



SUMMER 2021
PLUS.

William Adams 

WELCOME

Welcome to the Summer edition of PLUS, 2021.

What a year!

We have experienced ravaging bushfires, floods, snow in late September and at least six months of significant restrictions, particularly in Victoria, due to COVID-19. While the State of Emergency has been extended in both Victoria and Tasmania, it's heartening to see that Tasmania seems to be in control of the virus, however, maintaining closed borders until at least December 1st. Melbournians have endured four stages of restrictions, curfews, travel restrictions, social distancing, compulsory face masks and four reasons to leave home. Together with Regional Victoria, our children have been home-schooled and most of our administrative employees have been working from home. It has been a trying period for everyone and we're very thankful and proud of the dedication and commitment of our team.

Equally, we are extremely grateful that the industries we service and support have generally been resilient and have continued to hold up during the pandemic, providing work and employment for thousands of people and businesses.

With this in mind, whilst we haven't been able to engage with you as frequently or as closely as we would like, we have managed to adapt and evolve, and find alternative means of communicating and providing the service and support you have grown to expect.

This said, we sincerely thank you, our customers, for your continued support, loyalty and the business and friendship you afford us year upon year. We are very aware that without you we cease to exist, and as such we continue to work hard and diligently to meet and exceed your needs and requirements.

Changing gears and stepping into the new financial year, we are buoyed by the fact that July and August have been active months for us, given the extraordinary circumstances we are experiencing not only in Australia, but globally. The recently delivered Federal Budget is promoting a private sector led recovery. The continued investment in infrastructure, combined with tax incentives for capital investment are key elements of the Budget that will support many of our industries. In addition, encouraging the employment of apprentices through government subsidies is a positive step helping us all meet our obligations to develop the next generation during a difficult period.

We continue to invest in the business, having recently completed the Clayton Head Office upgrade and also the renovation and transformation of our Traralgon facility, which now also includes a small showroom. We are really looking forward to all of you visiting our facilities in the future. In addition, in order to provide appropriate coverage and customer support like no other, we also continue to invest in recruiting great people to our business. Amongst others, this year we will be welcoming another 12 apprentices to our team, this is always exciting for us.

On that note, and with great people in mind, I personally would like to congratulate Bruce Edwards on his retirement in December. I'd like to sincerely thank Bruce for his tremendous contribution to our business for some 32 years, which also includes our people, customers and the entire industry. Bruce is a remarkable person and one of life's true gentlemen. Myself and others have learnt much from Bruce over the years and we certainly will miss him, his knowledge, good humour and support. However, with this said, we all wish Bruce and Anne all the very best for the future and welcome them to be regular visitors to any of our locations. Thank you, Bruce.

Front Cover:
One of the great shots of a Cat Elevating Scraper at work, taken by Caterpillar photographer Nick Pflederer.....in his ten year career, Nick has travelled to 25 different countries photographing everything from small to large Cat machines, the many varied applications they work in every day, and the customers who run them. We happen to think this is one of his best. And we think the air filter guys will agree !!

With COVID restrictions easing, weather improving and you our customers being rather busy, we are looking forward to a positive run into the festive Christmas period. I think I can speak for all of us that we are all craving some festivity. While it is extremely disappointing, this year, due to COVIDSafe practices and endorsed restrictions, we will not be gathering for our traditional customer Christmas celebrations. This is something many of us have never experienced before. However, please rest assured you will all be in our thoughts.

On this note, please allow me, on behalf of the Senior Management team and all your friends at William Adams, to wish you all a prosperous, very healthy and safe Christmas. In the New Year, we look forward to meeting with you and celebrating a 'new normal' and a hugely successful 2021.

Finally, **thank you.** Thank you for your ongoing support and custom, especially during this unsettling year. So please enjoy flicking through PLUS and **Merry Christmas.**



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**SUMMER 2021
PLUS.**

M & K HAMMERSLEY INVEST IN FIRST CAT

Michael & Karen Hammersley took delivery of their first Caterpillar machine, a new Cat 150M AWD Motor Grader in April of this year. The business, based in Underwood in north east Tasmania predominantly work with Forestry Tasmania, constructing and maintaining forestry roads ahead of logging contractors moving in.

The new 150M was a special order from the factory, equipped with a 12 foot moldboard and a front mounted blade. A rear mounted multi-tyred roller was fitted by the team at William Adams' Launceston branch during machine build up.

Michael reported on how much he loves the performance and comfort of his new 150 AWD. Thanks to Michael and Karen for placing their faith in William Adams and Caterpillar following transitioning from another brand.



PEARN TRADITION CONTINUES WITH THE ADDITION OF NEW TRACK LOADERS

Phil Pearn established his land clearing business in northern Tasmania over forty years ago, and soon after, became a loyal Cat supporter. Phil and Marie have continued to invest, turning Bracknell based P.F. & M.J. Pearn into one of our most consistent and loyal customers for our Launceston branch.

Amongst a fleet of some forty Cat machines are eight medium Wheel Loaders including F, G and H Series 950, 962, 966 and 980 models, nine Cat Articulated Trucks, predominantly 740 40 tonne class machines, a dozen Cat Hydraulic Excavators from 301.8 through 330 class and four D6 Series Track Type Tractors.

Most recently, Phil and Marie invested in two late model, low hour used Cat Track Loaders from our William Adams' Used Equipment team. A 963K and a 953K, are pictured in the Fingal Valley in central Tasmania involved in clean up and clearing duties following extensive forest fires through the district over this past summer.

The added attraction of the low hour used option for Phil was the security provided by the Cat EPP warranty inclusion, providing like new coverage throughout the Cat dealer network in Australia for a period of three years or 5,000 hours. Only a Cat dealer can offer Caterpillar- backed EPP warranty terms on used equipment.

The Pearn family name has been synonymous with the district and the forestry industry over three generations, and William Adams is indeed very proud to have been able to build on a relationship which commenced so many years ago.



CONGRATULATIONS ON YOUR HISTORY, AND THANK YOU TO ALL AT P.F. & M.J. PEARN.



CHELVON QUARRIES GROW 980 FLEET

Maude is located some 30 kilometres north west of Geelong, and is home to Chelvon Quarries, suppliers of washed concrete sand and aggregates into Melbourne's north, north east and north western suburbs, as well as the Geelong region.

You could say the Chelvon team have built a fair degree of experience with the Cat 980 Wheel Loader, amassing over 100,000 hours with 980's over the years. A couple of 980C's ran 30,000 hours and 22,000 hours, a G Series 23,500 hours followed by two 980H loaders which have accumulated 18,000 and 8,000 hours to date.

This experience helped a decision to move to the 982M Aggregate Handlers, the first of which was delivered in April 2017 (4,500 hours), and the second in May of this year. The 980's have always proved to be very reliable, productive machines, but with the arrival of the 982M and the option of the Aggregate Package, Chelvon have enjoyed a significant improvement in productivity and fuel efficiency.

William Adams worked in conjunction with the Chelvon team to correctly equip the 982's, based on the average material weight and typical on highway truck configurations, resulting in a reduction of two, and sometimes three passes over the previous 980H. The 982M's are equipped with 8.2 cubic metre buckets resulting in a 3 pass match for a typical truck and trailer combination, down from 5 or 6 passes. This has contributed to a significant productivity increase for the site, and for the truck fleet.



The addition of the CPM (Cat Payload Measurement) ensures no under or over loading, Autolube means more time on the job and less time in the shop for routine servicing, and the Object Detection technology keeps the site safe.

In addition to the Wheel Loader fleet, Chelvon Quarries run 3 x Cat 775F 60 tonne Off Highway Quarry Trucks, a D10N and a D6H Track Type Tractor, Hydraulic Excavators and other quarry support equipment.



CPG – THREE GENERATIONS CONTRIBUTING TO VICTORIA'S CIVIL CONSTRUCTION

CPG Civil is a Bundoora (Victoria) based family owned and operated construction company.

Headed by brothers David Jnr. and Michael Cornfoot the company operates predominantly in the land development field and conducts most of its projects in the outer north of Melbourne.

David Snr. has spent his entire working life (plus a few years before that) in the earthmoving industry, and offered plenty of encouragement to his sons to launch CPG Civil.

In late July CPG took delivery of two new Cat Next Gen excavators, a 336 and a 323 which were both immediately put to work on their current project, a 41 lot subdivision in Seymour, Victoria.

Check them out on Instagram @cpgcivil to see these exceptional pieces of latest technology equipment in action.

Pictured, are three generations of the Cornfoot family, from left to right, Grandfather Norm, David Senior, David Junior and Michael Cornfoot.



CAT TIER 4 MOTOR GRADERS FEATURING GRADE WITH MASTLESS 3D



William Adams is pleased to release the Cat Tier 4 140 and 150 Motor Graders, previously only available in the US market under the former M3 series model identifier, into our region.

Now identified as the 140 -15A and 150 -15A, where the 15A identifies the 'build series' to align with the new Cat model strategy. These machines complement our existing range of Tier 3 140-14A and 150-14A graders which will continue to be available.

WHAT IS A 'BUILD SERIES'?

As you may have noticed Cat has moved away from using letters to identify new machine models and begun adopting a new 'build series' identifier that will only feature on the machine serial number plate and sales and support literature. Similar to the automotive industry, you will need to check the 'build series' and year of manufacture to determine the exact variant of a particular Cat model in the future. This way we won't run out of letters for new models and the identification system is limitless. In the case of Motor Graders the 12M size class has also been removed.

For example;

- Cat 12M (Tier 3) > 140 -14A (Tier 3)
- Cat 12M3 (Tier 4) > 140 -15A (Tier 4)
- Cat 140M (Tier 3) > 150 -14A (Tier 3)
- Cat 140M3 (Tier 4) > 150 -15A (Tier 4)

WHAT ELSE CHANGES BETWEEN THE TWO DIFFERENT GRADER SERIES?

Both models feature many similarities, however key differences and specifications are covered in the following chart.

	140		150		150 AWD	
Build series	14A	15A	14A	15A	14A	15A
Emission rating	Tier 3	Tier 4	Tier 3	Tier 4	Tier 3	Tier 4
Diesel Exhaust Fluid (AdBlue)	NO	YES	NO	YES	NO	YES
Engine model	C7	C9.3	C7	C9.3	C9	C9.3
VHP range	183-213 hp	179-231 hp	183-233 hp	200-252 hp	213-268 hp	210-272 hp
Operating weight	18 400 kg	19 344 kg	18 991 kg	19 935 kg	19 883 kg	20 827 kg
KEY FEATURE DIFFERENCES						
Factory Auto Reversing fan option	X	✓	X	✓	X	✓
Swing out radiator access	X	✓	X	✓	X	✓
Messenger display	SIDE PANEL	IN DASH	SIDE PANEL	IN DASH	SIDE PANEL	IN DASH
TECHNOLOGY						
2D Cross-slope	✓	✓	✓	✓	✓	✓
IMU Type Sensors	X	✓	X	✓	X	✓
3D Ready Option (ARO)	✓	✓	✓	✓	✓	✓
Single Mast 3D & UTS	SITECH	SITECH	SITECH	SITECH	SITECH	SITECH
Dual Mast 3D	SITECH	SITECH	SITECH	SITECH	SITECH	SITECH
Mastless 3D	SITECH	✓	SITECH	✓	SITECH	✓

WHAT ARE THE BENEFITS OF THE NEW MODELS WITH MASTLESS 3D?

Offering productivity advantages, improved efficiency and greater levels of on-site safety, **Cat GRADE with 3D** for Motor Graders is a factory integrated grade control system that uses the same latest technology from models like the 320 to 352 Hydraulic Excavator line up and the new and improved D6 and D6XE Track Type Tractors.

An all-new mastless configuration with integrated GNSS receivers and upgraded IMU's work in unison to compensate for the machine's acceleration and position changes, delivering a superior finish. Inertia Measuring Units (IMU's) have been proven to provide a faster response and more accurate results over traditional analogue sensors and position sensing cylinders, hence they have been used extensively in the new system design wherever possible.

WHY TWO DIFFERENT SERIES OF MOTOR GRADERS?

By offering both the 14A (Tier 3) and 15A (Tier 4) Motor Graders we are able to broaden our range to cater to customers that may have a specific desire to access the lower emissions Tier 4 product and for our region predominantly to be able to access the latest mastless 3D system which is only available factory installed on the 15A (Tier 4) series graders.

Aimed at the heavy construction market, the 15A (Tier 4) Motor Graders will ONLY be available with the factory 3D mastless system and be priced at a premium inclusive of the Tier 4 emission hardware and 3D hardware. Our current 14A (Tier 3) series of graders will continue to be the primary market offering and will maintain their integrated factory 2D cross-slope system that can be upgraded to single and dual 3D GPS systems through our SITECH partners.

By removing the blade mounted mast arrangement and installing the GNSS receivers into the cab roof and front frame means the wheel lean, drawbar offsets and frame articulation can be positioned in a manner without restriction from masts or cables. It also provides the operator with a wider working application where guidance was not previously possible due to mast positions such as side-slopes and drains.

The system offers better blade visibility and movement coupled with other Cat exclusive features such as Advanced Control Joysticks, Auto Articulation and Stable Grade to take grading productivity to the next level.

Inside the cab we see the 10 inch Android display common across the excavator and dozer line up which puts the design plan directly in front of the operator, and functions like a tablet. The operator will be able to concentrate on the job at hand without worrying about constant grade checking.

When 3D is not available, for use on simpler jobs, Cat GRADE with 3D includes 2D Grade Control in the package. This allows operators to work with automatic machine control when no design plan or infrastructure is available on site.

Another obvious benefit of a mastless system is the reduced risk of damage to GNSS Receivers and associated cables. In the Cat system this also extends to the cab and tyres with an integrated E-Fence function as standard from the factory on all CAT Grade with 3D Motor Graders. When activated, E-Fence prevents the blade from contacting the tyres or ladder and stops the circle from potentially damaging the link bar.

140 and 150 -15A graders are expected to land early in 2021.





35 YEARS - 175,000 MACHINES - 1 BIG INNOVATION

Thirty-five years ago, Caterpillar launched the H-series which brought the elevated sprocket or “high drive” concept to the Cat medium track-type tractors (MTTT). In May, Cat celebrated the production of the 175,000 elevated sprocket MTTT – an achievement of manufacturing, innovation and customer-focus.

In 1985, the team introduced the H-series medium track-type tractors. Immediate benefits included improved durability and ease of service of the powertrain components. The medium tractors took advantage of one additional high drive benefit – the ability to extend the tracks forward or rearward to optimise tractor balance for unique applications. The D4H and D5H also combined a six-way adjustable, VPAT (Variable Power Angle Tilt) blade with the high drive undercarriage for the first time. These early high drive tractors pushed the levels of efficiency, productivity

and ease of operation. All of these were, and still are, our Cat product advantage.

Since the H-series tractors were introduced, Caterpillar has continued to improve these machines and develop innovative solutions for customers. One of the first customers to operate a Next Gen D6 XE was astonished by the power and maneuverability and commented, “It is beyond what I thought was possible.” There can be no better confirmation that today’s engineers are upholding the tradition of the original high drive tractors.

The new D7 also returns to the high drive configuration, leveraging scaled designs from the D8T. Even the nomenclature (D4-D7) are realigned with the numerical values used with the H-series back in 1985.



DID YOU SAY CAT D1 DOZER?

For the first time in its 95 year history Caterpillar will offer a ‘D1’ designated Track-Type Tractor model as part of the simplified Dozer model line up! The order board is now open for the new D1, D2 and D3 Next Generation Dozers (12A build series) replacing the D3K2, D4K2 and D5K2 models.

Designed to build on Caterpillar’s market leadership in this competitive segment, the D1, D2 and D3 will be available with both a Tier 3/Stage IIIA emissions rating and the option of an EU Stage V emission solution with all Dozers featuring improved visibility with simple to use technologies that will boost operator efficiencies. These benefits combined with reduced fuel consumption and lower maintenance cost will deliver lower operating costs.

Manufactured in the USA, additional specialty models (Mulcher, Two Way Blade, LGP & Fire Tractor) will also be available shortly.

FIVE KEY AREAS WERE FOCUSED ON IN THIS UPDATE:

- 01** / Visibility with a lower sloping hood.
- 02** / Intuitive operator interface using the same 10 inch colour touch screen as other Next Generation products
- 03** / Grade control technology with consistent display/layout to D5 & D6
- 04** / Fuel management using adaptive controls contribute to increased machine productivity and at the same time offer improved fuel economy
- 05** / Reduced engine emission options.



EVOLUTION OF THE DOZER

This year we celebrate the **75th anniversary** of the Cat dozer blade. The term “dozer” originally referred to a steel plate and an operating mechanism attached to the front of track-type tractors. Today, the term also refers to the rugged machines built for tough jobs pushing dirt.



AN ORIGIN STORY BURIED IN THE PAST

The origin of the dozer blade is buried in the past as deeply as the origin of the wheel. But even as late as the 1800’s, dozer blades were crude by any standards. They were made of wood and affixed to the front end of a pole that was pulled by horses or oxen. Their main purpose was to spread loose dirt out over a fill as it accumulated.

In 1914 the Holt Manufacturing Company, one of Caterpillar’s predecessor companies, introduced a dozer blade in front of the machine that was controlled by a rope windlass fastened to the tractor’s main frame. They continued to make dozers in small quantities until they were discontinued after their merger with the C.L. Best Tractor Co. in 1925.

HOW THE DOZER BLADE BECAME SYNONYMOUS WITH THE TRACTOR

The dozer became part of popular culture due to its superior performance during World War II. American Admiral William F. Halsey once said, “If I had to give credit to the instruments and machines that won us the war in the Pacific, I would rank them in this order: submarines first, radar second, planes third, bulldozers fourth.”

“Boss of the Beach,” Army Engineers Chief Major General Eugene Reybold said of the dozer. “The indispensable, all-purpose weapon of the Engineers.”

A LEGEND IS BORN

Before 1945, suppliers designed and sold earthmoving attachments designed specifically for Caterpillar tractors. In early 1945, Caterpillar began developing its own line of dozer blades that met Caterpillar specifications and quality standards. Dozer blades originally came in straight, angling, and “U” shapes, both cable- and hydraulically - controlled.

The first Caterpillar tractor with the new dozer blade left Peoria, Illinois, in 1945. Throughout 1945, engineers performed exhaustive tests on this new product at the company’s proving grounds in Illinois and Arizona, and operators tested the attachments at various locations throughout the United States. The performance of experimental and first-production models gave assurance that these new items of earthmoving equipment would sustain and enhance the high reputation of Caterpillar products.

First shipments of Caterpillar track-type tractors with accompanying Caterpillar dozer blades were made later that year. The Caterpillar track-type tractor quickly became known as a “dozer” and the legend was born.



OPERATOR IN MIND FROM LIFT UP TO REMOTE CONTROL

Another big change in dozers... how the operator uses the controls. It started with cable controls that could only lift up, then hydraulic controls came along. These were easier to use and could lift up or push down. Eventually dozers progressed to having an onboard computer that could control the blade for the operator to produce a predetermined design. Today’s operators can use our latest Command for Dozing. It allows the operator to control the dozer remotely, from anywhere in the world.

A SIMPLIFIED WAY TO COUNT ON WORLD CLASS PERFORMANCE



D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11
⌆	⌆	⌆	⌆	⌆	⌆	⌆	⌆	⌆	⌆	⌆
D3K2 D3K	D4K2 D4K	D5K2 D5K	D6K2 D6K	D6N D5R2	D6T D6R2	D7E D7R	D8T D8R	D9T D9R	D10T2	D11T
75 hp +	85 hp +	100 hp +	125 hp +	160 hp +	200 hp +	240 hp +	320 hp +	405 hp +	600 hp +	850 hp +

TODAY’S DOZER

Whether the job is moving material or finish grading, there’s a Cat dozer made for it — small, medium or large. Plus, with a big selection of undercarriage, drive train and blade configurations, customers can customise their new dozers to accommodate virtually any job requirements.

- **All about the Small (D1-D3).** Quick to move from site to site, with the right combination of speed, power and accuracy, small Cat dozers are versatile construction workhorses. Plus, the new GRADE technology has really made the small dozer valuable on the jobsite!
- **Major features with the Medium (D4-D7).** Medium Cat dozers deliver industry-leading fuel efficiency and easy maintenance features that reduce owning and operating costs. Next Generation models include factory-integrated Cat Grade technology; plus, you’ll find the industry’s first high-drive electric drive in this size class. The choice in powertrain and dozer blade configurations allows customers to tailor the machine to the application, whether it’s a large fine-grading job to bulk earthmoving.
- **A lot to love with the Large (D8-D11).** Large Cat dozers are built to take on the world’s most demanding work. Elevated sprockets increase productivity, simplify maintenance, reduce downtime and raise final drives and powertrain components out of tough underfoot.

One other feature of today’s dozer? Cat Command for dozing. This technology helps increase operator safety, comfort and productivity. Command for dozing makes remote operations and semi-autonomous operations of these machines possible.

Since Caterpillar began making dozer blades 75 years ago to today, there’s one thing that remains true - Dozers are reliable machines to get a lot of tough jobs done.

NEXT GENERATION, HIGH DRIVE CAT D7 DOZER

Released at ConExpo 2020, the new Cat D7 dozer returns to the proven high drive undercarriage design, with increased performance and the broadest choice of easy-to-use technology features to help you get the most from your bulldozer. A mechanical drive fully automatic 4-speed transmission powertrain offers optimal fuel and dozing efficiency, plus ease of operation. At 265 hp (197 kW) and an operating weight of 29,800 kg, the new D7 dozer replaces the successful diesel/electric powertrain, conventional drive D7E.

WHY CHANGE BACK TO MORE TRADITIONAL DESIGN?

There is no doubt that in its role as Caterpillar's first production diesel/electric drive dozer, the D7E has been very successful, delivering performance that had it pushing up into the D8 class in some applications and fuel burn closer to the D6T in many others. Although the D7E was released back in 2010, it has been instrumental in the development of the second generation of electric drive systems as seen in the new D6 XE available now. So successful has the D6 XE been, it has been seen replacing the D7E in many construction applications, while retaining all the benefits of the elevated sprocket design from a service, maintenance, component change-out, final drive loading and dozer stability/flotation perspective. The Next Generation D7 returns to the elevated sprocket design to capitalise on these benefits and improve component commonality across the dozer product line for ease of manufacturing and parts support. The efficiency of the new engines and fully automatic powertrains that is available on the D5, D6 and D8T models now, is the result of customer demand, wanting to move more at a lower cost.

The focus will always continue in ways to help customers make more with their equipment. Electric Drive is certainly one way to do that, as evidenced by the customer popularity of the new D6 XE we are seeing and, in its performance.

NEXT GENERATION VALUE

The D7 is expected to move up to 8 percent more material per hour than the D7E, with about 6 percent more weight and 12 percent more horsepower. Blade capacity is increased by 10 percent, and the elevated sprocket undercarriage delivers better ride and balance, as well as increased penetration force.

Like the D6 and D8T, the new D7 is driven by a fully automatic 4-speed transmission. The smooth-shifting transmission continuously adjusts for maximum efficiency and power to the ground without added operator input.

The completely redesigned cab, common with the D5 and D6/D6 XE, raises the standard in comfort and productivity. Operators will find more space, multiple seat and control adjustments for optimal comfort and an easy-to-use 10 inch touchscreen operator interface. A standard High Definition rearview camera shows prominently in the main display.



UNPRECEDENTED TECHNOLOGY CHOICES

The D7 leads the industry with a variety of technology offerings that are easy to use and help you get the most from your equipment investment. Slope Indicate is standard with the premium display package, showing machine main fall and cross-slope for easy reference.

- **ARO with Assist** is a grade-ready option bundled with basic blade control and a new set of assist features that just work in the background to help operators get more done in less time.
- **Cat GRADE with Slope Assist™** provides basic blade positioning assistance without added hardware or a GPS signal. Updated main display makes the system intuitive and easy to use.
- Factory **Attachment Ready Option (ARO)** provides optimal mounting locations, brackets, and hardware, and simplifies installation of any brand of grade control system.
- **Blade Load Monitor** gives real-time feedback on current versus optimal blade load to help optimise blade capacity based on the underfoot conditions you are in.
- Second generation **Stable Blade** works seamlessly with operator blade inputs for smoother surfaces.
- **Traction Control** automatically reduces track slip to save time, fuel and track wear.
- **AutoCarry** automates blade lift to help you maintain consistent blade load and help reduce track slip.
- **Remote Control Ready** - Internal wiring and hardware is incorporated into the machine to be ready to accept the remote-control roof mounted system and remote operator consoles that are sold separately.

Customers can also add factory integrated **Cat GRADE with 3D**. Advanced Inertia Measuring Units (IMU) provide greater speed and accuracy without position sensing cylinders. Small antennas are integrated into the cab roof for better protection and GPS receivers are mounted inside so they can be secured by locking the cab doors. An intuitive 10 inch GRADE operator interface works like a smart phone, making it easy for operators to pick up quickly. Android OS platform allows installation of custom apps for more versatility.

Remote Connectivity. Either remotely connecting to flash any necessary software updates when convenient to your operation, ensuring the machine is working to its peak operation. Remote diagnostic testing provides support from William Adams technicians to help define any tailored service requirements.

EQUIPPED FOR THE JOB

The D7 is available in both Standard and Low Ground Pressure (LGP) configurations, with a variety of blade and track shoe choices to optimise the machine for the intended application.

The D7 can also be ordered with specialised guarding to take on the challenges of **Waste/Landfill** work and **Forestry/Land Clearing**. In addition to machine protection against impacts and airborne debris, these specialty dozers can be ordered with an impact-resistant cab, application-specific undercarriage and a specialty blade.

Designated with the 17A build series, the Next Generation D7-17A will be available mid 2021 for William Adams customers with advanced customer orders already being taken. Contact your representative to find out more.



DELIVERS MORE
PERFORMANCE
AND UNMATCHED
PRODUCTIVITY

CAT 239D3 STANDARD FEATURES APPEAL TO TERRA-TRAC

Toongabbie based Terra-Trac have recently purchased a new Cat 239D3 to carry out land management projects around Gippsland. Director, Josh Witt researched several brands but with standard features including one piece sealed and pressurised cabin, suspended undercarriage, two speed travel, on-demand fan, hydraulic coupler, air ride heated cloth seat, LCD display and reverse camera, the decision was easy in the end.

Local parts and service provided by the William Adams branch in Traralgon was also a major factor in going with the Cat.

William Adams is proud to support local business and wish Josh all the best in his new business venture.



WHAT DO TWO OF AUSTRALIA'S TOP 5 GOLF COURSES HAVE IN COMMON?

Answer? They are both located, side by side on Tasmania's north east coast, and Cat machines have played their part in both construction and ongoing maintenance of the two courses.

Barnbougle is now a name that represents two iconic golf courses, true golfing treasures for both the enthusiast, and social golfer. This is a destination that resonates of the game's connection to ancient Scotland and Ireland. Ruthless Marram Grass, wide open fairways and exquisite hole layouts make for an unforgettable challenge. With fresh Tasmanian air and the echo of crashing waves, Barnbougle is the perfect golfing getaway.

In golf terms, Barnbougle is young. Whilst the rolling fairways of the courses, set amongst the wild and dramatic landscape, look as though they were established long before, it was in just 2004 that the first course – The Dunes – opened for play.

Designed by renowned modern golf architect Tom Doak and Australian ex-European tour pro and course designer Mike Clayton, Barnbougle Dunes was once a strip of land along the coast of a potato farm on Tasmania's north east coast.

Their design philosophy was embraced by golfers far and wide and the Dunes soon earned a position amongst the world's top ranked golf courses. Since opening in December 2004, The Dunes has maintained its position as the number one public access course in Australia.

Currently rated #4 course in Australia (by Australian Golf Digest), #34 course in the World (U.S. Golf Magazine) and #11 course in the World (U.S. Golf Digest), The Dunes is a regular on 'must play' lists around the world.

With the reputation of Barnbougle Dunes continuing to augment, the idea of a second course at Barnbougle was conceived. In December 2010, Lost Farm, the 20 hole sister to The Dunes, opened for play.

Lost Farm was developed with similar design principles and has quickly captured the attention of international golfers of all abilities. Within weeks of opening, Lost Farm was rated the #2 public course in Australia by Golf Australia Magazine, and within 8 months it entered the World Top 100 List (by U.S. Golf Magazine) at #82. Lost Farm now ranks #23 in the World (U.S. Golf Digest).

Richard Satler is the man behind the Barnbougle Lost Farm complex, and William Adams were delighted to deliver a new Cat 305.5E2 CR in May this year to help develop a new 14 hole par 3 golf course on the property. Richard also owns a couple of older Cat excavators, a 311C & 315C, and as this story was compiled, was employing the services of a Cat Rental Store 299D3 which they are using to shape the dunes for this exciting new development.





HIGH COUNTRY 301.7 AIDS IN FIRE RECOVERY

Shannon Peters and her Omeo based business, Gum Leaf and Co, took delivery of one of our first 301.7 Next Generation excavators to be delivered, in May of this year, and promptly put the machine to work in bushfire ravaged East Gippsland helping struggling families clear non-grocon related fire damage and getting sites ready to rebuild their dreams.

When it's not digging stumps and clearing burnt scrub the machine has fast become an integral part of Gum Leaf's landscaping side of things, allowing Shannon, and operator Chris Camm to get into spaces where they would normally have to use a shovel and barrow. "Since purchasing this machine we've asked ourselves almost daily, why didn't we do this sooner" Shannon told PLUS recently.

"This powerful little machine is fitted with a tilting hitch and grab and is virtually unstoppable - we are proud to be part of the William Adams Family", Shannon told us.



VERSATILE LITTLE BEAST!

Kiernan Tilt Tray Service are based in Sale, Gippsland and have recently purchased a new Cat 301.7 CR Next Generation mini excavator. Their customers have been lining up to hire this little beast, citing its smoothness, breakout force and standard features like stick steer, tilt canopy, operator comfort, and the joystick and cylinder speed adjustments, just to name a few!

Mark is so impressed that he has added a new Cat auger and E1 hammer to further complement the package. The new 301.7 is pictured repairing culverts in Coongulla for the local Shire.

Thanks Mark and Jess for your business.

CLENNETT HIRE CHOOSE CAT

Clennett Hire are based in the Hobart suburb of Kingston, located south of the city on the River Derwent.

The business was founded by Will Clennett and Saar Alfasi to service the Tasmanian market for machine and equipment rental, with a clear vision to stand apart from competition. How?

By delivering superior customer experience and service, understand their clients' needs and matching them with the latest technology available, showcasing the latest developments in safety, environmental, productivity and user experience available, and to invest in systems technology to utilise the advantages of telematics, GPS and a fully integrated technology platform.

“We want to provide the operators with the best possible tools for the job”

PLUS spoke with Managing Director, Saar Alfasi soon after Clennett Hire took delivery of two new Cat hydraulic excavators. “Clennett Hire’s long-term strategy is to align with quality recognised brands that have their own brand loyalty. We are also conscious of purchasing equipment that incorporates technological advancements to give us a competitive edge over other hire companies with older equipment. Both the Cat 1.7 tonne and 8 tonne excavators are Next Gen machines and they both align with this strategy,” Saar explained.



“We want to provide the operators with the best possible tools for the job, but more so the best ergonomics available in the market, and we know that CAT is preferred by many operators and owners. William Adams is firmly entrenched in the Tasmanian market and having a local dealer with workshops around the state is a real asset for us. The spare parts support is equally important.

CAT Finance were also great to deal with and having the finance support from the OEM is extremely beneficial for a young hire company like ours.”

In addition to the Next Gen 308 (pictured, with Saar Alfasi alongside), Clennett Hire also took delivery of a new 301.7 CR. “We really like the ability to add a thumb that has been engineered to the machine to ensure stability even on the 1.7 tonne machine. This has proved very popular with landscapers and other clients, not only because of the thumb but for the superior tracking power going up slopes. Our plan is to only be purchasing this model for our small excavators going forward.”

“Finally, investing in CAT as a brand for a hire company also makes sense as unlike many other OEM’s, CAT covers all aspects and sizes of earthmoving and compaction equipment. Regardless of the direction of the growth in the business, we will always have options with CAT.”



SOUTH GIPPSLAND SHIRE PUTS NEW 279D TO WORK

South Gippsland Shire Council’s New Cat 279D is pictured, carrying out road patching duties.

The 279D fitted with a Hydrapower AC600 milling head is captured milling a failing bitumen surface. Cement is then mixed with existing road base material, water and then rolled and compacted. Once settled in a day or two the reclaimed surface will be hot sealed with stone covering.

THE FAMILY IS NOW COMPLETE

Fowlers Asphaltting, based in Trafalgar in West Gippsland has recently added another K series Wheel Loader to their fleet. The new Cat 938K will complement their existing 924K and 930K. The family is now complete!

The new 938K will be working in Traralgon and has replaced the 924K which will be utilised at another asphalt plant in East Gippsland. The 930K is utilised at the Trafalgar yard with stock piling and loading duties.

Thanks to the Fowler family for their continued support.



THE BENEFITS OF GOING SMALL JUST GOT BIGGER

NEXT GENERATION CAT® 313 | 315 EXCAVATORS

Versatile, flexible and easy to transport, small excavators deliver big benefits. Those advantages just got bigger with the introduction of Next Generation Cat Small Excavators 313 and 315.

William Adams were delighted to take delivery of their first batch of 313 and 315 Next Gen Excavators in July 2020.

“First impressions count, with fantastic feedback being received from customers, sales rep’s and operator trainers on the look and feel of the 313 and 315 Next Gen machines. In fact, word on the street has been so positive, that William Adams pre-sold over a dozen units, 3 months prior to them landing in Australia”, Sales Manager Sam Badcock told PLUS!

Before their release, our very own Operator/Demonstrator John Merlo flew with Caterpillar to Malaga, Spain to Test and Validate the performance of these Next Gen machines.



“Back in early 2019 Caterpillar invited operators from all around the world to go to Japan to test the new 313 and 315 Next Generation excavators,” John told PLUS recently. “I was fortunate to go and be a part of this exciting process”.

“Caterpillar have a very intensive Test and Validation process - all the assembled operators provided their input, but I was not happy with the performance based on Australian conditions and the expectations of our customers. To Caterpillar’s credit, launch plans were deferred until all identified issues were addressed. I was then invited to Malaga in southern Spain to retest these machines in November 2019.

The new Next Generation 313 and 315 machines are very impressive - they have all the features of their big brothers, and their performance has been improved incredibly from their predecessors,” John told us.

To take this one step further, William Adams then conducted our own Test & Validation training at Merlo Hills demonstration ground in October 2020, where we put our new arrivals up against both the outgoing Cat ‘F’ Series and also against our competitors.



Boasting increased power and a range of standard Cat technologies designed to boost operator efficiencies by up to 45%, the new models also lower maintenance costs by up to 25%, making it the right fit for rental, municipal, and general all-around excavation applications requiring dependable performance and low operating costs.

Balancing the need for power and efficiency to deliver precise digging, the responsive hydraulic system includes a new main control valve that eliminates the need for pilot lines, reduces pressure losses, and lowers fuel consumption. A 10% boost in swing torque elevates efficiency when working on slopes and moving around the jobsite. New Cat Advansys bucket tips on the 313 and 315 excavators deliver increased life, excellent retention, and fast changeover for maximum uptime on the jobsite.

ALL-NEW CAB ELEVATES COMFORT

Cat 313 and 315 operators will experience a new, larger cab designed with improved ingress and egress to boost comfort and productivity. The spacious cab offers a low-profile design plus large front, rear, and side windows with narrow cab pillars to offer 40% greater visibility compared to F Series excavators, enhancing safe operation.



Standard rear view and right-hand-sideview cameras further improve visibility of the operating environment. Owners can upgrade to 360-degree visibility to easily see objects and personnel around the excavator in a single view. Improved sound suppression lowers interior noise levels to improve comfort. Operators can make hands-free calls through the new standard Bluetooth connectivity for personal devices.

A larger, 10-in. (254-mm) LCD monitor offers touchscreen capability for easy navigation and features intuitive controls integrated into the monitor. Advanced viscous mounts significantly reduce cab vibration compared to previous models, reducing operator fatigue.

EXPANDED TECHNOLOGY, MORE PRODUCTIVE

Delivering superior performance and best-in-class productivity for 13-tonne and 15-tonne excavators, the new Cat 313 and 315 come standard with a host of productivity enhancing technologies to increase operator efficiency by up to 45%. Standard Cat Payload provides on-the-go weighing and real-time payload estimates, so operators can deliver precise load targets every time to improve loading efficiency.

Options ex-factory include Grade with Advanced 2D or Grade with 3D; standard Cat Grade with 2D automatically guides depth, slope and horizontal distance to grade for quickly and accurately reaching desired grade. Payload can be combined with VisionLink to remotely manage production targets. Critical operating data such as fuel usage, payload summaries and fault codes are tracked by standard Cat Product Link to help boost fleet management efficiency.

Standard Cat Product Link connects the jobsite to the office via VisionLink to report critical operating data - this allows dealer technicians to run diagnostic testing to pinpoint potential issues. New **Remote Troubleshoot** analyses real-time machine data captured by Product Link without impacting machine productivity and saving a service trip to the jobsite. **Remote Flash** works around the machine’s production schedule to conveniently ensure the machine is operating with the most current version of on-board software, so it delivers high performance, maximum efficiency and minimum downtime.

Increasing safety when excavating in confined spaces, the new 2D E-fence keeps the front linkage within a predefined work area to avoid hazards on the jobsite as well as standard cab avoidance.

Call your nearest William Adams’ sales rep to book your demo today, and experience for yourself how much performance you can get in a smaller package !!



BMC Group are based in Morwell, Gippsland and specialise in mechanical & electrical engineering, fabrication, construction, maintenance and labour support in Industries including power, water, petrochemical, oil and gas, pulp & paper and mining.

BMC work across Australia and internationally on large and small scale projects with leading businesses in their respective fields including SP Ausnet, TruEnergy, Toshiba, Citipower, Powercor, Energy Australia, Siemens Power Generation and many more.

Recently BMC have expanded into civil construction, which required machine selection to meet upcoming projects around the state. The Caterpillar and William Adams combination was chosen due to quality products, parts availability and service support.

The BMC Civil fleet now consists of a new 308 Next Gen Excavator and 259D3 Compact Track Loader (pictured). A 289D CTL and 247B MTL, 140M3 and 12G Motor Graders, a CS66B Vibratory Roller, a D6R Track Type Tractor, a 320C Series Hydraulic Excavator and two 730C Artic Trucks round out the fleet.

Thanks to Mal and John for putting their trust in William Adams and Cat.



BMC GROUP EXPAND INTO CIVIL CONSTRUCTION



VICTORIAN HARDWOOD LOGGERS SUPPORT LOCAL ECONOMY IN UNCERTAIN TIMES

Neerim (Vic) based JD Logging has recently invested in a new Cat 330FL fitted with an HSPA guarding package and log grab. This unit replaced an ageing competitive machine and will work alongside a Cat 336FL, 324DL and 545D log skidder harvesting sustainable Victorian native hardwood for Vic Forests.

William Adams acknowledges the support of Jim and Chris Greenwood, and many others during the period of COVID-19, who, despite uncertainty, particularly in relation to the native hardwood forestry industry, continue to invest and show their support for their industry, jobs and economy more generally.

Thank you for your business JD Logging.



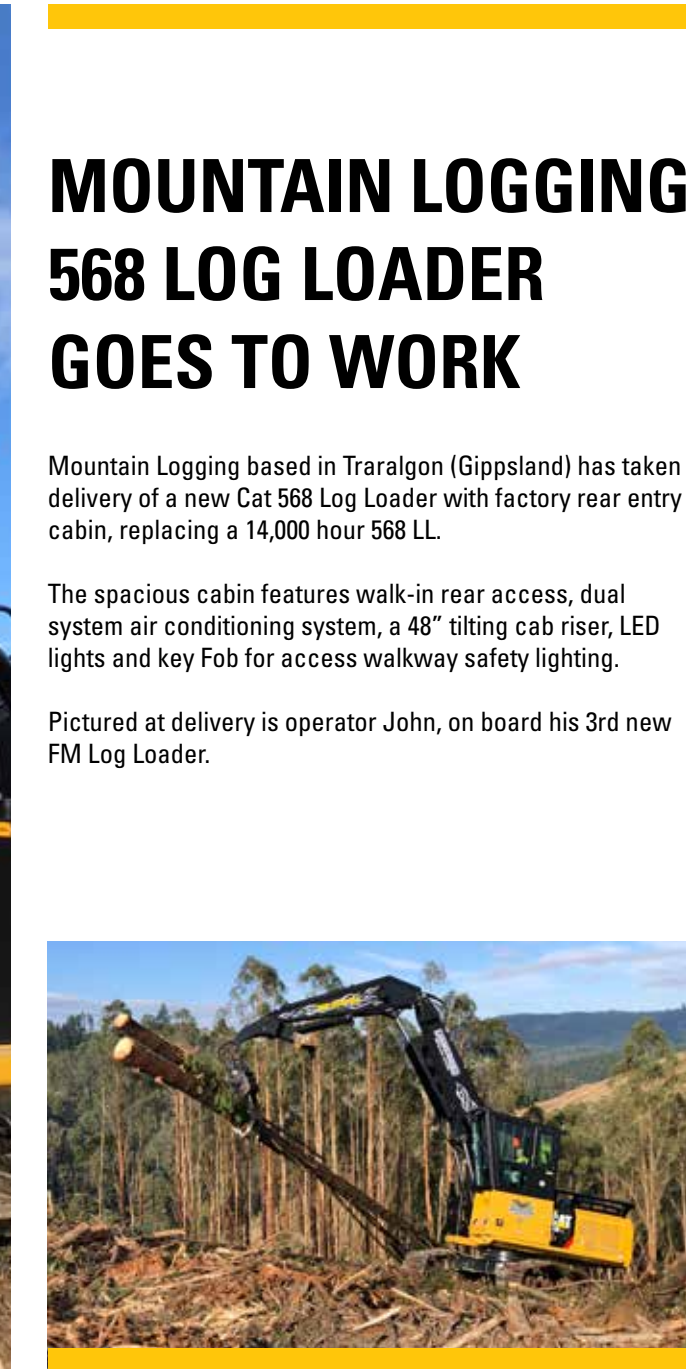
LUCKY LAST

Meyer Logging based in Romsey, Vic. have recently updated their 535C with a new Cat 535D Log Skidder. The old girl had clocked up 12,500 trouble free hours so the choice to re-invest in another Cat was made that much easier.

This was the last Cat D series skidder to be sold into Australia so was appropriately named "Lucky Last". The new Weiler branded skidders began arriving mid-year and will continue the legacy that Cat log skidders have forged for almost fifty years, since the launch of the first 518 in 1971.

Pictured at delivery is Brad Meyer, son Kyle and operator Jack.

The new 535D will be working in Victoria's central highlands harvesting renewable native hardwood for Vic Forests.



MOUNTAIN LOGGING 568 LOG LOADER GOES TO WORK

Mountain Logging based in Traralgon (Gippsland) has taken delivery of a new Cat 568 Log Loader with factory rear entry cabin, replacing a 14,000 hour 568 LL.

The spacious cabin features walk-in rear access, dual system air conditioning system, a 48" tilting cab riser, LED lights and key Fob for access walkway safety lighting.

Pictured at delivery is operator John, on board his 3rd new FM Log Loader.



PAVING THE WAY

For fifteen years this family owned business has been in the asphalt game and it was finally time to add a Cat to the fleet.

Dandenong (Vic) based Asphalt FX recognised how well put together the F-Series paver is. Combined with William Adams' ability to provide backup service and parts for the machine it became a simple decision when it came to adding another Paver to their fleet.

Pictured:
The new Cat AP500F on its first job, along with the Asphalt FX crew.



D6R LOOKING ITS BEST DESPITE A HARSH ENVIRONMENT



Australia's Mawson base is one of three permanent bases and research outposts in Antarctica managed by the Australian Antarctic Division.

In February 1954, Australian Antarctic Division's first director Phillip Law reached Horseshoe Harbour and raised the Australian flag naming the new station in honour of Australia's polar explorer, Douglas Mawson. In the first year, a party of 10 Australians spent winter in cramped accommodation. By the end of 1954, they had erected the Living Quarters, the Works Hut, the Engine Shed, two Store Huts and a Carpenter's Shop.



By 1966, the number of buildings at Mawson had increased to more than 50. The station had become the base for exploration. Major traverses of the Antarctic hinterland and aerial reconnaissance of the interior were launched from Mawson. A major development in the station's early years was the construction in 1956 of the first aircraft hangar to be built in Antarctica.

Today's Mawson station is a collection of buildings old, such as historic Biscoe Hut, and new. Mawson is now one of the longest continuously operating stations in Antarctica, and the oldest south of the Antarctic Circle.

The Cat D6R, pictured, is based at Mawson. The machine is now four years old and has accumulated around 2,000hrs. Whilst the conditions are in many ways extremely harsh on man and machine, many owners of Track Type Tractors would be envious of the appearance of this machine given the more typical rigours of earthmoving on "mainland Australia".

A magical environment, (when the sun is out), captured in these images and PLUS would like to acknowledge Shane Mann from AAD for providing these photos.

CAT SMART ATTACHMENTS COME TOGETHER WITH HOST MACHINE IN REVOLUTIONARY WAYS

Three new Cat® SMART attachments, the Dozer Blade, Grader Blade, and Backhoe, are designed to add significant versatility to a range of D3 Series Cat Skid Steer Loaders, Compact Track Loaders, and Multi Terrain Loaders. The control systems for the new attachments allow for easy adaptation to the machine's standard controls to precisely match the recognised SMART Attachments' control needs.

SMART DOZER BLADE ATTACHMENT

Available for Cat 279D3, 289D3, 299D3 and 299D3 XE series Compact Track Loaders—are designed for cutting, moving, and grading virtually any material used as a base. The blade features a curved moldboard to keep material rolling and a trapezoid design with angled end bits that allow flush-cutting against vertical surfaces when the blade is fully tilted. The D3 Series host machine recognises the attachment and unlocks special display screens that allow the operator to select how the blade is controlled.



Selecting the attachment-control mode changes the standard joystick functions (left for travel, right for boom and bucket) and allows the left joystick to continue to control travel, while the right joystick now operates blade functions—tilt (moving the joystick side-to-side), lift (moving the joystick fore and aft), and angle (rotating the thumb wheel forward or rearward). In addition, the operator can select either a “lift” mode or a “tilt” mode to change which cylinders (lift-arm or bucket) control major blade functions, adapting the machine to be more proficient at either rough grading or fine grading.

The ASSIST feature enhances operator proficiency to achieve smoother grades with fewer passes by coordinating machine and blade movement to attain flat surfaces, allowing the operator to concentrate on building or cutting material to achieve the desired Grade.

With the ASSIST feature enabled, additional functions are activated with regard to blade slope. A memory function allows the operator to select a blade slope and to recall that setting at the touch of a joystick button. A double press on the memory button will mirror the memorised blade slope on the other side. Also, for added convenience, pressing a button on the left joystick returns the blade slope to zero when the machine is on a level surface



SMART GRADER BLADE ATTACHMENT WITH ASSIST

The new Cat GB120 and GB124 SMART Grader Blade attachments are available for Cat D3- Series Skid Steer Loaders and Compact Track Loaders. As with the SMART Dozer Blade attachment, the D3 host machine recognises the grader blade and unlocks special display screens that provide options for attachment control, allowing the joysticks to be repurposed to perform attachment functions.

The ASSIST feature allows selecting either the Cross Slope Right pattern or Cross Slope Left pattern and maintains the cross-slope setting, independent of the machine's operating angle. If the Cross Slope Right pattern is selected, the forward/backward movement of the right joystick controls the right side of the blade by raising and lowering the attachment's right lift cylinder. The machine/attachment will control the left side of the blade to maintain the desired cross-slope, allowing the operator to focus on the right side of the blade. Cross Slope Left pattern reverses this setting.

Also, as the blade is angled and geometry changes, the attachment calculates and maintains the cross-slope setting. It even maintains the desired cross-slope angle when you rotate the blade to windrow the material. The special display screens of the SMART Grader Blade provide the operator with feedback about the orientation of the attachment, displaying blade slope, as well as blade angle.

Standard blade width is 1,990 mm for model GB120 and 2,440 mm for GB124. With optional wings extended, widths increase to 2,150 mm and 2,605 mm. Blade tilt for both models is 15 degrees, blade lift is 150 mm, and maximum cut depth is 100 mm. Independent caster wheels rotate 360 degrees and provide support for forward and reverse grading.



SMART BACKHOE ATTACHMENT

The new Cat BH130 SMART Backhoe Attachment is designed for Cat D3 Series Skid Steer Loaders, Compact Track Loaders, and Multi Terrain Loaders. The new attachment significantly increases the versatility of these small machines, allowing them to take on a range of tasks, including utility trenching, digging footings, and forming and maintaining drainage ditches. In addition, the backhoe is compatible with Cat 3-tonne excavator attachments, and its auxiliary-hydraulic system allows pairing with hydro-mechanical work tools, including hammers, thumbs, augers, and vibratory compactors. The backhoe also hydraulically shifts side-to-side to allow digging adjacent to buildings and footings, and integrated stabilisers provide a solid digging platform.

The backhoe features integrated electro-hydraulic controls, which are operated using the host machine's joysticks, eliminating the need to remove the door and allowing the operator to work from the safety and comfort of the cab. Attachment control mode allows existing joysticks to be used for boom, stick, bucket and swing functions. The host machine recognises the BH130 when the backhoe is attached, and when the operator is ready to use the backhoe, pulling the trigger on the right joystick places the system in its dig mode.

Maximum digging depth with the BH130 is 2,970 mm and reach at ground level from the swing pivot pin is 4,040 mm. Stabiliser spread in the working position is 1,815 mm, and total side-shift travel is 825 mm. Operating weight of the backhoe is 1,055 kg.

CLAYTON OFFICE SERVES US WELL FOR OVER 50 YEARS



The official opening ceremony at Nantilla Road in Clayton took place on the 18th April 1967. Victorian Premier Sir Henry Bolte performed the official duties before a large contingent of William Adams and Caterpillar staff and customers.

The building, located on what was a dusty dirt road set amongst rolling paddocks of vegetable gardens and rabbits, was certainly ahead of its time. Set on some 35 acres (subsequently reduced down to 26), it featured large expanses of concrete aprons, and workshop facilities unrivalled in our industry for decades to come.

Over the past fifteen years, William Adams has invested heavily in recladding, a new industry - leading Customer Solutions building and S.O.S. laboratory, additional workshop and warehousing facilities, new overhead cranes, extensive concrete, demonstration areas, car parking and a new Used Equipment and Field Service Operations Administration building.

One building remained largely as is, a testament to the foresight and design from way back in the mid 1960's. But, in 2018 the decision was made to rebuild our Clayton Administrative Headquarters, design work commenced, and late that year, over one hundred staff relocated to the property adjacent to our existing Used Equipment operation.

Fairbrother, established in 1973 as a small, family-owned and operated business in Tasmania's North West, were awarded the contract to demolish and rebuild early in 2019. Fairbrother has steadily grown to become a recognised leader in the building and construction industry, employing around 500 people, and having cemented a long term relationship with the Elphinstone Group, and commenced the project in mid-2019.

A significant "curve ball" was thrown their way, when COVID-19 arrived on our doorstep in March of this year, and with Tasmania closing borders, significantly impacting Fairbrother's predominantly Tasmanian based workforce. Despite these challenges, the team remained on schedule, with a late August completion date.



The new building is designed to house up to 150 staff in a largely open plan facility, and retains the interior garden space designed in 1965, allowing the opportunity for staff to enjoy some fresh air over break times in a revamped outdoor setting.

Multiple breakout meeting rooms, training facilities and boardrooms featuring latest technology AV equipment are complemented by a spacious customer reception and showroom, enabling the display of new equipment and Work Tools in a customer friendly environment. In a salute to past design and layout, our Parts Counter team return to their original 1967 location adjacent to our main Reception area.



In a further tribute to the history of the William Adams and Caterpillar organisations, we have created a time wall, capturing significant milestones along the journey since the founding of William Adams by William John Adams and John Henry Slater in 1884. This is located on a 9 metre wall leading to the new "Elphinstone" Boardroom.

COVID-19 has unfortunately made an official opening somewhat complex, however if you are yet to visit our new Clayton headquarters, we would very much like to welcome you on a tour.

The Elphinstone investment in the new headquarters is in the order of \$7.5 million.

HISTORY OF THE CATERPILLAR TRADEMARK

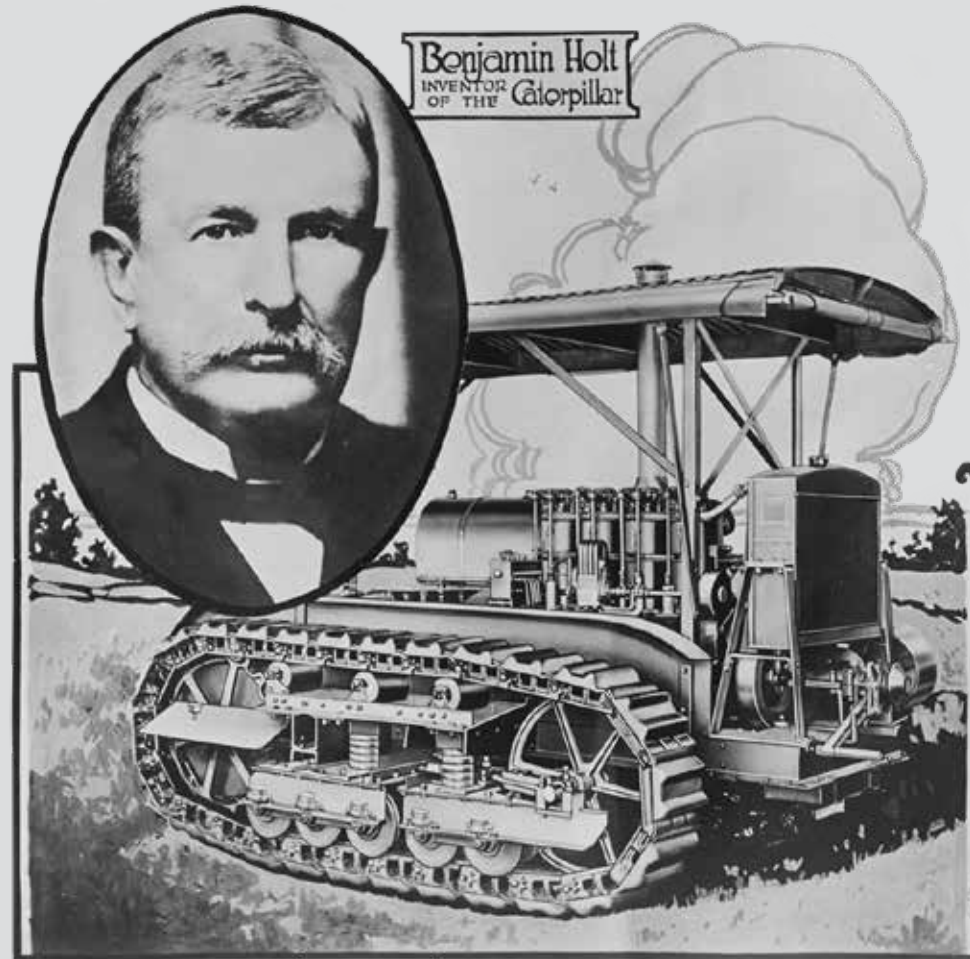
On August 2, 1910 Benjamin Holt, founder of one of Caterpillar's parent companies, the Holt Manufacturing Company, registered a trademark for track-type tractors and combine harvesters with the U. S. Patent Office for his company's exclusive use. The trademark was "Caterpillar."

In the registration, Holt said he had used the trademark in his business since 1904. The name Caterpillar was originally coined by Holt photographer Samuel Clements when he saw Holt's machine for the first time. Clements said the machine looked like a "giant caterpillar." Some say Holt did not originally like the name, but persuaded by his family, he came to believe there was value in it.

During the years following the adoption of the "Caterpillar" trademark, Mr. Holt's company used that trademark as the distinctive name for the products they manufactured, and the trademark "Caterpillar" became widely known as products made only by The Holt Manufacturing Company. The company even made a marketing slogan around its name: "There is Only One Caterpillar and Holt Builds It."

In 1925, when the Holt Manufacturing Company and the C. L. Best Tractor Co. merged, they chose the name "Caterpillar Tractor Co." as their corporate name and designated the entire line of heavy-duty machines and parts they produced as Caterpillar products. The Caterpillar trademark was so well known that C.L. Best, Caterpillar's first Chairman, said the merger would have never happened without the name.

In 1986 the name Caterpillar Tractor Co. changed to Caterpillar Inc. in order to more accurately reflect the enterprise's growing diversity in products and services. Today, after 116 years of continuous use, the trademark "Caterpillar" is registered with the U.S. Patent Office along with its companion mark "Cat." In addition, these marks are used and registered as trademarks in all the principal countries of the world, where the names "Caterpillar" and "Cat" have become synonymous with quality and service in the field of heavy-duty machinery.



WINTER'S ICY BLAST

August 4 brought an icy blast from deep in the Southern Ocean to Tasmania and Victoria, with the weather bureau reporting Victoria's coldest four day snap in over ten years.

Widespread snow was reported in all the usual places, plus a few unusual ones, such as Colac and Birregurra in Victoria's western district.

Our hardy resident field servicemen also experienced a winter chill, with images showing our technicians on site servicing a small Cat Excavator in Gippsland and a Cat gen. set installation at Casicir Quarries at Neerim North.

Launceston too recorded its first dump of snow, reportedly in over seventy years, with plenty of it left on the ground to greet members of our Launceston branch team on arrival.



CELEBRATING OUR WOMEN AT WILLIAM ADAMS

Recently we have celebrated three of our hard working and inspiring women at William Adams, with the successful completion of their Traineeships. We would like to congratulate Kara, Tascke and Abby on completing their Parts Traineeships and being promoted to a Parts Interpreter. All three employees have received very positive feedback from our team and customers, and it is important to highlight that they didn't come from related backgrounds. It is fantastic to have more women working in roles like these in our industry. We reached out to them to gain some insight into their experiences, the highlights and their hopes for the future.



ABBY ZANARDO

Abby completed her Traineeship some time ago and then moved into a Warehouse role. What she enjoyed most about her traineeship was - "The variety of tasks we do on a daily basis kept it interesting and gave me a chance to learn from the guys I work beside who have 10+ years of knowledge."

Abby had very little background knowledge in parts and warehousing but said that

"Everyone was extremely welcoming and helpful

throughout her Traineeship and if she had a question they would go and look at a machine and talk me through how the part works, or they would bring up a parts picture and show me that way. They have made it enjoyable to learn."

For Abby the highlight of her Traineeship amongst other things was "obtaining my forklift licence and all of the learning opportunities".



KARA WATT

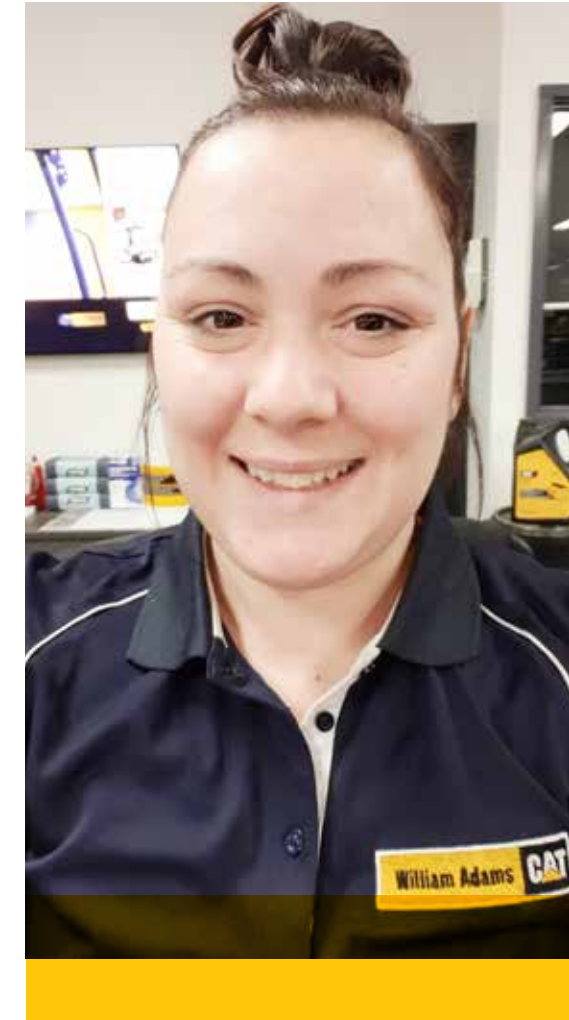
Kara's highlights included - "Working in the truck bay in Laverton. I got to remove a sump, put in new liners and a cylinder head. I took off the crankshaft bearings and cleaned the injectors. It was so much fun!! I remember being filthy (I mean head to toe) covered in oil and you couldn't wipe the smile off my face".

For Kara the Traineeship gave her "The opportunity to undertake and experiment with completely new things. Whether it be working in the truck bay, travelling to different branches, seeing behind the scenes at Caterpillar in Tullamarine, or completing my hose and coupling training in Clayton with the legend Doc."

"There was and is so much opportunity for personal growth."

When asked the all-important question of where do you see yourself in 10 years' time, Kara did not disappoint.. "Sitting in Eddy's chair". Kara had some good ideas too... "Incorporating William Adams into the Geelong community, to help with employment opportunities for our disadvantaged youth. Whether it be a training facility for people to learn skills to operate machines in a safe environment or to learn the ins and outs about parts. Anything to give people a head start."

Please join us in congratulating Kara, Tascke and Abby as we look forward to seeing where their careers at William Adams take them over the years.



If you are wondering what a Parts Traineeship is or you know someone that may be interested, read on...

WHAT IS A PARTS TRAINEESHIP AT WILLIAM ADAMS?

You will join one of our branch Parts Teams and learn how to provide parts interpretation and sales to our valued customers. You will also work towards achieving a Certificate III in Warehousing Operations. You will be responsible for:

- Counter and phone parts sales
- Facilitating parts orders for the workshop
- Daily stock take duties, stock transfers and stock orders

WHAT DO WE LOOK FOR IN A PARTS TRAINEE?

Someone who is highly motivated, eager to learn, committed and reliable. Most successful candidates have work experience in customer service, they are good communicators and have strong computer skills. They also will not have completed a qualification higher than Certificate II.

For any William Adams career related questions, please email our Talent Acquisition Team at careers@wadams.com.au or call 03 9566 0916.



COMMENTARY

After a winter of uncertainty, a spring that held false starts and glimpses of a better future, we each arrive to greet summer. A summer of renewed work to make up for time lost, time for celebrations, and space to ponder on a year that, well, wasn't what we expected.

On reflection, we are all blind visionaries. We started the year with a clear vision that the future required us to plan new ways to deliver technical training to our customers. We remain committed to accomplishing this, yet like most organisations, we were blind to see how quickly we would be working from home and instead, find ourselves planning how to deliver any training.

What did we learn during this time? We learned employees, customers, and suppliers working together keep things moving forward. We learned that when confronted with challenging issues, sharing crisp, honest explanations and sharing expectations are met with a mutual commitment and a renewed sense of purpose.

Time waits for no one. Soon a new excavator simulator will arrive at Clayton and be part of our future training. There remains much to accomplish.

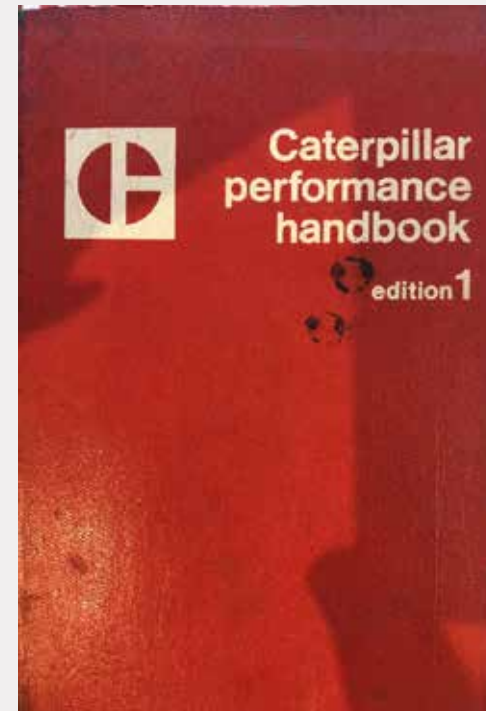
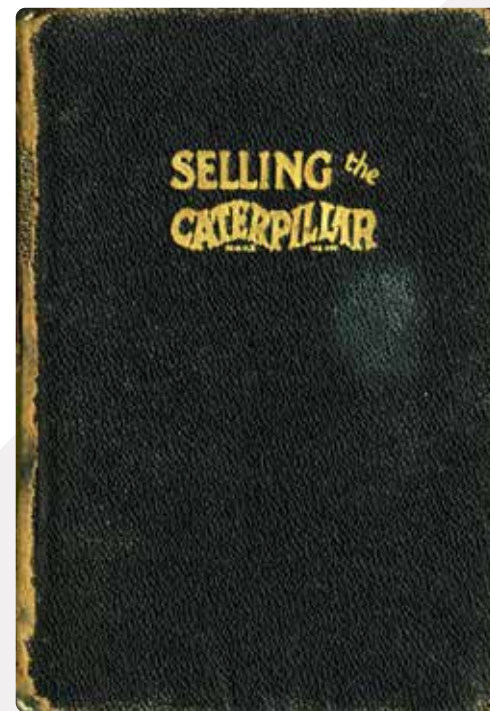
So in the glow of a Summer's afternoon, we can reflect again and know Australia is not a finished project. Our forebears didn't build Australia. They kicked off this big build. We know too that our future work- the new homes, novel ways to generate power, and restoring the land all begin by turning and moving earth. This year perhaps we also remembered that mutual respect and consideration of others define our moral ground.

Paul Arrighi - Learning & Development Manager

PERFORMANCE HANDBOOK MOVED TO THE HISTORY BOOKS

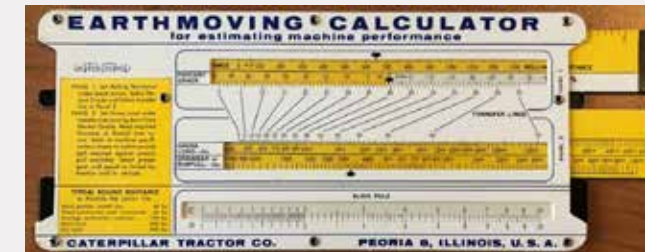
A consolidated earthmoving 'bible', the Caterpillar Performance Handbook (PHB) built on a long tradition of Cat slide rule calculators, salesman's reference books, profit guides and application guides to assist the modern contractor to leverage the power of Caterpillar equipment to make their business successful. Right from the beginning of the Caterpillar Tractor Co. when the original 'Selling the Caterpillar' manuals were produced in 1926, Caterpillar realised the importance of educating and supporting customers to understand the benefits of Cat products and how best to use them.

Throughout the post war boom years, Cat invested heavily in research into earthmoving fundamentals and principles as part of its own product development programs, resulting in guides to help predict the true cost of moving dirt, and where to look for improvements to become more efficient.



“For those of us who grew up with the PHB, it was an indispensable tool before smart phones were introduced - I can remember how “dog eared” my book used to be in the car when I was a sales rep”.

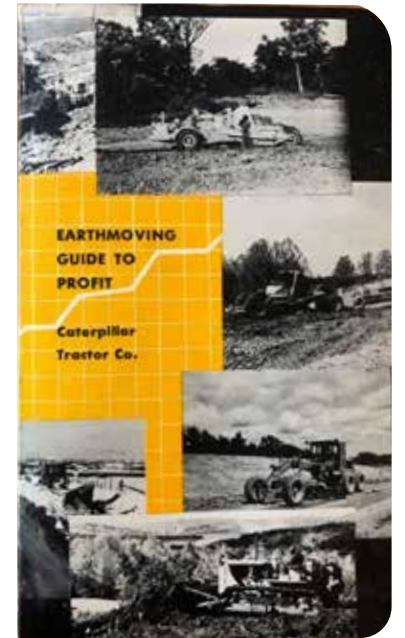
“Even with the latest guidance technology, the operator can still influence a significant portion of the machine's operating cost and efficiency, and using the right machine for the job is still just as important. Books like the PHB were a great guide for owners and operators to understand earthmoving principles and how to apply them, and how any given machine might perform in a specific application. It was also where you went first for key machine specifications”, says William Adams' Product Manager, Glen Slocombe.



“I have many customers that looked forward to getting their hardcopy each year. It was also a bit of a statement of how many years' service you had, based on your collection, so whilst I'm sad to see it discontinued, I'm excited by the capabilities and value we can bring our customers with these new digital tools” concluded Glen.

In its current format since 1970, the Performance Handbook will cease to be published with the 2020 (edition 49) being the last ever edition. Printed hardcopies made way for an electronic only copy becoming available from edition 46, but now even these will no longer be available for download.

Digital tools like Fleet Production Analysis, Value Estimating Tool, TURBO and many others are available now for William Adams' sales specialists to assist in determining fleet and equipment productivity and efficiency, using more accurate data that is easily updated by each Product Group. And of course specifications of current and former models are easily found with a Google search these days.



PLUS EDITOR HANGS UP HIS PENCIL BRUCE EDWARDS REFLECTS ON HIS CAREER...

I elected to join the heavy equipment supply industry back in 1976, after, it must be said, limited research. 44 years on and I am thankful for that decision.

I commenced with ISAS (Tas) in Launceston for a year in their Spare Parts Department, before transferring to Melbourne a year later. ISAS would have been in need of some serious rebranding had it lasted into the 21st century!!

I was thrown some keys and offered the sales territory of Gippsland, in eastern Victoria as a 21 year old with the International Harvester construction equipment dealership. I struck up friendships then that have survived today, over 40 years later.

In the days before mobile phones, of handwritten Sales Call Reports, of pouring 20 cent coins into public phone boxes to make contact with your office, maybe every few days at best. In the days when you earned a pewter mug for becoming the top sales rep with annual sales of \$1 million, (achieved in 2 or 3 deals today), but back then a TD15C was worth about \$130,000 and a Hough 65C (Cat 950 class) around \$75,000.

ISAS records suggested that a guy called Doug Silvester in Traralgon owned a TD20 and a TD25, "so get to know him", and they thought there was another IH owner called Jack Connolly from Tonghi Creek, somewhere near Cann River ! The customer database wasn't great back then.

I was up against the likes of William Adams' Legend, Lynton Perry, and further east, Roger Horn, then later Simon Chapman, who reported into Bairnsdale Branch Manager, Gordon Hellsten – several great William Adams names. I don't think I did any of them too much harm.

I was lucky, as I had almost zero training, and not a lot of knowledge either, but the industry back then, and it remains much the same today, included a great number of genuine, loyal customers who would take a young guy with some enthusiasm, under their wing.

I also had a great boss, one of two who helped shape my career in the industry.

Bruce McWilliams is a name synonymous with the International Harvester brand. In Victoria, ISAS (Vic) operated from Campbellfield and this is where Bruce began his life long association with the industry, joining ISAS as a sales cadet in 1956.

Fiercely loyal to the brand and his customers, Bruce established a significant following which transitioned into lifelong friendships with many of the larger contractors of the time. Peter Hoare, Dave Dowling, Del (A.P.) Delaney from Albury, Aidan Graham, Malcolm and Robert McClure from Castlemaine, Ron Kerr and so many others who helped build our infrastructure and earthmoving industry during the 70's, 80', 90's and beyond, and were all part of the "McWilliams team".



Bruce McWilliams taught me about passion for the product. He would go to extraordinary lengths to support his customer, and wouldn't hear a bad word against his beloved Hough Payloader or a TD20E.

After returning to Tasmania with ISAS in 1983, I soon after came into contact with Dale Elphinstone, who happened to be in the market for a couple of Hyster H80 Fork Lift Trucks, part of my portfolio as Sales Manager at the time. Dale had just acquired William Adams, and whilst I thought I was selling a couple of Hyster H80's, Dale was doing some promotion of his own.

A year later, in July 1988, I joined William Adams as Launceston Branch Manager, after multiple meetings with Barry Beard, Burnie Branch Manager, and Roger French, Tasmanian State Manager and Director, who would become my boss for the next 15 years. Roger convinced me that he would turn me into a millionaire, which sounded pretty cool in 1988.

Roger was my second boss to have a huge impact on my career. Like Bruce McWilliams, there was no room in his life for anyone not on the Caterpillar bus, such was his passion for the company and the product. Roger moved to Victoria

and I was asked to do likewise in 1991, and Rog and I shared an amazing working relationship and friendship until his retirement in 2003. Rog knew how to get things done, and developed a wonderful rapport with our customer group, and I learned so much from Rog during this time.

We had a lot of fun, shared a lot of laughs, and developed numerous sales incentive plans and marketing initiatives together. Above all, we sold a lot of tractors and made a huge number of great mates. It's been nearly twenty years since Rog retired and moved back to Hobart, and still I miss his infectious laugh throughout the corridors of Clayton.

It's difficult to promote Caterpillar products for over 30 years and not believe – you need to have a serious passion for the product and the company behind it. I have loved being a part of the Elphinstone family business – not everyone has the luxury of reporting to owners who have been wedded to the brand for over 50 years. Dale's wisdom, entrepreneurship and leadership have been such an inspiration for thousands of people within William Adams, the industries we serve, and more broadly within Victoria, Tasmania and globally as a result of his Elphinstone product development. I have been privileged to have worked closely with Dale, Kelly and Adam throughout my tenure, and I take great pleasure in seeing the result of many years of succession planning coming to fruition.

But at the end of the day, it's about our customers, and whether it has been my time in my early days in forestry, or later in my career with civil construction and quarrying industries, the customers are much the same. I have been extremely fortunate to have been able to create such great friendships which have lasted the test of time, and expanded to include partners – if you know what I mean !!

William Adams, Caterpillar and the industries we serve have provided the perfect platform for me to learn so much, hopefully contribute a little along the way, and also contribute to some mutual success for all.

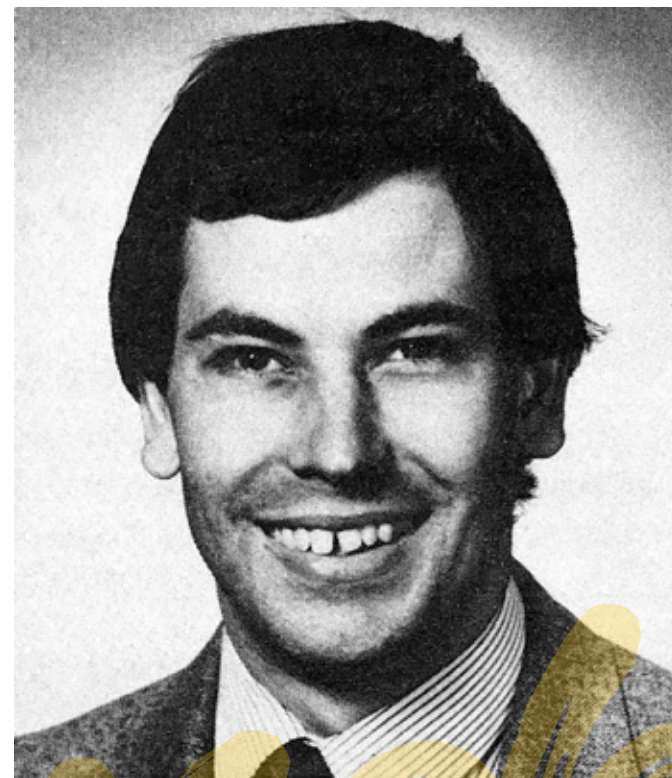
I particularly wish to thank Bruce, Roger and Dale for the opportunities they have provided me with, and for the positive impact they have had on my life. I truly believe those who operate within the industries we serve often don't appreciate how fortunate they are, and to our Caterpillar and William Adams' people - don't ever forget how unique it is for our customers to share the same passion we have for the products we sell.

Bruce retired effective December 2020.



Bauma 2019, Munich Germany

A TRIBUTE TO BRUCE EDWARDS



START DATE

1st July 1988 (32 years)

CURRENT POSITION:

General Manager – Marketing – June 2015 to December 2020

WHAT IS MY FAVOURITE MEMORY OF BRUCE?

My favourite memory of Bruce is his genuineness as a person has never changed since the first day I met him. He is always the same genuine Bruce regardless of the company he is in or the situation.

When I first met Bruce, in about 1987 he was a salesman for Isas in Launceston. Bruce managed to sell me two Hyster fork trucks when we were the dealer for Caterpillar fork trucks. When he sold us the second truck, I really felt the need to have Bruce as part of our team.

While the fond memories I have of working with Bruce are far too many to mention, I can't remember any experience with Bruce that has not been good.

WHAT DO I VALUE MOST ABOUT BRUCE?

I value Bruce's integrity and straight forward approach to all situations. Bruce has a magnificent understanding of what it means to look after our customers and build long term loyalty and mutual respect.

LONG-STANDING INSIDE JOKES, OR PHRASES WE TELL EACH OTHER.

I could share a number of amazing stories but one of my more memorable is the story Bruce tells about being an International Sales Representative in the Gippsland area and asking Lynton Perry, who was the William Adams representative, for directions to a customer site. Lynton sent Bruce on a wild goose chase and in the mean time, went and signed the customer up for a new machine.

IF BRUCE WAS A SUPERHERO, WHAT WOULD BE BRUCE'S SUPER POWER?

Bruce's super power is his ability to treat all people as equals. His ability to communicate and work with large and small customers, fellow employees, the public and our competitors in a very respectful and team building and value adding manner, is an absolute credit to him.

ADVICE FOR BRUCE'S RETIREMENT.

Bruce, enjoy the fruits of your labour. The time we have on the earth is not a practice run so we need to live every day to the fullest.

Bruce, and his wife Anne, have been a formidable partnership in our William Adams' business and we wish them all the very best in their retirement. We know Bruce will always be welcome anywhere that he has been in his long and distinguished career, whether this be customer, supplier, any of our William Adams or Elphinstone Group sites or those of our competitors. While it is natural for our people to retire, in Bruce we will be losing a very highly regarded member of our team.

Bruce and Anne, our very best wishes for the future.

Dale and Cheryl Elphinstone



► Bruce in his element

A TRIBUTE TO BRUCE EDWARDS

WORDS OF WISDOM

Bruce never ever did the hard sell. He never expected due to our friendship that the sale would go his way. If it didn't go his way, he never complained, he would only want to know what they could do differently next time. This explains the person he is i.e. genuine, honest, caring, passionate, determined, consistent, supportive, understanding, I could go on.

Without saying anything, you know he will always be there, that he wasn't going anywhere, even if the sale didn't go his way. This takes enduring commitment, which he has in spades.

You have to be honest and caring before your skills and other attributes are considered. I can honestly say that I have never met a person representing the brand that does not live up to this ideal and Bruce typifies all that this means.

“Black Hawk Down”

Shane Braddy – Boral Australia

From my experience Bruce is “one of natures gentlemen”, he is a man of principal and has always been very genuine with his interest in our business, our people and our families. He is a great communicator, and has always been involved with and taken active roles in industry associations.

Bruce is second to none in building relationships and he achieves it by being genuinely interested in people. He takes the time to get to know you, what you are about and what drives you. He has always followed up with any enquiry and has been open and honest.

Bruce has always been a major lynchpin with making it “fun” to be a part of the William Adams family, whether it be work, travel, industry groups, or social gatherings. He is a special person with a unique set of talents. I am sure there are many of us that sincerely thank him for his sacrifice in donating part of his liver to the cause.

Jamie McKellar – McKellar Brothers



Bruce and Charlie Whelan.

He has always been a fair and honest man who would go the extra yards to ensure the customer was satisfied. When he first started working for William Adams his general attitude and personality coupled with the products he was selling made his visit pleasurable and he became a personal friend. Bruce always made you feel apart of the Cat family and had an amazing ability to remember faces and names. He is a good man that can be proud of his achievements.

Charlie Whelan – Whelans Group Investments Pty Ltd

Bruce and I go way back to the 1970's when we were opposition reps in Gippsland. I am sure Bruce will enjoy having time in his retirement to follow his many interests and no doubt he'll be able to have the odd glass of chardonnay with Anne at the Milton Vineyard in Swansea.

Lynton Perry

Over the years the thing that I have most valued about Bruce has been his friendship and support in and outside work. In good times and bad Bruce has consistently demonstrated to me that he is a very genuine person and a good friend. A friend that could be trusted and relied upon.

Stuart Macdonald

I have always admired and respected Bruce, and he has always been a mentor to me, even today I find aspects of my management style that I can directly attribute to my time with him. He made you feel like you were part of a team – a winning team and your contribution was valued. Just watching Bruce in action was advice enough, but he was always there to chat about any challenge and offer his experience, for which I will always be grateful.

Glen Slomcombe

Bruce, you have been a stalwart part of the Caterpillar family for a long time. Your passion and commitment define both who you are and the legacy you leave behind. Your commitment to improving the marketing efforts to customers in Australia is what I most treasure about the time you have been working with Caterpillar. The discussions were sometimes intense yet always for the betterment of all. Thanks for all you have done for customers, for William Adams and for Caterpillar. Good luck in your next phase of life, you will be missed at Caterpillar.

Brendon Davis – Caterpillar Inc.



John Coventry, Annie and Bruce

Bruce has not only been a very close friend, he has been one of the greatest assets to this company. Thanks for your loyal support and friendship over the years and I wish the very best to you and Annie for a long and happy retirement.

Roger French



Pictured L to R, Wayne Thomas, Bruce, Shane Braddy, Leigh Street, Trevor Richardson, Peter, Jamie McKellar, Vince Latham standing.

With his long history in the industry he has a wealth of knowledge and a great source of information when matching machines to the task at hand. Bruce's recommendations helped me to achieve production targets with a minimum of fuss.

Being treated like family, it is a great tradition at William Adams that customers become part of the extended team, Bruce undoubtedly has the best personality I have known to be able to engender close relationships with customers.

Vince Latham

If Bruce was a racehorse he would be a mix of thoroughbred and stayer. He would not have succeeded without the wonderful (trainer) Annie at his side, what a great choice she was for a life partner.

All of us eventually make the transition from 'Rooster to Feather Duster'. In the words of a well known timber industry fraternity Bruce will recall, I close by wishing he and Annie 'Health, Happiness and Long Life'.

Jim & Margie Playsted

Bruce, thank you for your time, your energy, your passion, your contribution to William Adams, Caterpillar, our customers, and me personally. Through the years, the various roles, the meetings, the customer events, the phone calls, I appreciate your sincerity and support, and more so, your friendship. Your input has always been valued, and will leave a legacy for others to follow. All the best in the years to come, Jeff Fitch

Jeff Fitch – Caterpillar Inc.

John and I have been in the construction and earthmoving business for the past 40 years and for as long as we can remember, Bruce has always been there. Our advice to Bruce for his retirement would be to follow his passion for travel and maximise the opportunity of a well-deserved retirement.

Georgina and John Plumridge – Maw Civil

He absolutely made Lyn and I feel welcome every time we were at a function together. It has really set WA apart from the rest and set a standard. The industry will miss him.

Enduring, enjoyable, consistent, personal, caring, professional, unwavering, loyal.

Peter Richardson – Mawsons

Bruce was able to put a spin on problems that arose to a point that after a coffee or a beer the problem was no longer a problem and would become a positive. That is Bruce, backed by a wonderful family and company that reinforces a trust with integrity that helps drive our company to great levels Wishing Bruce a long and enjoyable retirement.

Paul Collins & Family – PF & L Collins Contractors

CAT 797

What weighs 287 short tons, can haul the equivalent of 61 African bush elephants on its bed, is built by the amazing team in Decatur, and is used by mining customers around the world to provide much needed commodities?

The Cat 797 – officially named the “Coolest Thing Made in Illinois” by voters in this year’s Makers Madness competition!

This monster of a truck can haul about 397,000,000 M&Ms, though it typically hauls copper, iron, oil sands, coal and overburden/waste.


Congratulations to the Cat Decatur team on this recognition! Check out more of the 797 in the images below.




WEIGHT
 **1,375,000** POUNDS
  More than 2 Boeing 747s

ENGINE
 **4K** HORSEPOWER
 Powered by a 20-cylinder, quad-turbocharged Cat C175 engine

ALTITUDE WHERE THEY WORK
0-15,500'
 HIGHEST SITE:
 TOROMOCHO MINE,
 SOUTHERN PERU






HAUL
 **400**
 TONS OF PAYLOAD

-  ~397,000,000 m&ms
-  22,890 soccer balls. Enough for 7 world cups
-  61 African bush elephants

TIRE SIZE
 **13' H**
5' W

-  One tire weighs more than 12,000 lbs.
-  Each tire has enough rubber to make 600 small car tires

SIZE
 **2.5** STORY
3800 SQ. FOOT HOUSE

 It takes 25 gallons of Caterpillar yellow paint to cover the 797F

NEWMONT BODDINGTON WILL BE THE FIRST AUTONOMOUS GOLD MINE

Newmont Corporation's Boddington Mine is set to become the world's first open pit gold mine with an autonomous haul truck fleet after a recent Board of Directors decision to invest in the Cat® MineStar™

Leaders say they expect the autonomous fleet to enhance safety, boost productivity and deliver efficiencies that will extend the life of the mine by two years.

"Not only does Boddington continue to deliver strong performance, our investment in autonomous haul trucks will generate an internal rate of return greater than 35% with a more controlled and efficient haulage operation," said Tom Palmer, President and Chief Executive Officer.

Newmont expects the fleet of autonomous Cat 793F mining trucks to be fully operational in 2021. The trucks at Boddington will join nearly 300 other trucks around the world operating autonomously with the Command for hauling system. Caterpillar reports these trucks have hauled close to 68 million kilometres without a lost-time injury and in some cases boosted overall mine productivity by close to 30%.

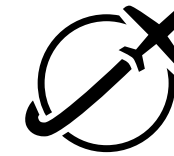
According to Newmont Corp., total net investment in Boddington's autonomous haulage system will be \$150 million. The company also sees opportunities to replicate the system at other Newmont operations.

Western Australia's largest gold producer, Boddington produced 710,000 ounces of gold and 145 million pounds of copper in 2019. The mine directly employs approximately 2,000 people.

"We are also uniquely positioned in the gold sector to support effective implementation and operation of the fleet thanks to the technical capabilities and previous experience of leaders in our business," said Palmer. "Simply put, Boddington will be a safer, more productive world-class gold mine in a top-tier jurisdiction."



HERE ARE THE FACTS



Our autonomous trucks circle the globe 2 times a day

Commodity applications:



Oil Sands



Iron Ore



Copper



Gold



2.1B

TONNES MOVED SAFELY

Caterpillar has doubled the amount hauled in the 16 months since reaching 1 billion tonnes hauled in November 2018.

>30 YEARS

Caterpillar has invested in autonomous development for more than 30 years

A WORLD LEADER IN AUTONOMOUS MINING

Most mines sites are their own ecosystems. Located in remote, rugged locations, they have to run 24 hours a day, 7 days a week to meet world demand. To them, autonomy is not a trendy technology. It's about safety, considering every movement, reducing waste and making their work more repeatable, much like a factory.

That's where Caterpillar comes in. Cat is proud to be the global leader in providing solutions to help mining customers build a better world, and with the world's largest autonomous fleet of haul trucks, Cat equipment leads the industry in mining automation. In addition, Cat recently hit another significant milestone in autonomous haulage using MineStar Command for hauling.

282 autonomous trucks have accumulated more than 72.4 million kilometres of autonomous driving - which is two times the experience in autonomous operations of any car manufacturer



>72.4M

Deployed Locations: North and South America, Australia



"In just over six years we've safely hauled 2 billion tonnes, a milestone we achieved significantly faster than our competitors," said Sean McGinnis, MineStar Solutions product manager. "We're launching Command on more sites and implementing it more quickly, so more of our customers can experience the safety and productivity gains that autonomous hauling delivers."

"Command for hauling has proven its value to mining customers," said McGinnis. "That value is reflected in the rate at which the Cat autonomous fleet achieved this milestone. The fleet is growing quickly, and production continues to climb as mining companies benefit from greater truck productivity, increased truck utilisation, consistent truck operation and reduced costs."

The Caterpillar autonomous fleet is made up of Cat 789D, 793D, 793F and 797F trucks, as well as a fleet of Komatsu 930Es. The Cat 794 AC electric-drive autonomous truck will be ready for autonomous haulage in late 2020. Command equipped trucks have driven over 72.4 million kilometres without a lost-time injury.

MineStar Solutions has also continued to grow its expertise in autonomous operations – not only in hauling but also with autonomous dozers, drills and underground loaders.



BALLARAT GOLD HISTORY COMBINED WITH LATEST TECHNOLOGY

Ballarat Gold Mine is owned and managed by Castlemaine Goldfields Propriety Limited (CGT) who entered into an agreement to acquire the Ballarat tenement package including the mill, various equipment and substantial mine development from Lihir Gold in March 2010.

First gold production commenced during the 3rd Quarter 2011, but the mine's history dates back to the late 1890's.

Mining at Ballarat Gold Mine aims to maintain a production rate of 40,000 to 50,000 ounces of gold per year from underground drilling programmes targeting resources adjacent to existing workings and which have significant additional potential for mine life extension.

A new Cat 140 Motor Grader joined the fleet in August, looking resplendent in the sunshine and its new livery, before heading underground, and unlikely to look this good ever again !



CAT LAUNCH NEW D9 TRACK TYPE TRACTOR

In September this year, Caterpillar launched the new Cat D9 — the second large dozer to be offered with a number of revolutionary and customer-focused updates. It has also adopted the new simplified Caterpillar nomenclature.

THE NEW CAT D9 DOZER: BUILT SMARTER TO WORK HARDER

Nearly half of the large dozers Caterpillar sells are D9 Dozers —and for good reason. They're the smart choice for dozens of applications and environments, thanks to unmatched reliability, long life and a wide range of application-specific blades. Like all Cat® dozers, the productive and efficient D9 is a fully integrated Cat machine —100 percent designed by Caterpillar and built with all Cat components that work together to deliver top performance and high availability. With the D9, you'll move more dirt at the lowest possible cost.

KEY BENEFITS (COMPARED TO D9T)

- 5% boost in fuel efficiency with new Stator Clutch Torque Converter
- Up to 3% lower overall cost per bank cubic metre
- Up to 4% lower maintenance and repair costs
- Integrated Cat AutoLube system
- Fewer greasing points
- Improved radiator cleaning access
- Longer filter change intervals
- Continuous fluid level monitoring
- Remote flash software



TEAMING UP WITH INDUSTRY DELIVERS RESULTS



CLEANAWAY'S EFFICIENCY CLEAN SWEEP

Cleanaway – Australia's leading and largest waste, recycling, industrial, health and environmental services company – wanted an affordable data-based system that could accurately measure performance, identify site-specific inefficiencies and have a positive impact on their bottom line. They got it with Caterpillar's Job Site Solutions (JSS).

Across its state-of-the-art operations at the South East Melbourne Transfer Station (SEMTS) and the Melbourne Regional Landfill (MRL), Cleanaway uses a fleet of 19 Caterpillar machines ranging from articulated trucks to waste handling dozers and compactors.

Due to the high profile of both sites, especially MRL which currently operates on a 24-hour basis and receives approximately 1.5 million tonnes of mixed waste per year, it was imperative the machines performed to a high degree of availability within the 24-hour period.

According to Bruno Pronesti, Cleanaway Branch Manager - Vic Post Collections, operations at both sites had room for improvement, with Cleanaway recognising that they could be more efficient. "We knew that to remain at the forefront of our industry, we needed to get smarter internally and provide adequate training to manage our information effectively," explains Mr Pronesti. "Operator accountability was required and JSS provided the tools to track performance. It enabled us to see trends, review and action accordingly. This ensured that we would reach our ultimate density targets, maintain safety standards and increase machine uptime to +95%."

Application experts within Caterpillar's JSS develop high-performance plans for sites such as Cleanaway's MRL by capturing critical data about equipment health, and operations, and collaborating with the customer and Caterpillar dealer to implement solutions.

With the support of William Adams, JSS were able to carry out a site-specific analysis, assessing the site's requirements and the overall Caterpillar fleet performance. Through this disciplined and unique process, JSS were able to identify one of the issues standing in the way to greater efficiency: not having enough on site maintenance staff monitoring and maintaining the Caterpillar fleet to optimise performance and minimise potential downtime.

"As Caterpillar's oldest authorised Dealer in Australia, William Adams has been proudly representing the CAT product since 1926," commented William Adams Product Support Sales Manager, Jevan Davenport. With over 90 years of collaboratively working together to help our customers succeed, William Adams were proud to again be the first dealer in Asia Pacific to work with Caterpillar's JSS to not only supply the products and services to our customers, but to deeply embed ourselves in delivering improvements to operational performance for our customers. By working closely with Cleanaway and Caterpillar, we could devise a program to help advise on machine health and optimise machine utilisation, that is, the percentage of available time a machine was used."



Caterpillar JSS is committed to assisting clients get the full value from their equipment assets by focusing on two areas: Adding structure and discipline to the Maintenance and Repair Process Management; and preparing the client for effective Maintenance and Repair Execution.

Rob McGahey, ANZP Operations Manager Caterpillar - Job Site Solutions, explains that JSS makes it possible for clients to focus on their core competencies by providing the application expertise to focus on virtually everything else. "Leveraging the power of Caterpillar and our dealers, we combine products and services to deliver a solution to address clients' specific needs." "We use existing technologies, and develop new ones where required, to help clients better use data, maximise the performance of their equipment, improve safety, boost the efficiency of operations and improve the bottom line."

Jevan Davenport agrees that JSS has helped bring global expertise, a disciplined process, and a data driven approach to improving productivity and lowering owning and operating costs for customers. "JSS combined with William Adams' own Customer Solutions team have an average industry experience exceeding 20 years per person. The team have been able to proactively identify maintenance issues that can be repaired before failure, thus saving significant costs and downtime. Additionally, improvements in machine availability and utilisation through better long-term planning for machine down events saw production improvements exceeding 10% within the space of 12 months."



The Cleanaway, William Adams and Caterpillar teams pictured, alongside the latest Cat 836 delivered in September (left to right): Michael Mattiacci (William Adams), Bruno Pronesti, Oliver Walther, Jarrod Burns, Danny Martin (Cleanaway), Allister Kirpalani (Caterpillar)

Rob McGahey explains that equipment rarely fails without warning. Today's machines capture valuable data that can help predict and prevent failure – if it is analysed systematically by trained experts using world-class tools. "Identifying and resolving problems before failure requires rigorous condition monitoring. At JSS, we say that we are somewhat akin to a 'personal trainer'. You may want to get in better shape, but you may not know the best way to do it, or even just how to start, so we help you. JSS brings rigour to the process. We help make sure you do what you need to, when you need to, and help you when you need support, to drive positive outcome."

Bruno Pronesti agrees that William Adams and Caterpillar's JSS added structure to the way machines were maintained. The program added diligence to the process to ensure repairs, maintenance and inspections were completed on time and to the required standard. "It also fostered a robust training needs analysis review and ongoing support of our operators. Significant investment in these tools requires the diligence and process to have the best workers in the industry operating them. "In a high-pressure site like MRL, it is easy to get consumed by the 'small noises' that limit maintenance crews' productive time," Mr Pronesti told PLUS.



"Adding rigour to the process makes staff more accountable for their time. It promotes planning, and staying the course then reaping the rewards. The program has also opened up communication between William Adams and Cleanaway to a very positive relationship and the realisation that all parties are after the same result: better performing equipment."

The overarching goal of the Condition Monitoring service is to provide each client with a summary of the machine's condition to assist with repair and maintenance planning, with the least disruption to the machine's operating time.

Caterpillar's JSS and William Adams have collaborated with Cleanaway now for over two years. The regular teleconferences between William Adams Customer Solution's team, Caterpillar's JSS, and Cleanaway's Fleet Manager and operational staff focus predominantly on the condition of the machines, particularly Operator Driven Events (ODE).

"This means, that we look at the impact machine operators are having on the machine performance," Rob McGahey explains. "During this call, we discuss all aspects of the machine operation from idle time, fuel consumption, oil condition and machine events, both ODE and Condition, as well as any inspections carried out and reported through the CAT Inspect App. There is also a daily email that goes to all stakeholders in the equipment management process where we identify areas of concern in order to address issues before they result in machine downtime."

"You may want to get in better shape, but you may not know the best way to do it, or even just how to start, so we help you"

Oliver Walther, Cleanaway National Fleet Manager, says Cleanaway saw a 60% reduction in ODE by better managing alerts through education and support provided to the MRL site by the Caterpillar JSS and William Adams condition monitoring team.

Caterpillar and William Adams also use other types of inspections such as operator or pre-start inspections provided by the site that help put 'eyes on the machine' every day. "These reports are then reviewed. From this, we begin the process of developing a Backlog Management process, which prioritises repairs, tracks backlogged events and groups them for attention at the next scheduled downtime," says Mr McGahey.

"This is done by using the operator and CAT Inspect App reports, along with electronic health information of the machine. This helps us plan for what work is required to be completed, which in turn allows us to let Cleanaway know how long the machine will be down. Cleanaway can then schedule production work around the machine's planned downtime."

"As a premium provider we want to see our customers prosper. Our collective focus is providing some of the world's best expertise directly to our customers to help transform their business and be the leaders in the industries they serve," adds Mr Davenport.



REBUILDS AN INCREASING OPTION

Popular for many years in Western Europe and North America, quarrying machine rebuilds are now showing growth in Russia, Africa, the Middle East and elsewhere.

Quarrying vehicle operators around the world are increasingly looking into whether a rebuild is a viable option economically as an alternative to buying a new machine. That is the view of Andrew Walker, certified rebuild specialist covering Europe, Africa, Middle East and Eurasia at Caterpillar.

Rebuilding refers to a machine rebuild or a component rebuild (of a powertrain or engine). This is distinct from remanufacturing (or 'reman'), which refers to the remanufacturing of parts, where customers have the choice to buy new parts or remanufactured parts.

Walker says that the 'certified' portion of a rebuild means the programme is endorsed by Caterpillar, although it is performed by dealers. The rebuilds take place in the dealer's workshop and follow a set process that is defined by Cat. The dealer's technicians are all trained to certain standards and its workshops are equipped with the relevant equipment in order to be able to perform the certified rebuild.

There are different levels of certified rebuilds. The **CCR (Cat Certified Rebuild)** involves the complete machine, where the machine is stripped down to its frame and everything is rebuilt around the frame. Every part is inspected, and Cat has re-use and salvage guidelines for dealers for almost every component.

On average there are about 7,000 parts (from washers to cylinder heads) that are replaced as part of a CCR rebuild.

The next level is the **CPT (Certified Power Train Rebuild)** which is engine, torque convertor, transmission, and final drives. Then below that there is the **CMCR (Caterpillar Machine Component Rebuild)** where a customer can choose to rebuild only, for example, their engine, transmission or final drives.

"More and more customers globally are looking into whether a rebuild is a viable option economically as an alternative to buying a new machine," he says. "We see many customers target increased machine hours, multiple machine lives and lowering the total costs of ownership. We work a lot with customers to put together maintenance plans and rebuild strategies, and we find that those customers that are most successful in lowering total cost of ownership have those fleet management plans in place."

He adds that medium to large wheeled loaders is where Cat sees the greatest demand for rebuilds among its quarrying and aggregates customers, followed by quarry trucks. When Cat machines are initially designed, part of the remit for the engineers is to make sure that the machine can be rebuilt for second or third lives.

"A lot of factors contribute to how long a machine life can be, including the application, the operator and the harshness of the environment," says Walker. "I've seen engines rebuilt three or four times."

There are two types of updates in rebuilds - required updates that are safety related and also productivity upgrades. A 20-year-old machine will not be compliant with the latest emissions standards, but it will be upgraded with all the available updates for the age of that machine. This effectively takes the machine back to 'as new' status. Typically, regulations such as the European Union's Stage V engine emissions standards only apply to newly built machines.

The Cat Certified Rebuild programme was introduced 35 years ago.

He adds that cost is a big advantage for customers who opt for a rebuild. A complete rebuilt machine is typically between 50% to 60% of the cost of an equivalent new machine.

"There are other benefits," says Walker. "Last week one of our dealers in Africa told me that their customers love the fact that they have 25-year-old machines that their operators know how to operate. They don't need to buy the latest emission-compliant machine so, from an operator's standpoint, they essentially get their old machine back but in brand new condition with all the product upgrades that have been required by Caterpillar for increases in productivity and fuel efficiency."

The time a CCR rebuild takes depends on the size of the machine, but for a medium wheeled loader it can typically be anything from four to eight weeks. Walker predicts that the rebuild market will continue to grow, as many customers are seeking to get more out of their existing fleet without having to invest in new equipment.

"In terms of innovations, we have leading-edge technologies today that will help our customers decide when is the right time to rebuild a machine," says Walker. "We have our well-established S.O.S services programme that helps identify early signs of failure through routine fluid analysis, we have telematics, and have introduced more recently remote troubleshooting that analyses real-time asset data so the dealer can run diagnostics testing on the connected product and pinpoint potential issues. Condition monitoring and digital data give Cat dealers and customers more insight into when a machine might be ready for a rebuild, and planning is key with a rebuild."



The number of certified rebuilds Cat does globally is in the thousands per year and are designed to essentially reset the machine's life to new. If the machine had 20,000 hours on it at the first rebuild, the second life would be similar to that.

"The number of hours really varies by product type and application, but the point is that once you reset it to new you get the same life as you did the first time," says Walker.

On a CCR machine rebuild there is a one-year 'like-new' warranty, and on a CPT there is a one-year warranty on the whole powertrain.

Cat rebuilds have supporting Equipment Protection Plans (EPPs) that give the option to extend the standard one-year Certified Rebuild Warranty. These are plans that can be extended from 12 to 60 months and from 1,000 to 10,000 hours, depending on the machine, and are intended to give customers peace of mind.

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MACHINE REBUILD IS IDEAL TIME FOR EMISSION UPGRADES

Miners rely on rebuilding as a way to get more life out of their equipment investment. But beyond being a cost-effective solution, it's also a sustainable one. Rebuilding minimises environmental impact by reducing waste and keeping non-renewable resources in circulation for multiple lifetimes.

The Caterpillar underground mining team also points out that rebuilding is the perfect opportunity to incorporate updated emission controls and take new steps toward improving air quality inside the mine.

Caterpillar offers several emission-control options that can reduce machine emission levels to below U.S. EPA Tier 4 Final levels.

- Cat Ventilation Reduction (VR) engines reduce diesel particulate matter (DPM) at the source. They utilise selective engine hardware and software to lower DPM while maintaining low overall emission levels during the engine combustion process.
- Optional diesel particulate filters (DPFs) help to further reduce DPM. Flow-through filters and wall flow filters are designed to work with VR engine packages on Cat underground LHDs and trucks to effectively minimise the DPM level. These systems are low maintenance and do not impact the production capability of the machine. For mines that are not looking to replace the engine or that already have a VR engine, a DPF-only solution is possible.

While there's no better time for updates than when the machine is already in for an overhaul, Caterpillar points out that upgrades can be made at any time. For more information on Cat underground emission solutions, call your William Adams' PSSR or our mining team.

GENUINE CAT GET SOUNDS SWEET

Buckets or blades, tips or edges, rippers or side cutters – no matter the size, ground engaging tools have a direct effect on a machine's ability to produce. Cat Ground Engaging Tools (GET) are designed to offer performance and value differentiation for our customers.

Here's a look at a couple of options with terminology borrowed fromthe confectionery industry??



THE CHOCKY BAR

In the industry, laminated wear products or LWP are commonly called "chocky bars." First used in the Australian mining industry, the design of these parts makes them look strikingly similar to a chocolate bar.

Chocky bars come in many shapes and sizes including bars, rectangle tiles, trapezoidal blocks, round doughnuts, and even comet shapes. These shapes can be used to cover almost any surface exposed to high rates of wear.

Once mounted on a Mining Shovel bucket, a quarry Wheel Loader bucket or a large Dozer blade, the part protects against abrasion in harsh working conditions.

LWP consist of white iron steel castings that are copper brazed onto a mild steel backing plate. This makes them easy to weld to high wear areas of a machine, but also have a Rockwell C hardness of over 60 points. Some of these parts are designed to bend and weld in a radius (such as a bucket liner).

A broad range of GET options is available to precisely match a machine's design specifications.

Unfortunately, you can't buy these unique chocky bars in any local milk bar, but genuine Cat chocky bars are available, along with all your GET needs at William Adams – supporting your needs with this simple, cost effective parts solution.





PLUS CAMERA

Peter Hall owns and operates a local contracting business called Boobyalla Earthmoving Pty Ltd, and is based in the lovely coastal town of Bridport in Northern Tasmania.

Peter recently added his second Cat 304E2 CR Hydraulic Excavator.



Romsey based Newearth Constructions took delivery of their latest plant, a Cat 730 Articulated Truck in May. Cam Newnham (left) alongside his father Doug, also added a new 140M AWD Motor Grader and a new CS78B Vibratory Compactor earlier this year, a wonderful show of confidence in the strength of the sector as the Newearth pipeline of opportunity remains healthy.



PLUS CAMERA



A new Cat 301.5 was delivered to Brendon Williams from Community Hire Pty Ltd and is pictured preparing an industrial block at Sulphur Creek in North West Tasmania.

The customer was very impressed with the features of the excavator, notably the blade float function, cruise control and stick steer.



Incitec Pivot decided the time had come to update their Cat 914G, and after over 20,000 hours and twenty years of reliable service, a decision to stick with Cat made good sense.

The 914G was pictured returning back to William Adams' Launceston branch before finding its new home.

The replacement 924K proved a popular choice with the Incitec team at Scottsdale in Tasmania's north east.



Cranes Asphaltting have added another Cat to the fleet - this new Cat 302.7DCR was put straight to work in Sale (Gippsland) on a new road intersection upgrade.

A big thanks to Mick and the team.



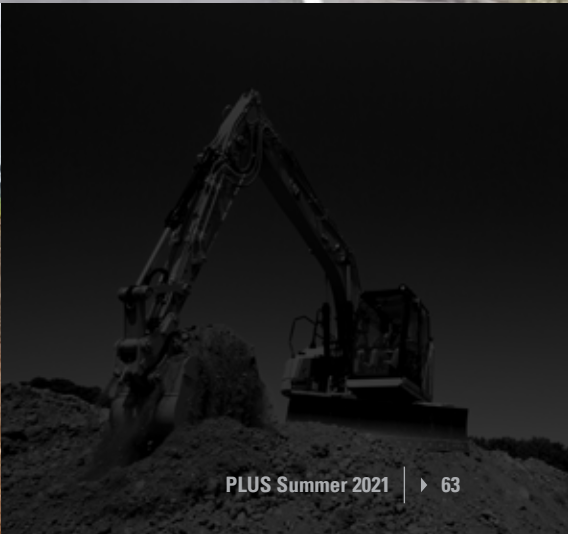
A new Cat 326F fitted with a Satco processing head was delivered to Stuart and Dawn Rouse from Rousey's Haulage and Excavation and is pictured operating near Exton in Tasmania.

The operator is very impressed with the performance of the machine and cannot believe how quiet it is when operating at full revs.



A new Cat 259D3 was delivered to WT & SJ Marshall and is pictured at Wayne's workshop located at Cooe in North West Tasmania.

The customer made special mention of the machine presentation which was built up at the William Adams' Burnie branch.



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PLUS.

HI COUNTRY 301.7
AIDS IN FIRE RECOVERY
See page 20 for the full story

William Adams 

