HOLT Crane & Equipment.

HOLT Crane & Equipment is the authorized Link-Belt crane dealer for central,

north, east and parts of west Texas, as well as southern New Mexico. They are also the authorized IZUSU and Mitsubishi engine and parts dealer for the same territory. HOLT maintains a full complement of parts in Houston, Dallas and San Antonio with essential inventories in Austin, Waco, Longview and Fort Worth, Texas. At this time they stock over \$600,000 in parts inventory with more being added each day. The company maintains seven service trucks on a 24/7 basis.

For more information contact: Chip Leatherwood at 877-275-1520.



HOLT CAT Used Equipment



ARTICULATED TRUCKS

- 2005 CATERPILLAR 730, B1M00135, 4930 Hrs, Cab/AC, Retarder
- 2007 CATERPILLAR 735, B1N00968, 3762 Hrs, Cab/AC, Tailgate, Bridgestone 26.5R25 tires @ 80% remaining
- 2005 CATERPILLAR 740, B1P00308, 3572 Hrs, Cab/AC, Retarder
- 2005 CATERPILLAR 740, B1P00525, 2438 Hrs, Cab/AC, Retarder
- 2006 CATERPILLAR 740, B1P01029, 4987 Hrs, Cab/AC, Retarder



OFF HIGHWAY TRUCKS

- 2003 CATERPILLAR 769D, BBB00301, 12126 Hrs, Cab/AC, Retarder, Traction control, Liner, Muffler, Dual slope body
- 2003 CATERPILLAR 769D, BBB00318, 12310 Hrs, Cab/AC, Retarder, Traction aid, Dual slope body, Bed liner, Muffler, Fast fuel system, 1800X33 tires
- 2005 CATERPILLAR 769D, BBB00518, 5800 Hrs, Cab/AC, Retarder, Body liner, Dual slope body



TRACK LOADERS

- 2004 CATERPILLAR 953C, BBX00260, 5215 Hrs, Cab/AC, GP bkt, Ripper
- 2005 CATERPILLAR 953C, BBX01469, 4084 Hrs, Cab/AC, GP bkt, ripper
- 2006 CATERPILLAR 953D, LBP00161, 742 Hrs, Cab/AC, GP bucket, Multi-shank ripper



WHEEL LOADERS/ INTEGRATED TOOL CARRIERS

- 2008 CATERPILLAR 924H, HXC00312, 2160 Hrs, Deluxe Cab/AC, Quick coupler, GP bucket, forks, Ride control, 20.5-25 tires
- 2002 CATERPILLAR 928G, 6XR03349, 3922 Hrs, Cab/AC, GP bucket, 20.5-R25 tires
- 1999 CATERPILLAR 972G, 6AW00292, 19831 Hrs, Cab/AC, 4.5 CYD GP bucket
- 2000 CATERPILLAR 988F, 2ZR02363, 15197 Hrs, Cab, A/C, Spade bkt, Teeth



WHEEL TRACTOR SCRAPERS

- 2005 CATERPILLAR 627G, CEX00563, 4076 Hrs, Cab/AC, Push pull, Retarder, 33.25x29 tires @ 75% remaining
- 2005 CATERPILLAR 627G, CEX00564, 4212 Hrs, Cab/AC, Push pull, Retarder, 33.25x29 tires @ 75% remaining
- 2005 CATERPILLAR 627G, CEX00602, 4137 Hrs, Cab/AC, Retarder, 33.25x29 tires, Push-pull
- 2005 CATERPILLAR 627G, CEX00601, 4410 Hrs, Cab/AC, Retarder, 33.25x29 tires, Push-pull
- 1999 CATERPILLAR 631E II, 1NB01467, 7410 Hrs, Cab/AC, Retarder, 37.25X35 tires
- 2001 CATERPILLAR 631E II, 1NB01426, 4428 Hrs, Cab/AC, Retarder, 37.25 Tires, 2@ 60% and 2 @ 10% remaining, Engine w/zero hrs on rebld. Hitch good
- 2003 CATERPILLAR 631G, AWK00313, 6697 Hrs, Cab/AC, Fast fuel system, Bowl liner
- 2003 CATERPILLAR 631G, AWK00314, 6334 Hrs, Cab/AC, Fast fuel system, Bowl liner
- 1998 CATERPILLAR 637E II, 1FB00772, 9850 Hrs, Cab/AC, Retarder, 37.25X35 tires



COMPACTORS

- 2004 CATERPILLAR 815F, BKL00607, 2263 Hrs, Cab/AC, Blade w/tilt



TELEHANDLER

- 2006 CATERPILLAR TL943, TBL00146, 1718 Hrs, OROPS, 60" forks, Foam filled tires



TRACK-TYPE TRACTORS

- 2006 CATERPILLAR D5G LGP, RKG02269, 2487 Hrs, OROPS, PAT blade, Drawbar, Sweeps, Screens
- 2007 CATERPILLAR D6R III LGP VP WCB00235, 3326 Hp, Cab/AC, PAT bld, Winch w/fairleads, Sweeps, Rear screen
- 2007 CATERPILLAR D9T, RJS00723, 1100 Hrs, Cab/AC, SU/tilt blade, SS ripper
- 2007 CATERPILLAR D9T, RJS00828, 2237 Hrs, Cab/AC, SU/tilt, MS ripper
- 2008 CATERPILLAR D9T, RJS00987, 2100 Hrs, Cab/AC, 9SU/Dual tilt, Multi shank ripper, 2 shanks



WATER TRUCKS

- 1995 CATERPILLAR 631E II, 1NB00944, 11000Hrs, Cab/AC, 10,000 gal. Tank
- 1997 CATERPILLAR 769D, 5TR00663, 25756 Hrs, A/C, Retarder, Traction aid, Cannon, 4 rear spray heads, Gravity feed bar and hose reel, 8500 gal. tank
- 1999 CATERPILLAR 769D, 5SS00081, 25061 Hrs, Cab/AC, 8000 gal. water tank



STABILIZERS / RECLAIMERS

- 2006 CATERPILLAR RM-300, BWR00220, 2265 Hrs, OROPS, 20" stabilization rotor

AFTERMARKET COMPONENTS: TOO GOOD TO BE TRUE?

It's easy to make aftermarket parts that look like CAT® — but it's hard to make them perform like CAT. Many aftermarket parts suppliers claim their parts have the same quality and life expectancy as Caterpillar® OEM parts, but at a fraction of the price of genuine Cat parts.

Aftermarket suppliers websites claims that: "All seals, steel plates, friction discs and dampers are replaced with new to ensure component longevity." "All units are updated to the latest OEM specifications. This means that as parts service updates are released, the customer will always have the latest version of the components." How do you know these claims are true? You don't know and often these claims go uncontested.

How do you validate or disprove these claims? To explore the validity of these published quality claims, HOLT CAT purchased an aftermarket rebuilt Caterpillar 785 Off-Highway Truck transmission, disassembled it and discovered some interesting facts.

RESULTS: The transmission was rebuilt with worn aftermarket friction discs, dated steel plates and planetary gears that were not updated with new.

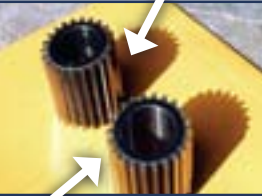


Transmission Clutch Disks: Did not pass Caterpillar's reusability guideline. A Cat Transmission Clutch Disk Reusability Gauge was used to determine the disks were less than the allowable 5.258 mm minimum thickness. The use of worn disks reduces component life and increases operating costs. The risk of clutch failure is increased due to less allowable wear material on the disks and the potential for costly and extensive contingent damage to the transmission, torque converter, pump and cooler is increased as the disks wear further. Research and experience tells us that these disks will not make a full life cycle. The results are increased downtime and increased overall costs of ownership. The sweet "taste" of initial savings is eventually overwhelmed by the bitter taste of burdensome downtime and repair costs.

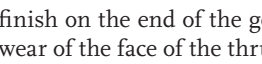
Used Steel Piston Plate



Outdated Caterpillar Gear



Improved Caterpillar Gear



finish on the end of the gear face in order to reduce the wear of the face of the thrust discs.



16 of 18 planetary gears are aftermarket will-fit gears!

HOLT CAT has a staff of Technical Communicators that work directly with Caterpillar's engineering and product groups to help ensure all product updates are met throughout the dealership. Aftermarket suppliers do not receive notification of safety updates, product improvements, or engineering changes. This proprietary information can only be gained through authorized Caterpillar dealerships.

What could it ultimately cost your company if you purchased discounted aftermarket parts that do not meet the quality advertised? At HOLT CAT, we provide a high quality product that is built to offer the best value and lowest overall operating costs. Summary — Low initial price will not outweigh the significant downtime risk and costs from aftermarket suppliers misrepresented claims and offers. When you choose genuine Cat parts over aftermarket, you greatly reduce the risk of performance problems or premature component failure with other options. Why settle for less? Contact your HOLT CAT representative for proven, genuine Cat parts.

Steel Piston Plates: The aftermarket supplier of used steel piston plates dated back to 1997 (12 years old) on the Caterpillar 785 Transmission that was rebuilt in March 2009.

Planetary Gears: A Caterpillar gear that was used in the rebuild (part number 9G7464) does pass Caterpillar's reusability guidelines, however, Caterpillar issued a product update in March 2004 recommending that the gear be replaced with an improved 243-5388 gear. The new planetary gears have an improved surface finish on the end of the gear face in order to reduce the wear of the face of the thrust discs.

This does not support aftermarket suppliers' website claims that customers will always have the latest version of components.



16 of 18 planetary gears are aftermarket will-fit gears!

HOLT CAT has a staff of Technical Communicators that work directly with Caterpillar's engineering and product groups to help ensure all product updates are met throughout the dealership. Aftermarket suppliers do not receive notification of safety updates, product improvements, or engineering changes. This proprietary information can only be gained through authorized Caterpillar dealerships.

What could it ultimately cost your company if you purchased discounted aftermarket parts that do not meet the quality advertised? At HOLT CAT, we provide a high quality product that is built to offer the best value and lowest overall operating costs. Summary — Low initial price will not outweigh the significant downtime risk and costs from aftermarket suppliers misrepresented claims and offers. When you choose genuine Cat parts over aftermarket, you greatly reduce the risk of performance problems or premature component failure with other options. Why settle for less? Contact your HOLT CAT representative for proven, genuine Cat parts.

METROPLEX EMISSIONS (TERP) SEMINAR

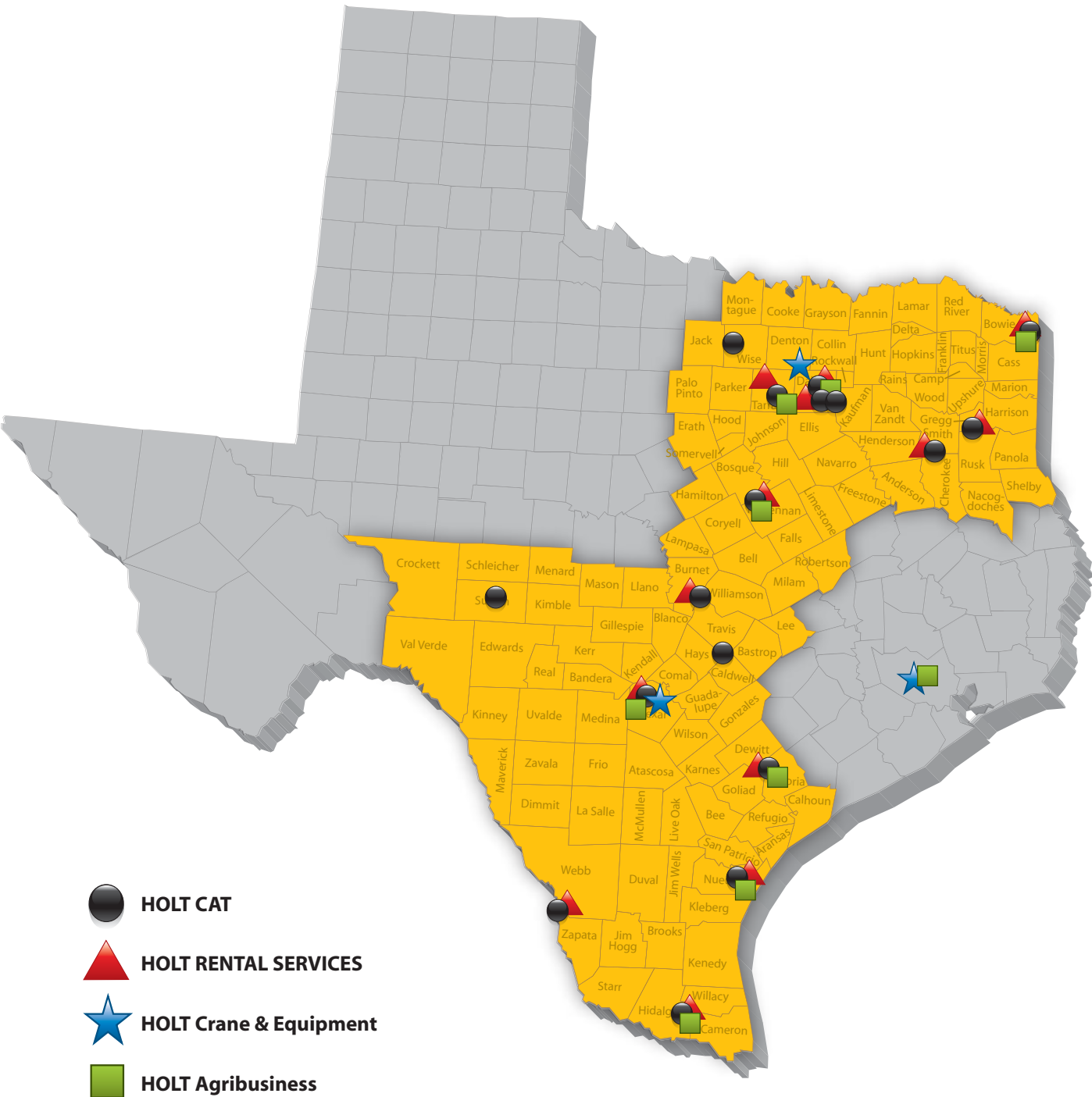


HOLT CAT recently held an Emission Solutions Seminar. This was to help our customers better understand the emissions issues and what is available from Caterpillar, HOLT and the state of Texas (TERP \$\$. This seminar was about emissions, air quality and how emissions impact you in today's business environment program.



- Diesel emissions basics and what equipment owners need to know.
- Choices the EPA, state and local government have to make when driving improvements in air quality. Will it be the carrot or the stick?
- Technology options to reduce emissions and stay competitive.
- Incentive funding available, an overview of TERP program and other funding sources to offset costs to reduce emissions. Please contact your Product Support Sales Representative if you have any questions.





Austin 9601 So. IH 35	512-282-2011	Pflugerville 16017 N. IH-35	512-990-7743
Bridgeport 707 US Highway 380	940-683-6298	San Antonio 3302 S. W.W. White Rd.	210-648-1111
Corpus Christi 1319 S. Padre Island Dr.	361-852-2200	Sonora 707 Glasscock	325-387-5303
Fort Worth 549 N. Jim Wright Freeway	817-246-6651	Texarkana 6263 Mall Drive	903-832-7535
Irving 2000 E. Airport Freeway	972-721-2000	Tyler 12218 State Hwy 31 West	903-595-6424
Laredo 14300 FM 1472	956-722-0075	Victoria 203 Holt Road	361-573-2438
Lewisville 1800 East State Hwy 121	214-483-2590	Waco 1700 W. Loop 340	254-662-4911
Longview 5110 W. Loop 281	903-758-6175	Weslaco 725 East State Hwy 83	956-968-2161
North Dallas 10950 Plano Rd.	214-342-6700		



Corpus Christi 1319 S. Padre Island Dr.	361-698-5742	San Antonio 3302 S. W.W. White Rd.	210-333-8505
Fort Worth 549 N. Jim Wright Freeway	817-847-8880	Texarkana 6263 Mall Drive	903-832-7535
Laredo 14300 FM 1472	956-722-0075	Tyler 12218 State Highway 31 West	903-595-6424
Lewisville 1800 East State Hwy 121	214-483-2590	Victoria 203 Holt Road	361-573-2438
Longview 5036 W. Loop 281	903-234-4747	Waco 1800 W. Loop 340	254-662-7373
North Dallas 10950 Plano Rd.	214-342-6710	Weslaco 725 East State Hwy 83	956-447-9105
Pflugerville 16017 N. IH-35	512-252-9696		



Corpus Christi
San Antonio
Waco
Texarkana
Victoria

877-446-5824



Houston
7010 North Loop East
Dallas
San Antonio

877-275-1520

Safely Home.
Everyone.
Every Day.™

RIGHT TRAINING.
RIGHT TIME.

Save time with online environmental, health
and safety training from Caterpillar®

Over 200 courses starting at
\$19.95 per course

Purchase
4 courses
GET 25% OFF*
Offer ends
April 1, 2010



SAFETY.CAT.COM/RIGHTNOW
For help with registration and log-in, call
1-866-963-3551

- Now is the perfect time to upgrade your safety program.
- Anytime, anywhere; 24/7 online training available
 - Caterpillar’s online training – ready when you are
 - Convenient, easy online access

When you need to rent
SERIOUS
Construction Equipment



Only HOLT Rental Will Do.

- **Minimize Costly Breakdowns.** Our fleets are loaded with newer, reliable equipment that are put through a rigorous maintenance routine by trained Service Technicians prior to each rental to assure the most productive and reliable equipment possible when it reaches your job site.
- **No Capital Investment.** Renting frees up your business’ capital. An expense is only incurred for the equipment when it is needed for a particular job. The extra capital you save through renting equipment from HOLT Rental Services can be applied to the other demands within your business so you can grow profitably. Release your business from the costs associated to equipment ownership.
- **Get Your Job Completed More Efficiently.** Expect the latest technology from HOLT Rental Services. We have over 1300 Caterpillar and Allied machines for all your jobsite needs.
- **No Maintenance Costs.** Now you can eliminate costly service shops, service tooling, spare parts and those cumbersome maintenance records. We do it all for you. Our rental agreements typically cover complete maintenance of the equipment, so you don’t have to.
- **equipment and would like to operate it on your job to make sure it suits you before making that potential purchase. What better way to thoroughly try out equipment than to rent a similar machine from the large selection of equipment at HOLT Rental Services.**
- **Eliminate Storage Costs.** No need to maintain a storage yard. Just give us a call for quick pick-up or simply drop off the equipment at the nearest HOLT Rental Service’s location when you’ve finished using it. We’ll take care of the equipment storage.
- **Increase Your Borrowing Power.** Renting equipment does not appear as a liability on your business’ balance sheet. So renting can actually increase your borrowing power by offering a better ratio of assets to liabilities.
- **Supplement Your Core Fleet.** Your job requirements are always changing and you need to stay up with your customers’ demands. You may not always have the right equipment to get the job done, but we do. Rely on HOLT Rental Services to quickly supply the equipment you need to get the job done.
- **No Equipment Obsolescence.** Equipment ownership can be costly. The value of equipment depreciates over time. Renting from HOLT Rental Services allows you to use the latest technology equipment without the concern of costly depreciation. No more trying to get the job done with old, worn-out equipment.
- **Expect Responsive Service.** Our team can knowledgeably consult you on equipment and applications. We will work to become your trusted rental source and make your job easier.
- **Try It Before You Buy It.** You may be considering buying a certain model of