

CUSTOMER CHRONICLES



NEWS YOU CAN USE FROM BARLOWORLD EQUIPMENT AND CAT

AUTUMN 2008

EXCAVATOR
BUCKET BONUS
PAGE 2



CONTENTS

TRACK MACHINES	2
CUSTOMER SUPPORT	3
HYDRAULICS	4
HYDRAULICS	5
MANAGING WASTE	6
SKID STEER LOADERS	7
ALL NEW BHL	8



POWER

Bridging the gap
more on page 3



SSL SPECIAL
Include the work tools
more on page 7

We read the signs and make a plan

Interest rates, fuel and food prices are rising – the latter two seemingly without end – and hitting the man in the street hard. Residential development has started to slow in South Africa and we see this in decreased sales of smaller utility machines.

At times like this, we all have to work smarter to keep our businesses turning over. That's why Barloworld Equipment has several special offers on the go – to help you get more for your money when things are tight. In this issue of Customer Chronicles, for example, you will see great deals on the all-new Cat 428E backhoe loader and the Cat 216B2 and 226B2 skid steer loaders.

Commercial construction projects, on the other hand, continue to boom. We pride ourselves on bringing machines to our markets that our customers want to help them get the job done fast and efficiently. The Cat D6G2 and D7G2 dozers are an excellent example.

Barloworld Equipment is in the business

of providing customer solutions, thus our strong showing in power generation and waste management, two areas in which we believe our products and support can make a difference.

Talking of solutions, how you manage your machine once you have put it to work is critical to your success. In this issue you can pick up some cost-saving tips on looking after the undercarriage and hydraulics on your Cat machine. Alternatively talk to us about managing your machine for you through a CSA.

Enjoy the Autumn issue of Customer Chronicles. Please drop us a line if you have a comment or suggestion.

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Cat H series wheel loaders get the nod

Cat medium size wheel loaders achieved market leadership in South Africa in March 2008. Mark Senyard, Barloworld Equipment product manager for wheel loaders, attributes this success to strong market acceptance of the H series, which was launched locally in early 2006.



More value for customers

Today's Cat customers need more than great machines. They need solutions.

That's why Barloworld Equipment is bringing a new value proposition to customers in the shape of Cat machines in flexible, cost efficient packages with unbeatable warranties, improved financial offerings and the quality of product support you deserve.

This concept is called 360° Solutions and encapsulates our ability, together with Caterpillar, to deliver from every angle. Select your preferred 360° Solution, as you would a motor plan for your car, and it will be customised to add maximum value to your business.

Which machines qualify for 360° Solutions?

360° Solutions packages are offered on a select range of Cat machines, including wheel loaders from 938H to 980H, hydraulic excavators from 320D to 385C, dozers from D6 to D10 hi-rise, all articulated trucks and motor graders. For customers buying a suite of machines,

the packages can also be customised to additional machines in the mid-size to large Cat range, but are not available on under 20-ton Cat machines.

Customers in South Africa, Namibia and Botswana can take advantage of 360°

Solutions, with other Barloworld Equipment territories to follow in the future.

The brochure inserted in this issue of Customer Chronicles contains more information. Contact your Barloworld Equipment sales representative to discuss your own customised 360° Solution.



2|TRACK MACHINES

Bucket bonus with Cat 320D L HEX

The market leading 20 ton Cat 320D L hydraulic excavator now comes with even more value. Buyers can take advantage of a special package including Caterpillar's patented mechanical quick coupler and two buckets, a 1.08m³ general purpose bucket and a 0.62m³ trenching bucket.

The Cat Quick Coupler enables the operator to simply release one tool and pick up another with a dedicated hook and wedge system. Tool changes are undertaken in a matter of minutes.

The Quick Coupler is available as an option outside of the programme in standard or narrow widths, and comes in both manual and hydraulic versions. Conversion kits allow even tools with other coupling systems to be compatible with the Cat Quick Coupler.



The dozer you wanted has finally arrived

"Highly productive, reliable, proven-technology machines that can work in the harshest, most demanding environments."

Bruce Curtis, product manager, Barloworld Equipment

You asked for them – and now they are here! Cat D6 and D7 dozers, traditionally favourites in South Africa, are back in the form of D6G2 and D7G2 models. Based on proven Cat D6G and D7G conventional undercarriage (oval track) technology, the new models include some enhancements requested by our customers.

These new dozers are ideal for the plant hire market and for applications such as mining, bush clearing, stockpile moving and tough, high production work in remote and harsh areas. (The

T and K series are better suited to precision applications like roads and golf courses.)

The D6G2 and D7G2 are easy to operate and simple to service. They are designed for rebuildability, with new and Cat reman parts readily available. Other plus factors are the proven clutch and brake technology, improvements to the undercarriage and drive train, and the absence of high-end computers and electronics. The operator, however, will work in comfort in an air conditioned cab.

The renowned Caterpillar 3306 engine is trusted for its reliability and ease of maintenance.

Contact Bruce Curtis at 011 929 0000 or 082 801 5892 for more information. Or talk to your local Barloworld Equipment sales rep.



Smart undercarriage maintenance

Cat undercarriage systems are built to wear longer and cost less to operate.

The Barloworld Custom Track Service (CTS) programme will help you to take advantage of these features. This involves monitoring performance, predicting wear rates and using the results to plan your undercarriage maintenance.

Features of Custom Track Service (CTS)

Enhances built-in value

Caterpillar builds value and durability into every undercarriage system, balancing critical factors like raw materials, heat treat processes and the quantity of wear material. Cat undercarriage components therefore wear at a predictable rate and can be managed as a system.

We'll help you take full advantage of this built-in value with expert system planning and management assistance.

Provides fast, accurate analysis

To make good undercarriage maintenance and repair decisions, you need quick and accurate information. Using the Ultrasonic Wear Indicator, we can determine the condition of your undercarriage system in just a few minutes. Then your machine can get straight back to work.

Data is electronically downloaded from the Ultrasonic Wear Indicator to our computers, ensuring quick, accurate transfer of information. The results are analysed using our CTS programme and cost-per-hour projections given for various service options.

Allows informed decisions

Together we can decide on the best course of action to meet your needs. By scheduling maintenance and avoiding unscheduled downtime, you can run your equipment more productively for more hours.

Make your tracks last by

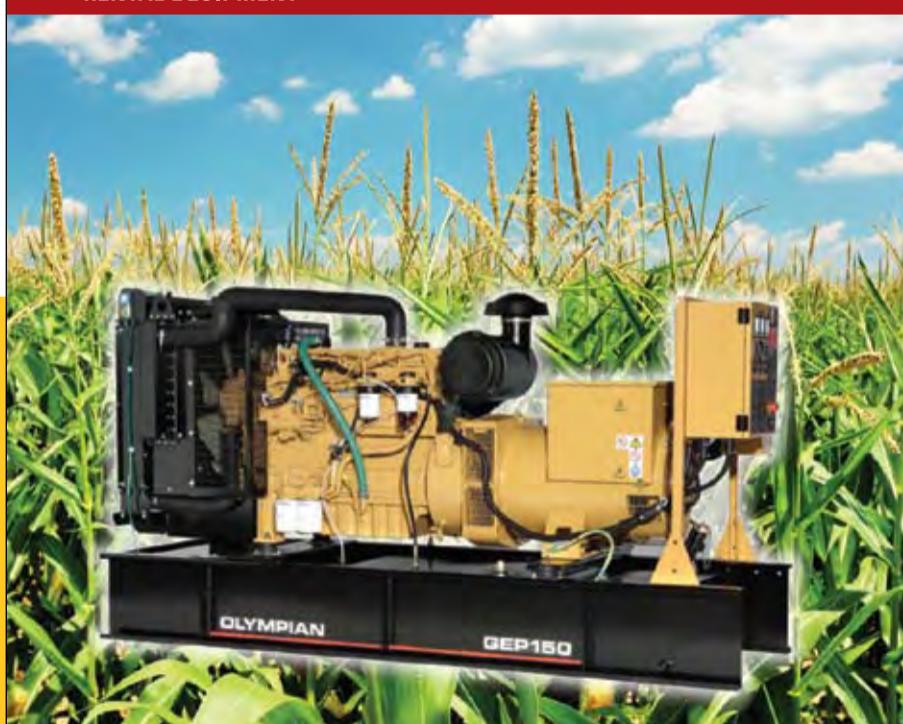
- using the narrowest shoe possible;
- minimising high operating speeds in non-productive situations;
- alternating turning directions;
- adjusting the track for correct tension in the working environment;
- making daily visual inspections of the equipment;
- keeping the undercarriage clear of mud and debris.

CUSTOMER SUPPORT | 3



360° Solutions: delivering from every angle

RENTAL EQUIPMENT



GIVE POWER BACK TO THE FARMERS

Nampo Agricultural Show May 2008. Powered by The Cat Rental Store. For more information and to discuss your power needs please call 0861 228 736



EQUIPMENT RENTAL
CALL TODAY: 0861 228 736

BARLOWORLD
EQUIPMENT



What is a Customer Support Agreement?

Our Level Three 360° Solutions package includes a Customer Support Agreement (CSA) with your machine. Barloworld Equipment will carry out your 1 000 hour interval services up to 4 000 hours.

This gives you the peace of mind of knowing that Barloworld's world class technicians are protecting the health of your Cat machine at a time when technical skills are scarce. But our Customer Support Agreements have been around for a long time and are available for all Cat customers, not just those who opt for 360° Solutions.

Customer Support Agreements are the most effective way of running your machine at peak performance and eliminating the risk, cost, disruption and loss of revenue caused by unscheduled downtime. A CSA ensures that your service and maintenance are performed by skilled, competent professionals, giving you more time to concentrate on your business.

What does a CSA include?

A CSA incorporates a wide range of offerings that can be selected separately or in any combination:

- technical inspections;
- scheduled oil sampling (SOS);
- scheduled servicing;
- on-site oil dispensing;
- machine vital function monitoring;
- component life projections;
- machine inspection reports.

* Non-Caterpillar Equipment can be included in your CSA programme.

For more information please contact your nearest Barloworld Equipment branch or customer services representative.

Bridging the power gap

Barloworld Equipment will bring more than 500MW of Caterpillar electrical generating equipment into South Africa this year to help our customers overcome the power shortage.

Next year we will double this to more than 1 000MW of Caterpillar generator sets. To show just how much power this means, the current shortfall in electricity required by South Africa is in the region of 4 000MW, more than it takes to provide all of Johannesburg's power needs.

These generator sets will be for sale to customers, who also have access to our comprehensive generator set rental business.

Muzi Kubeka, senior general manager of our South African Energy business, says many of the new Cat units will go to our mining customers, who have been hard hit by load shedding. However key customers in other sectors, including industrial, communications, shopping centres, clinics and hospitals, as well as harbours, have also asked for our help with generating capacity.

Opportunities ahead include possible ventures together with Eskom to help boost South Africa's power supply.

4 HYDRAULICS

Listen to your hydraulic system

Follow these recommended hydraulic system service intervals

10-hour or daily inspection

- Check hydraulic fluid level
- Check hydraulic cylinders and pumps for leaks
- Check hoses, lines and hydraulic tank area for leaks or damage.

250-hour or monthly inspection

- Perform 10-hour preventive maintenance checks
- Check hydraulic oil cooler for leaks or plugging
- Check all hydraulic lines for damaged, missing or loose connections.

500-hour or quarterly inspection

- Perform 10- and 250-hour preventive maintenance checks
- Perform S-O-S Services of hydraulic oil
- Change hydraulic filter
- Check hydraulic pumps and mountings for loose or missing hardware.

1 000-hour or six-month inspection

- Perform 10-, 250- and 500-hour preventive maintenance checks
- Check pump weep holes for leaks.

2 000-hour or annual inspection

- Perform 10-, 250-, 500- and 1 000-hour preventive maintenance checks
- Check hydraulic system pressure
- Check hydraulic system cycle times and drift rates.



Call our service department for more information on Custom Hydraulic Service and to inquire about other hydraulic system maintenance programmes that may be available.

A critical element in hydraulic system management involves inspecting and "listening to" your equipment. You can help maintain system performance and catch problems early by:

- Following the inspection and maintenance schedule shown on this page
- Enrolling hydraulics-intensive machines in our Custom Hydraulic Service Programme
- Paying attention to the repair indicators listed to the next page

Custom Hydraulic Service (CHS)

Once a year or every 2 000 hours, we recommend having your hydraulic systems inspected by our trained service professionals. During these CHS inspections we:

- Conduct a detailed visual walkaround inspection of the hydraulics, engine compartment, cab, power train and ground engaging tools
- Drift test all hydraulic cylinders
- Perform complete checks of cycle times and system pressures
- Stall test the hydraulic system
- Take a sample of the hydraulic oil and perform S-O-S Services

After interpreting the inspection and fluid analysis results, we'll meet with you to deliver a complete report. If service is necessary, we'll also provide a quote. We offer a variety of repair options and can help you decide on the one best for you.





Pay attention to repair indicators!

Repair Indicators	Possible Causes	Barloworld Service Options
Leaks	System pressure too high Scored or bent cylinder rod Failed or incorrect seals Improperly torqued hose connection Worn or damaged hoses, tubes and fittings Missing guards	Hose service Thorough visual machine inspection Maintenance and diagnostic services S-O-S Services Custom Hydraulic Service
Excessive cylinder drift	Valve adjustment needed Scored cylinder Failed seal or seals Scored valve Contaminated oil	Identification and measurement Diagnostic services S-O-S Services Custom Hydraulic Service
Slow cycle times	Engine performance Faulty valve Low fluid level Worn system components Contaminated oil	Machine measurements compared to specs Diagnostic services S-O-S Services Custom Hydraulic Service
Noisy operation	Engine performance Low fluid level Restriction in system Aeration Worn system components Faulty relief valve	Thorough visual machine inspection S-O-S Services Custom Hydraulic Service
System overheating	Faulty oil cooler Low fluid level Plugged filter Worn system components Faulty relief valve Wrong viscosity or contaminated oil Restriction in system Poor operator habits	Thorough visual machine inspection Maintenance and diagnostic services S-O-S Services Custom Hydraulic Service
Loose cylinder joints	Worn rod or cylinder eye/trunnion Poor lubrication Improper preventive maintenance schedule	Component inspection/repair Custom Hydraulic Service
Blisters or abrasions in hose	Pinhole leaks in liner material Poor hose routing External damage System overheating	Thorough visual machine inspection Hose service Custom Hydraulic Service
Excessive hose movement	Improper clamping or routing of hose Aeration/cavitation	Hose service
S-O-S Services	High levels of wear elements, dirt and other contaminants in oil will accelerate component wear and erode system efficiency	Preventive maintenance schedule consultation Custom Hydraulic Service
High service meter hours	Talk to us to determine what high-hour service is appropriate for your systems	Consult with Barloworld Equipment Custom Hydraulic Service

6|MANAGING WASTE

Simple and efficient waste handling

"The most important machine on every landfill site is a compactor – not just any compactor, but one suited to the special conditions you get on a landfill."

Johan Hartman, product manager, Barloworld Equipment

Barloworld Equipment does more than supplying and supporting Cat machines. Our aim is to solve problems for our customers and therefore save cost and improve production. That's why we make it our business to learn about the industries we serve.

Look, for example, at waste management, a specialised field with unique problems and needs. As a patron member of the Southern African Institute of Waste Management, Barloworld Equipment assists in the move to bring governments and the industry closer together and advises on equipment solutions for cost efficient landfill management.

Proper compaction reduces air space, extends landfill life, reduces transport costs and limits the danger of groundwater contamination. Caterpillar produces

specialised landfill compactors in sizes ranging from 24 to 52 tons. The larger models now come with stick steers instead of steering wheels for easier operation.

Barloworld recommends different machine combinations for different sizes of landfill. For big urban operations, compactors should be accompanied by dozers for pushing and spreading waste, and excavators for digging and loading of landfill cover material.

Smaller rural landfill sites often are often allocated bigger areas. Here a compactor can be paired with a track type tractor, which will tackle the multiple tasks of pushing and spreading the waste, ripping, loading and stockpiling cover material, as well as tipping cover material into trucks or directly onto the landfill and spreading.

Contact Johan Hartman at 011 929 0000 or 082 907 4486 for information on waste handling solutions from Barloworld Equipment and Cat.



THE IDEAL PARTNER FOR SMALL MUNICIPAL WASTE DUMP MANAGEMENT

953D

Increased horsepower, excellent maneuverability, redesigned operator cab for comfort, the revolutionary SystemOne™ undercarriage and the new implement system increase your productivity, drastically reduce your operating costs and make the new 953D unsurpassed in versatility.

We deliver from every angle - 360° Solutions
For more information call Barloworld Equipment on 011 929 0000 or our call centre on 0800 21 22 48 or visit www.barloworld-equipment.com

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Pay less but get more from your Cat SSL

Cat skid steer loaders have proved their versatility in applications from construction to landscaping to industry to agriculture. They are popular rental machines for the same reason.

The key to getting top productivity and cost efficiency from Cat skid steer loaders (SSLs) is the wide range of Cat work tools offered by Barloworld Equipment to meet the typical needs of local users.

Following a road show last year to raise awareness of SSL work tools, Barloworld Equipment is now offering special deals on Caterpillar's 216B2 and 226B2 SSLs. This makes it easier for you to include the work tools you need in your purchase.

The work tools enable your SSL to evolve from carrying material into a multi-dimensional asset that performs many functions on site. The broom, backhoe, auger, vibratory roller and fork are particularly popular.

Two brooms are available – the angle broom that angles to left and right



for general clean-up operations, and the pick-up broom to pick up debris and loose material.

The backhoe work tool is probably the most used, transforming the SSL into a mini-excavator. The operator can manoeuvre in confined areas, making it ideal for trenching.

With its 1.6 metre wide drum, the vibratory roller converts the SSL into a mini-vibratory compactor. The fork and carriage work tool is used for loading and offloading bricks and cement on pallets.

Other benefits that add to the cost efficiency of the Cat SSL are lower

fuel costs, user friendly serviceability, ease of operation with pilot joystick controls, and easy interchange of work tools with the standard mechanical quick coupler.

WE COLD SOAK OUR BATTERIES



Batteries are cold soaked at sub-freezing temperatures and then tested by starting an equally cold engine.

PROVEN TIME AND TIME AGAIN

Our batteries continue to crank and cycle, delivering optimum reliability, superior performance and the exceptional quality you deserve from a Caterpillar battery!

PURE POWER QUALITY FEATURES

- Caterpillar Premium batteries have unique design features that provide high cold cranking amps and deep cycle capability.

MAINTENANCE FREE DESIGN

- Calcium lead alloy in both positive and negative plates reduces gassing and water consumption
- Extra-heavy grids and an optimum acid/paste combination provide increased battery life and power in extreme cold and heat

We deliver from every angle - 360° Solutions
For more information call Barloworld Equipment on 011 929 0000 or our call centre on 0800 21 22 48 or visit www.barloworld-equipment.com

THE MORE THE DIRT. THE MORE WE PERFORM



THE CAT FLUID FILTER LINE NOW INCLUDES STANDARD, ADVANCED EFFICIENCY AND ULTRA HIGH EFFICIENCY (UHE) FILTERS, PROVING THE BEST SELECTION AND THE BEST ENGINEERED PROTECTION AVAILABLE ANYWHERE.

- Engineered for maximum protection and performance
- Removes more contaminants, maximizing protection of critical machine components

- Designed to accommodate oil drain extensions
- Best choice to meet today's fluid contamination challenges, especially in applications requiring extra contamination control
- High efficiency cellulose/synthetic blend filtration removes more than 98% of particles 4 microns or larger
- Engineered for today's machines with high pressures and closer tolerances

We deliver from every angle - 360° Solutions

For more information call Barloworld Equipment on 011 929 0318 or our call centre on 0800 21 22 48.

8 ALL NEW BHL

Great introductory offer on Cat 428E BHL

"The Cat 428E backhoe loader is a worthy successor to the very popular 428 series backhoe loaders, with its more powerful parallel lift loader arms, turbocharged engine and improved operator station."

Neal Markham, product manager, Barloworld Equipment

Thanks to a special offer to herald in the high spec, four-wheel-drive Cat 428E backhoe loader, this all-new machine with its added features and benefits won't cost you more than a 422E (during the promotional period).

Customer demand has initiated the arrival of the Cat 428E to South African shores this year. Those who have experienced its predecessors, the 428 Series II, B Series, C Series and D Series, will understand the advantages the 428 brings to any building site.

Because it has standard four-wheel-drive, this versatile machine can tackle even the most arduous tasks on site. It is ideal for levelling of material, removing rubble and carrying bricks and other building materials. Excellent stability enables it to lift large, heavy loads with ease.



The new Cat 428E parallel lift loader, with general-purpose bucket, is designed to give operators a smooth ride in all applications including load and carry, roading, or simply moving around the job site. The Cat air suspension seat is a new feature of the 428E cab and operation is simple and responsive.

The Cat 428E is equipped with a flip-open bonnet, allowing access to all check/fill points, air cleaner, washer bottles, visual indicators etc.

The bigger fuel tank now takes 145 litres and a protective undercoat layer of electro-deposited (E-Coat)

primer completely seals each metallic component to protect from damage and corrosion.

Contact Neal Markham at 011 929 0000/082 886 2897 or your local sales rep for details.

Dirty dancing?

More than 100 customers attending the recent launch of the Cat 428E backhoe loader at the Barloworld Arena in Isando, Johannesburg, were entertained by the Dancing Diggers and the Masters of Dirt. The Dancing Diggers is Barloworld Equipment's very own troupe of four Cat 422E and 428E backhoe loaders, performing a rigorous choreographed routine (not to be tried at home). The Masters of Dirt is an international team of free-style moto-x riders. The two have a lot in common – they count on the strong bond between man and machine, planning, precision and performance are key to their success, and they work with reliable, tough, yet fine tuned machines.

