

CAT MAGAZINE



**Transylvanian motorway
breaks new ground**

**New wheel loaders
more versatile than ever**

**Horsepower to Cat power
in three generations**

CATERPILLAR

REASSURANCE



As you would expect, our work tools are characterized by exceptional reliability and high quality. They are also extremely durable, which means they retain a high resale value. And with our extensive range of grapples, multi-processors, shears, rippers, buckets, quick couplers and compactors, we make sure you have the right tool for any demolition and recycling challenge.

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DEAR READER,

It's often said that people in the construction and mining business are 'down to earth' people. People who work hard and play hard, but are also always willing to lend a helping-hand to their fellow man.

And putting together this issue of Cat Magazine has certainly re-confirmed this view for me. For example, page nine describes how road builders in Transylvania are taking time out to educate the local rural communities on road and traffic safety. There's also news of how Cat® dealers in Uganda and Russia are giving their time to help their communities. And the social awareness theme continues with a story on how Caterpillar® in Kenya helped bring clean drinking water to a small, but very grateful, African village.

Add to that the latest news on Cat machines and all the usual features and I'm sure you will enjoy reading the following pages, as well as being proud of belonging to such a 'down to earth' community.

Best regards,



Paolo Fellin
Vice President
Caterpillar

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TRANSYLVANIAN MOTORWAY

Breaking new ground in engineering

UP TO FOUR-TIMES THE LIFE

Life friction brakes

COMPACT WHEEL LOADERS EXPAND THEIR ROLE

The new Caterpillar H-Series

FROM HORSEPOWER TO CAT POWER

In three generations

COLD PLANER WINS GOLD

On marathon job

A REFRESHING DAY'S WORK

Cat dealer helps bring fresh water to a village in Kenya

PEOPLE

Peter van Schaik, three-time winner of the Caterpillar Operator Challenge

Above is just a taste of what's in this issue of Cat Magazine – there's plenty more news and views. If you would like to see additional subjects in the next issue contact our publishers on CatMagazine@cat.com.

CAT in brief

CAT in brief

A HELPING HAND FOR ORPHANS

"People usually try to help orphans and orphanages by providing clothes or furniture," says Anton Chadrine, of Caterpillar Finance in Moscow. "But orphanage directors told us that these kids really miss workplace experiences – they have no parents to discuss what goes on at work and what careers are available. That's why Caterpillar Financial and the local Cat dealers Zeppelin Russland and Vostochnaya Tekhnika organised a day out at a dealer demonstration centre."

The 35 teenagers saw Cat machines at work and took turns to sit in the cabin with the operator. Then they talked with the

technician who showed how the engine works. Games and quizzes followed after a special 'working' lunch.

"From the expressions on their faces we knew we had set some imaginations alight," says Anton. "Some even asked how they could become operators and service technicians."



Service manager Alexy Khlystov explains how an engine works. "The kids were fascinated. It was a highly rewarding initiative for everyone - especially me" he said.

LOVE, ITALIAN STYLE

With most men it's the wife or girlfriend, but for Ezio Coria it could only be one thing - his first true love. Cat operator Ezio works for the Marell Group based in Gorlago, Italy – and clearly for him it's a labour of love.

CUSTOMER GALLERY



TRY BEFORE YOU BUY

A new Visitor Centre in Leicester, UK is set to give customers a chance to try new Cat machines before they buy. More than 5,000 visitors - half of which will come from outside the UK - are expected each year to test drive the machines, see them in action, and question the relevant product experts. On show will be mini hydraulic excavators, backhoe loaders, compact and small wheel loaders, articulated dump trucks, small skid steer and multi-terrain loaders. The centre is due to open in summer 2008 - contact your local dealer for more information.





CAT CAR WINS \$2 MILLION WITHOUT A DRIVER

In the desire to cultivate new vehicle technologies, Caterpillar recently sponsored a well-known Californian University to build an advanced, driverless robot car. The finished car was then entered in a special robot car competition and won the \$2 million first prize – to be spent on further robot car research. In addition to providing financial assistance Caterpillar provided a full-time research engineer and made available its advanced technologies in drive-

by-wire, sensing and steering. "Team Caterpillar is tremendously proud to be involved as sponsor," says Tana Utley, Caterpillar's chief technology officer. "This victory shows what can happen when business and academia work together to advance technology."

The driverless car had to complete a 100 kilometre obstacle course that contained all of the driving difficulties of a busy city highway.



SUSTAINABLE FLOWER POWER

Caterpillar's Malaga Demonstration and Learning Centre has recently started to use biodiesel fuel in its 70-strong earthmoving fleet. This will create significant reductions in the centre's overall emissions as well as creating awareness of alternative fuel sources.

"We receive about 12,000 visitors every year," says Richard Garstin, manager of the Malaga Centre. "Using biodiesel is a great opportunity to do our part in leveraging sustainable development business principles."

Biodiesel is manufactured from vegetable oils like sunflower oil. Please consult your operation and maintenance manual or contact your local dealer for guidance on using biofuels.

BUILDING HOMES FOR THE NEEDY

Recently, staff from eight companies in Uganda took a day off to help build houses for people affected by HIV/AIDS. The local Cat dealer, Mantrac, mobilized a team of 16 of its people and donated € 1,500 to this worthy event.

The mission - organised by the charity 'Habitat for Humanity' - was to provide low-cost but decent accommodation for 100 families. It was a day of fun and lots of hard work and at the end, Mantrac's staff were commended for their speed, teamwork and quality of workmanship. Congratulations to all involved.



Hard work, but fun.



**TRANSYLVANIAN MOTORWAY
BREAKS NEW GROUND
IN ENGINEERING**



“Normally in hilly ground, we would use the excavated soil from the cuttings to fill the valleys,” says Bogdan Sgarciu, external affairs manager of construction company Bechtel. “But on this stretch the clay-like soil cannot be compacted, so we’ve had to use many more piles than normal: in just three months we installed more than 500, some drilled as deep as 24 metres. We’ve also had to transport millions of tonnes of materials over some less-than-perfect infrastructure.”



Bogdan was speaking about the Cluj-Napoca section of the Transylvanian Motorway: a massive 415-kilometre, four-lane highway featuring more than 300 bridges, 70 overpasses, and 19 interchanges. It is the largest highway project in Europe. When complete in 2013, it will connect central Romania with the country's northwestern border with Hungary. And it will make what is now a tough 10-hour tour into a smooth three-hour breeze.

This sleek new €2.2 billion national highway will bring the country's infrastructure in line with that of its new economic partners. The road will ease traffic jams, improve safety, and open up the country to new possibilities for tourism and trade, likely becoming the preferred route between the Black Sea and Western Europe.

And, as you would expect from a project of this size and significance, Cat machines and the local Cat dealer are playing vital roles to help make it all come together as planned. Bechtel and Enka, two of the world's leading construction companies, are handling the project together. They brought an existing fleet of 67 Cat machines and

purchased an additional 68 especially for this project. Now across the valleys, mountains and plains of Transylvania you can see Cat excavators, track-type tractors, wheel loaders, articulated dump trucks, motor graders, soil compactors, cold planers, wheel pavers and generators.

Why Cat machines?

"Cat machines make up 70 percent of our entire earthmoving fleet on this project," says Bogdan. "In our experience, operators prefer their comfort: the seat suspension, easy-reach controls and high all-round visibility are especially appreciated. It keeps our operators fresher, longer – so they are more productive throughout the long shifts. Our service technicians also like Cat machines: they are easy to service and they rarely break down. But the presence of a local Cat dealer, Bergerat Monnoyeur, was also important in our decision to use Cat machines."

As part of its regular service to all its customers, Bergerat Monnoyeur ensures a secure and fast supply to original Cat spare parts and consumables. It also provides an on-site full-day's training by an experienced service technician, with every machine's delivery. "Our technicians



Even in the non-mountainous stretches of the motorway, huge cuttings are necessary to keep the incline within the prescribed five percent. At one such cutting near Cluj-Napoca, shown here, 1.5 million tonnes of earth had to be excavated and transported away from the site.



PREPARING THE RURAL COMMUNITIES

School children, herdsman and other locals are currently receiving road safety awareness training. This is backed up with free reflective bands on school satchels and horse-drawn wagons.

The new motorway will pass through rural regions where the local communities live an uncomplicated life. That's why Bechtel and Enka are preparing the locals for the eventual arrival of large amounts of fast-moving traffic. The team has partnered with local traffic authorities on road safety training, and every project driver has taken defensive driving classes. So far, more than 800 Romanian children have learned theoretical and practical lessons in road safety, and 1,000 herdsman and shepherds have been given reflective vests free-of-charge. Safety crews have even fitted out 100 horses with reflective collars.





The road goes from 130 metres above sea level to 600 metres above. It crosses vast plains with roaming buffalo, and passes through high mountains with spectacular Transylvanian castles - some of which inspired the famous Dracula stories. Not surprisingly, this fluctuating elevation posed many engineering challenges.



ensure that the customers' operators know all about the daily inspection and routine servicing," says Mihai Hotinceanu of Bergerat Monnoyeur. "They also give some advanced operator training to help ensure maximum productivity and efficient machine use. "Of course we cannot train all the operators so we describe these one-day visits as 'train-the-trainer' sessions, the knowledge trickles down to all operators on the job site."

Bergerat Monnoyeur also supplies full technical documentation translated into the local language, "This is very much appreciated by customers," adds Mihai.

The road to prosperity

Road building is always good news for the local economy: it immediately creates new jobs and new skills in the project itself as well as driving demand for supporting products and services throughout the nation. But the sheer scale of this project represents a massive injection of energy into the Romanian economy. Currently, more than 3,000 Romanians (93 percent of the project team) are working on the motorway, and in 2010, at the peak of construction, that number will exceed 8,000.

When the road fully opens in 2013 it will be a powerhouse for Romania's economic development as it will open trade routes from central Romania to its European and Central Asian neighbours. In addition, the country is already gearing up for an expected 30 percent increase in tourism and many analysts predict that collateral investments will equal that of the motorway's €2.2 billion.

A bridge to the past – and the future

Romania is a country with a rich history: not only was the region intensely colonised by the ancient Romans (hence the name: Romania), its history of civilisation stretches many millennia. In fact the oldest modern human remains in Europe were discovered here six years ago. Not surprisingly then, on a jobsite that spans 3,320 hectares the road builders have unearthed some rather special sites of historical interest. So far, 14 archaeological teams have retrieved hundreds of artefacts, and digs around Cluj revealed a 6,500-year-old settlement with huts and coloured pottery. "It's good to remember the past," says Bogdan of Bechtel. "But it's also good to think of the future, and we hope what we're building here will provide progress and prosperity for many years to come." ■

FOUR TIMES THE LIFE

WITH CAT EXTENDED LIFE FRICTION MATERIAL



Did you know that Caterpillar now offers a friction material that provides extended life and increased heat resistance in wet brake systems?

Caterpillar Extended Life Friction Material uses an innovative carbon paper, providing a significant step forward in braking performance, especially in heavy-load applications. The new carbon friction material is designed to provide two – four times more wear life than standard paper friction material, resulting in less cost per hour.

More importantly, if your application requires mid-life brake overhauls, you

may be able to eliminate this interruption to your production in the future.

The new friction material is currently available for 769-797 off-highway trucks, either as an option on new machines or as a service replacement. It can also be specified as a service replacement for 980G-H, 988B-H, 990I-II and 992C-G wheel loaders, and for 824G-H, 834B-H, 844 and 854G wheel dozers. ■

COMPACT WHEEL LOADERS EXPAND THEIR ROLE


New Cat H-Series enhances versatility



Over the years, people have come to regard the compact wheel loader as a bit of a specialty machine. That's because they are excellent in load-and-carry applications in confined spaces. Like their bigger brothers, large wheel loaders, these little workhorses feature a Z-bar loader design, four equal size rubber tires, a rear-mounted engine, and a high-placed cab from where operators have all-round visibility.

The 'high-speed' option lets you travel at up to 35 km/h (rather than the standard 20 km/h). This substantially reduces travel time from site to site and leaves more time for productive work.





“All of these features make compact wheel loaders ideal for cleanup, digging and moving material in confined spaces,” says Marylise Serrano-Dion, Caterpillar product specialist. “But increasingly, with each new generation, their role and usability has been enhanced. And now, with the introduction of the new H-Series from Caterpillar this movement towards more versatility has taken a huge leap forward.”

The new H-Series compact wheel loaders offer more options than ever – making them more versatile and ideally suited to more applications than ever before. For example, you now have a skid steer loader coupler in addition to the traditional horizontal-pin quick coupler. This means you can use many of the standard hydraulically powered tools used on Cat skid steer loaders. The H-Series compact wheel loaders also offer an option for higher auxiliary hydraulic flow to drive these work tools which allows customers with mixed fleets to share tools between skid steer loaders and compact wheel loaders. Asphalt planers are particularly suitable for operation with a compact wheel loader on small road repair jobs.

There’s also a new differential lock – ideal for slippery conditions. Heavy-duty axles with outboard planetary reduction provides the 100 percent differential lock in both axles. “The new 906H also has a lower cab height than the 907H and the 908H,” continues Marylise. “This enables them to pass under a height of 2.5 metres allowing them to get into many buildings.”

More productivity

When Caterpillar began designing this new H-Series the team set itself three main goals: first to improve versatility, then to maintain the same durability standards and component quality as Caterpillar’s large wheel loaders – and (perhaps most importantly) to improve the productivity over the current product. That’s why each of the new compact wheel loaders makes use of the high performance Z-bar loader design, which has been optimised for visibility, strength and versatile attachment usage. The Z-bar linkage gives the operator a clear view to the work tool and also excellent dump clearance and high digging forces while maintaining competitive cycle times. It also offers parallel lift, as standard, for safe pallet handling. “In addition, we now offer a new multifunction joystick which includes forward/neutral/reverse, and the operator can also select the 100 percent differential lock with one button press. And that’s just the start, there are many, many more options – all of which are designed to increase productivity and versatility.

As always, the best way to determine which H-Series compact wheel loader is the right size and configuration for your business is to work with your local Cat dealer. Dealers have the expertise to best match the correct size machine to your job. And once you determine the correct size machine

What’s been said

“The stability is great - even better than the larger non-Cat machines we have.”

“Increased view to the fork tips”

“It’s easy to get to all the daily checkpoints and filters.”

“The joystick is nicely balanced and a pleasure to use.”

The above quotes are evaluations made by machine operators of several German road construction companies. Made after one week of testing in genuine real jobsite conditions.

for your job, your dealer can often provide you a rental machine or demo prior to making the purchase, further demonstrating a machine’s usefulness before you commit. ■

FROM HORSEPOWER TO CAT PO



The family-run Marell Group, based near Bergamo in Italy, has its origins in transporting marble from a local quarry by horse and cart. So what changes have the members of the family involved in the business seen, and what does the future hold in store?



Giuseppe

Elisabetta

WER IN THREE GENERATIONS

"My father still remembers the name of his old horse," says group owner Giuseppe Facchinetti. "But of course everything is different now. Today my daughter Elisabetta, her husband Ferdinando Belotti, and my grandson Giammarco are all involved in the business, we now rely on Caterpillar machines for our earthmoving operations, and we're even evaluating the possibility of generating our own electricity from plant oil. We've come a long way from that horse and cart."

The process of change began in the 1950s. "My wife and I were about to get married," Signor Facchinetti recalls, "and when I went into town one day she assumed it

was for a sewing machine she wanted. When I came back with our first machine – a tractor – she was a little surprised. But I was very focused on the business; I knew it would have to support my future family."

From then on the business grew along with the family. In 1971 Signor Facchinetti bought his first wheel loader and – a few years later – his first Cat 933 track-type loader. In 1986, to take advantage of continually growing demand, he inaugurated Marell Scavi, the first company in the Marell Group (the name Marell comes from the initial letters of the names of his six daughters).

The enterprise began with five employees, operating in demolition, excavation and road construction. Now 76 people work in five specialized companies in the group. And over 20 Cat machines are used in quarrying and grading, waste management, land reclamation, urban infrastructure installation and steel production.

Quality makes the significant difference

Ferdinando Belotti insists that quality has been key to growth. "Second best has never been good enough for us," he says. "As a result the group has won

national and international certifications for earthmoving, urbanization, transport, non-toxic waste handling, quarrying and landfill management, all of which have led to more business."

This insistence on excellence extends to the group's machines. "We rely on Cat for all our earthmoving activities," says Ferdinando. "We value their quality and reliability, and our operators prefer them. We also value our relationship with our Cat dealer CGT. They don't just sell us machines; they act as problem solvers too. And soon they will be undertaking yearly inspections focused on safety – not just to confirm our machines are okay, but to highlight points that may become critical in a few months' time."

The other key to future success, claims Ferdinando, will be flexibility. "We must be ready to change direction rapidly as market demands change. So staff versatility and mobility are essential. We must be able to shift from one type of operation to another at short notice – and from one piece of equipment to another – in order to keep the group working profitably. But that's what we've always done. It's how we've grown, and how we'll continue to prosper." ■



Ferdinando



Giammarco

"We must be ready to change direction rapidly..."



A section of the pipeline had to be dug by hand with the help of about 50 locals.



A REFRESHING DAY'S WORK IN KENYA

When you mention 'sustainable development' many people think of multinational companies making global policies that affect large numbers of people. But in fact, the idea of sustainable development can work at many levels, as shown by a recent initiative that brought clean drinking water to a small village in Kenya.

With the help of the civil engineering company I&H Brown, the UK's National Grid, Caterpillar and Cat UK dealer Finning, the project organisers brought together a team of engineers, machine operators and two backhoe loaders, provided by local Cat dealer Unatrac. (Caterpillar and Finning sponsored the rental of the machines). Their mission: to lay a four-kilometre pipeline to carry clean drinking water from a natural spring to the centre of the village. In total it took just seven days from start to finish, now the 750 inhabitants can enjoy fresh and clean drinking water every day.

"It really has made an enormous impact on the health and quality of life of the villagers," say the project organisers. "Before the pipeline was installed the water to the village was transported via an open ditch. This made it vulnerable to pollution from animal faeces and malarial infestation.

Not surprisingly this caused quite a few health problems and worries. But now these people can drink the water with confidence."

The organisers are now planning another project to carry water from a nearby river. Although this water is not good enough for drinking, it's ideal for irrigation to some local fertile land, which could be used for growing food and cash crops. Irrigation via trenches is not possible since the land is higher than the river, but with another pump assisted pipeline the community can become self-supporting in terms of produce, and even produce surplus for sale on the open market. ■

SPECIAL DELIVERY BRINGS OUT CROWDS IN ETHIOPIA

Last year, two Cat AP755 paver finishers were delivered to a customer in Addis Ababa, and unexpectedly they received quite a welcome. "What most people consider to be a normal job-site application was in fact an exciting event for the locals," says Johann Hahn, Cat Global Paving. "These were the first paver finishers of this make ever delivered to Ethiopia. And when you consider that this delivery signals progress and prosperity you can well understand the people's enthusiasm."

To mark the occasion Caterpillar provided dealer training and commissioning. Cat paving application specialist Gianluca



Gamberini of Caterpillar Minerbio spent a week on site and in the classroom providing in-depth training for local technicians on all relevant hydraulic and mechanical systems. ■

COLD PLANER WINS GOLD ON MARATHON JOB

One of the premier events at any Olympic games is the marathon race, and this year Beijing will play host to the world's best distance runners. Not only will those world-class runners be making history in front of Beijing's historic Forbidden City and Tiananmen Square, they will be running for gold on a road made smooth by a Caterpillar customer using the Cat PM-200 cold planer.

Contractor Beijing Fujinfeng Henglong was selected to handle the work for this high-profile paving project along Chang'An Street, arguably the most famous and certainly one of the busiest roads in Beijing. For this reason, the Chinese government wanted work completed as quickly as possible without sacrificing quality. The contractor turned to Caterpillar to get the job done.

"It is an honor for my company to be selected for this important project and I am pleased with the performance of our Caterpillar equipment for this job,"

said Zhang Lianquan, CEO of Beijing Fujinfeng Henglong. "When the world watches the marathon race during the Olympic games, I will have great pride in knowing that my company paved Chang'An Street for that event."

Better in the long run

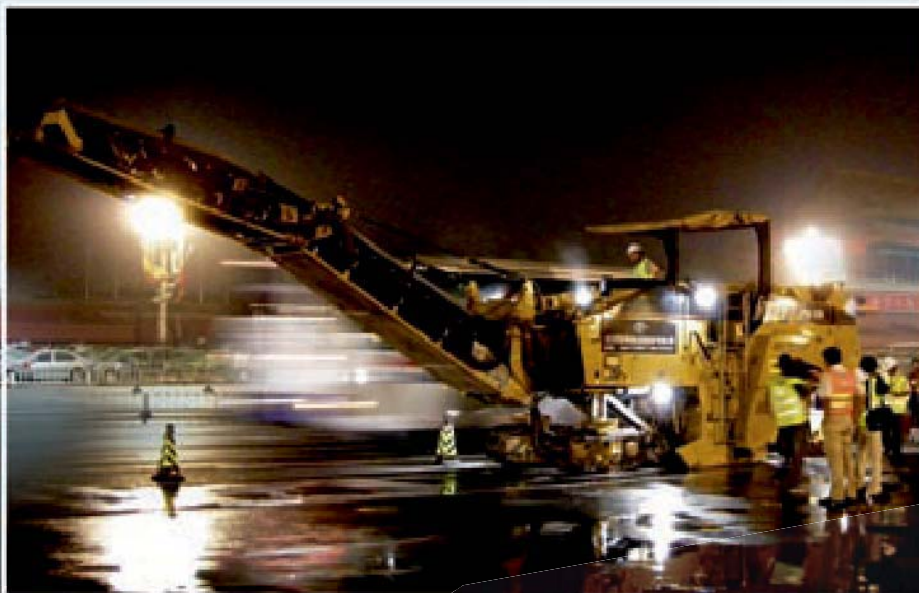
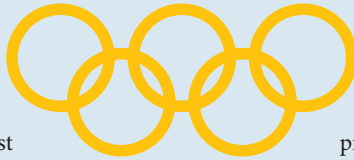
"These high-tech machines cost more when you first buy them, but the productivity and reliability is superior to other brands and so our overall operating costs are much lower," explains Zhang. "In the long run, these machines

have far exceeded our expectations."

Jim McReynolds,
president of Caterpillar

Global Paving said: "Over the last several decades, Caterpillar machines and engines have been involved in building Olympic venues all around the world, and I am certainly pleased that our customers in China are once again using Caterpillar products for the work leading up to the 2008 games."

The Cat PM-200 is a product that has only recently been introduced to paving contractors in China, but the machine's speed, power and reliability are already winning over customers such as Beijing Fujinfeng Henglong Road Maintenance. Based on the success of its first Cat PM-200, Zhang has bought two more Cat PM-200s for use in projects around Beijing. ■



To minimize the impact on traffic congestion, the Cat PM-200 was put to work at night in front of the Forbidden City and Tiananmen Square.





Peter Van Schaik

The three-time winner of the Caterpillar Operator Challenge

The Caterpillar Operator Challenge is designed to test the skills, safety awareness and speed of Cat machine operators on a variety of machines. Each year regional and national heats see the best operators from more than 20 countries qualify for the five-day gruelling final in Southern Spain. It's been called 'The Toughest Competition on Earth', and amazingly the same man has won it for three years running. Cat Magazine asked "How"?

Why have you been so successful?

Obviously my 13 years of experience in earthmoving has something to do with it, but quite honestly I think it is mainly because I simply love operating these machines. I think it's highly enjoyable to work them and control them precisely – and I particularly like getting to grips with machines that I've not tried before.

What does it take to be a good operator?

Well, first you have to enjoy the work. You also have to be highly focused on what you're doing. When I am digging a load, I'm always thinking of where I should take the next load. This is essential if you want to be fast and productive.

What was it like to win three times?

It's great. Winning anything is always nice, but winning at something you do for a living is fantastic. But I'd also like to say that even if I hadn't won at all, the competition and its atmosphere is a great experience. Meeting machine operators from all over Europe, the Middle East, and Asia – even though we all talk different languages we understand each other, probably because we all share the same passion for machines.

Do you own your own Cat machine?

Yes, an M315C wheeled excavator. It's great, because it's fast and highly manoeuvrable. And soon I'll be buying an M315D. I also work on a 25 tonne track-loader. That's also good.

Peter Van Schaik from the Netherlands is the three-times champion of the Caterpillar Operator Challenge. That by itself is something to smile about, but as you can read, Peter is always happy in a Cat machine.

How did you get into earthmoving?

My dad had, and still has, his own earthmoving company, so I was raised with machinery. Ever since I first sat in a Cat machine when I was just six years old, I knew I would become an operator. In fact I cannot think what else I could have become, whatever it could have been it would certainly be something that involved machines.

And nowadays?

Today I own my own rental company – hiring out my machine and my services. I take on broad range of jobs, from precision work to loading dumpers. In March I will expand my company with a new M315D.

Finally, what advice do you have for this year's contestants?

Try to get experience on lots of different machines. Go to the regional and national competitions and learn as much as you can. Don't be afraid to ask questions, and get tips and advice from the people who operate the different machines. After doing all that – it's up to you. ■



Peter at home in his Cat machine



CAT FLASHBACK

Caterpillar's first two-wheeled, tractor-pulled scraper: the DW21. Often seen on road construction sites in the 1950s. Notice how the basic principle remains the same today, even though we have taken huge steps forward in technology. (Photo courtesy of Caterpillar Inc. Corporate Archives)

Other notable events of 1952

Dr. John Heysham Gibbon implants the world's first mechanical heart into a human patient.



Anne Frank's diary is published in English and receives critical acclaim across the world.



The Olympic flame is lit for the first time at the Winter Olympics – relayed by 94 skiers before igniting the cauldron.



1952

TOUGH WHERE IT COUNTS



E-SERIES Backhoe Loaders

The Cat® 428E

- Easy to maintain
- Comfortable cabs
- Simple to operate
- Plus a great range of features, as standard

For more information, or a demonstration of any model in the E-Series, contact your Cat dealership

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