

Introducing...

The Only Vocational Truck Worthy of the Cat® Name

[IMAGINE HOW STRONG]

HOLT CAT® to be a Total Solutions Provider

For the last 40 years, Caterpillar® and HOLT CAT have shared great success in serving our on-highway customers and OEMs as an independent engine manufacturer. As the truck industry continued toward vertical integration, it became clear that Caterpillar's strongest opportunity for success comes from entering the truck business as a total solutions provider versus a more narrowly defined engine component supplier. Caterpillar brand vocational trucks will be sold and serviced through HOLT CAT.



synonymous for high quality and excellent service. Resale value is enhanced because each Caterpillar truck will have the most technologically advanced CAT branded engine available. The HOLT CAT network of truck engine parts and service facilities includes locations in Fort Worth, Dallas (Irving), Waco, Austin (Pflugerville), San Antonio and Edinburg.

Branded Engines

Caterpillar trucks will feature heavy-duty engines branded Caterpillar. Plans for the 11-liter, 13-liter and 15-liter engines

include a full range of engine ratings and torque capabilities designed specifically for the vocational truck market. The Caterpillar branded trucks will be sold and serviced exclusively by CAT Dealers in North America.

Unique Truck Features

The new vocational trucks will draw from a variety of technologies and will include many unique features such as aluminum cabs and integrated Caterpillar components and electronics with emphasis on the operator environment.

Robert Stratton, Vice President and General Manager of HOLT Power Systems stated, "The CAT branded truck will feature authentic CAT technology and components. One of the main Caterpillar components to be offered with exclusive support of the CAT Dealer network will be a CAT transmission."

Continued Support for Cat Truck Engines

"In the HOLT CAT territory alone, there are over 40,000 vocational trucks in operation," said Allyn Archer, HOLT CAT President and Chief Operating Officer. "The six existing HOLT CAT truck shops will continue to provide parts and service support for all Caterpillar truck engines, regardless of the brand of the truck."

"With the changing business climate of selling and servicing new Caterpillar vocational on-highway trucks, HOLT CAT service shops will expand their service offerings during 2009," said Patrick Reynolds, HOLT CAT Truck Engine Business Manager. "By providing our customers the HOLT legendary professional service they have grown accustomed to for over 75 years, HOLT is expanding services to include complete chassis repair service, partnering with our customers to exceed their productivity goals."

For more information, call 210-648-8343 or go to holtcat.com.

Joint Venture Between Caterpillar And Navistar®

The introduction of new Caterpillar brand on-highway trucks is the result of a joint venture agreement between Caterpillar, Inc. and Navistar International Corporation. Interestingly, the trucks will be built within the HOLT CAT territory at the Navistar plant in Garland, TX, a suburb of Dallas. The introduction of vocational trucks will bring new enhanced value for HOLT CAT customers in productivity, reliability, performance, operating costs, fuel economy, and resale value.

Vocational Trucks for Your Heaviest Duty Applications

A "vocational" truck is a vehicle certified for on-highway use, but may also have off-road uses. The new trucks target vocational users in earthmoving, quarry, waste management, mining, construction, logging, road building, oil field and other day-cab applications.

Truck Introduction Dates

Caterpillar, armed with customer insight and research, teamed with Navistar engineers to develop the new line of Caterpillar trucks for North America. The first Caterpillar heavy-duty trucks are scheduled for introduction in late 2010 with full production targets set for mid-2011. They will be available in both short-nosed and long-nosed BBC (bumper to back of cab) configurations.

The new Caterpillar trucks will compete head-to-head with other vocational truck manufacturers. CAT has been the major supplier of diesel engines to these companies for decades. Even though Caterpillar will cease to provide on-highway diesel engines on an OEM basis during 2009, truck customers will benefit from the new strategy. Customers will be able to buy a total truck solution that is backed by both Caterpillar and Navistar, names that are