

WINTER 2020
PLUS.



William Adams



WELCOME

Welcome to the winter edition of PLUS for 2020 and what a start to the year it has been. As I write this, I have just been released from two weeks quarantine after the Covid-19 outbreak at the NW regional hospital in Burnie, Tasmania. A state of emergency has been imposed. The NW region is in total lockdown, hospitals have been closed, with some 5,000 people in enforced quarantine. Many businesses have been forced to close and anyone coming into the state is automatically isolated for 14 days. The police, with the assistance of army personnel, are now patrolling the streets, knocking on doors and fining people for violations of social isolation. Victoria is also in a state of emergency with many similar restrictions and a growing number of cases each day, borders are closed, major airlines are in administration and negative oil prices for the first time ever.

Wow, what a paragraph! Who would have thought, as April became May, that one could write the above paragraph and have any credibility. Yet, within 6 short weeks, this has become the new normal. Extraordinary times indeed!

It has been a very active period, some good and some not so good but one that will be remembered for many generations to come. William Adams have made many changes across the business to ensure we continue to support our valued customers while maintaining the required social distancing and keeping all of our people safe and out of harm's way. These changes have happened at an extremely rapid rate and it is so pleasing to see the nation, businesses and people working together to make this possible for the better good of all Australians.

However, the show must go on and if you are like myself, you have probably talked Covid-19 to death and are ready to

get back to business, which is exactly what we are doing. We have seen a year of many changes to personnel and products with the launch of many of the Next Gen products in the industry. 2020 will see the release of Next Gen Dozers, Graders, Mini Excavators and the expansion of the GC Next Gen excavator range. We have seen many improvements in these products from quality to technology advancements, which we truly believe are leading the industry with innovation, productivity and lower cost of ownership. With some of the most fuel-efficient products in the industry, we are ready to "Do the Work"

From a personal perspective, I am honoured that I have been added as a second signatory to the Sales and Service Agreement for the William Adams' Dealership and joint Dealer Principal alongside Dale Elphinstone. This is another vital step in our succession planning for the business and the Elphinstone family. Thank you for all of the support, guidance and friendship so many of you have provided me along this journey. We would also like to take this opportunity to congratulate Justin Byrne for taking on the role of General Manager Operations, and welcome a new addition to the team in Mark Sweeney, General Manager Product Support Services. We are confident that we have the best team in the business to support you with all of your requirements wherever and whenever you may need us.

We will strive to offer the best support available continuing to grow our services for you in every way that we can. We have now introduced our Technology Support Package, a true partnership with Sitech to ensure both your machine and site requirements are taken care of, and will continue to grow and develop in this area to meet our customer's requirements. We have also seen the introduction of 335 Advantage, our new fixed price service package included on all general line products. This package offers fixed price servicing for

Front Cover:
After 82 years, the last Cat No. 12, a Cat 12M was delivered to the Corangamite Shire Council in May – full story page 10.

3 years or 3,500 hours, extended warranty options and back up support should the machine go down in the field - just another way to ensure that you have the best support, genuine parts and consistent pricing.

We continue to focus heavily on safety in all that we do driving continuous improvement in this area every day, providing a safe environment for our customers and employees.

We understand the road ahead will be a little rocky as we navigate the rapidly changing environment of Covid-19 and the effects this will have on both the Industry and the economy. Please rest assured that we will be here to support you in any way that we can and please stay safe.

Thank you for the significant contribution you all make to the various industries we work in and we are extremely appreciative of your loyalty, support and ongoing business. Please enjoy this winter edition of PLUS 2020, one to be remembered.



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**WINTER 2020
PLUS.**



CAT EXCAVATOR FEATURES ON ONE OF THE WORLD'S GREAT SPORTING STAGES

Prince Excavations have had the privilege of preparing the wickets at the "G" for the past 26 years. At the end of the AFL football season, the Prince team delivered into the "G" their Caterpillar 305E 2 Hydraulic Excavator to remove approximately 125mm of existing turf and sand, and start preparation for six drop in cricket wickets.

The excavation will generally be completed on day one, followed by the laying of three wickets on days two and three. The drop in wickets have historically been obtained from the Merri Creek floodplain to the west of Melbourne.

Prince Excavations are based in Yarrambat in Melbourne's north, and also operate a couple of larger Cat excavators, a 311CU and a 312E.

Thank you Cameron Prince on your fine work as it helped the Aussies secure the Boxing Day Test match against New Zealand by 247 runs !

GIPPSLAND HOME TO TWO NEXT GEN MINI EXCAVATORS

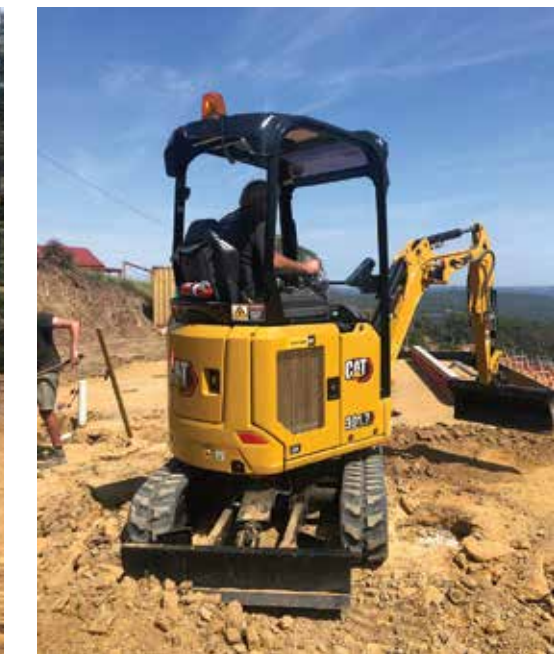
Pictured (right) alongside his new air conditioned cab – equipped Cat 301.6 is proud new owner Peter Hay, who plans to utilise his new machine on his Neerim East property for fencing and clean-up work.

Attachments included a hydraulic quick hitch and Cat A7B auger drive.

0% Finance with Cat Financial and standard inclusions like "Stick Steer" made the decision to choose Cat a little easier. What makes this machine unique is that it has no travel levers or pedals - travel is controlled with the left hand side joystick (the same as a Skid Steer Loader) when in Stick Steer mode. Having no levers or pedals provides extra leg room for the operator.

Congratulations Peter on your new arrival !!

And more picturesque Gippsland countryside (right) looking amazing for February, pictured together with a new Cat 301.7CR Next Generation mini excavator working on house footings in the hills above Boolarra in South Gippsland.



FROM THE ARCHIVES.....

These images (right) feature Collins Contractors' trusty Cat 301.8C Series Mini Excavator, and were taken around ten years ago when completing a project at Hoffman Brickworks. In 1863 the Hoffmans Brickworks was the largest brickworks in Brunswick.

Glennville Homes, a long standing client of P F & L Collins, with the help of Paul Collins and his team, turned the site into a unique, colourful and cosmopolitan project incorporating all of the heritage atmosphere of a bygone era. Mews-style residences, warehouse-style apartments with lofty ceilings and exposed beams, underground parking and three storey townhouses, the Heritage precinct incorporated heritage-listed kilns and buildings which were converted into offices and an arts precinct as well as urban conservation areas. Collins Contractors completed the drainage requirements on this unique project, from craning a machine to the top of 120 year old brick kilns, to excavating trenches below to service the development.

Paul and his wife Linda established the business in 1985, and it has grown steadily since, and is very much today a specialist, family operated plumbing contractor business. Sons John and Braedon, and daughter Becci, along with their partners, are today driving the business, and have grown their "all Cat" fleet now to include eight small excavators ranging from the 300.9 (900kgs) to the latest purchase, a 15 tonne Cat 315FL.



Fast forward ten years, and pictured are two of Collins' most recent purchases going to work recently on a house site in Kew.

SHAW CONTRACTING UPDATE COMPACTION FLEET:



Large civil contractor Shaw Contracting (Aust) Pty Ltd based in Launceston, Northern Tasmania have recently taken delivery of three New Caterpillar Model CS66B Vibratory Soil Compactors. These state of the art machines are equipped with all the usual Caterpillar roller features plus sensor drive power (Cat's exclusive compaction measuring system) and variable frequency compaction control.

The Cat CS66B is designed as a high performance and high production smooth drum roller for customers that require enhanced compaction

performance and compaction measuring.

The machine pictured above is about to start work on a large roundabout project near Invermay in Launceston. The other Cat CS66B's will be working on Shaw Contracting projects all over Tasmania.

Jason Spotswood, Asset Manager, Shaw Contracting (Aust) is delighted with the new Cat CS66B's and is looking forward to working them on current and future Shaw projects.



Soon after the delivery of the new CS66B fleet, Shaw Contracting also took delivery of a new Cat 140M. The machine is pictured, working alongside Shaw's trusty 140H, purchased new in 2005 and now has accumulated some 19,000 hours.

The machines are shown working on the Midlands Highway Perth bypass project in Northern Tasmania.

Shaw's Brian Mansell took delivery of the new machine from Brent Gillard and Chris Munday late last year.

ON GRADE – THE HISTORY OF CAT MOTOR GRADERS

A little over 80 years ago, the first Cat No. 12 Motor Grader rolled out of the Caterpillar manufacturing facility in Illinois, USA, in what would represent the most recognised, longest running machine on the Cat Motor Grader product line.

Eighty two years on, and in 2020, William Adams delivered the last of the legendary No. 12 Motor Graders, now replaced by the 140 nomenclature. A lot has happened to the product since 1938, yet the heritage predates the No. 12, with the acquisition of Russell Manufacturing Company by Caterpillar in 1928. Cat introduced the No 9 Auto Patrol three years later, and then in 1938 the 70 HP No. 12 was launched, with a price tag of \$5,500.

Production transferred to the new Decatur facility outside Chicago in 1955 (now the home to Cat mining product manufacture).

The game changer, setting Cat motor graders on course to dominate global grader sales for over 45 years, was the launch of the G Series in 1973, featuring an articulated frame, full hydraulic control and a standard powershift transmission. Caterpillar established the Tullamarine manufacturing facility in Melbourne, and began shipping 12G Motor Graders in 1973, followed by the 140G in 1975.



An All-Wheel Drive feature was added to the 140G in 1988.

By 1995, the H Series introduced more power, improved hydraulics, a longer wheelbase and an improved operator environment.

Innovations including industry first joystick controls and angled cab doors for improved visibility, modular construction and electro-hydraulic implement control in 2007 with the launch of the Cat M Series, resulted in market dominance not seen since the G Series days. After some early product refinements, Cat motor graders returned to typically enjoying Australian market share numbers exceeding 75%.

During the modern motor grader era post the G Series, William Adams have delivered in excess of one thousand Caterpillar Motor Graders into Victoria and Tasmania.

Cat graders have been the industry bench mark for generations of road builders, from local and state government authorities, to civil contractors, foresters, mining and agricultural customers. And in May 2020, we see the best known model in earthmoving history, the No. 12, retired, to be replaced by the Cat 140.

It is fitting that the last Cat 12 Motor Grader to be delivered will go to the Corangamite Shire Council, the first to purchase a 12M Series Motor Grader in 2008. This machine has now accumulated over 10,000 hours, and since delivery, six more 12M Graders have joined the Corangamite fleet !



Corangamite Shire and their 12M purchase featured in our Winter edition of PLUS back in 2008. Here is a little of that story...

.....located in Victoria's South West, the Council operates six Motor Graders to maintain 1,130 kilometres of unsealed roads in addition to the shire's construction requirements. Corangamite's stringent evaluation when selecting a new Motor Grader resulted in the purchase of a Caterpillar 12M".

Headley Gust, who at 68 years of age is a 22 year veteran when it comes to grader operation, and began his career on a 140G which had 27,000 hours on the clock, before he gleefully received a new 140H.

Headley came to Melbourne to evaluate the new M series Grader and after careful consideration, despite the new technology and joy stick controls, he could not believe how simple it was to operate.

The shire is very conscious of reducing operator fatigue along with machine productivity, which explains why the Caterpillar Accugrade machine control and guidance cross slope system was included.

Ian Gladman, another grader veteran with the shire will take over this machine once Headley elects to take retirement.



Corangamite Shire Council Fleet Manager, Chris Hammond, was instrumental in the selection of the first 12M back in 2008, and told PLUS recently, " John Merlo has always been on hand to make sure Council have received and made the most of what the M Series has had to offer. When you make as many changes to a Motor Grader, as was the case with the M Series, and then you add in Grade Control, it can take quite a bit to get the operator up to speed. John has always been on hand to make sure we obtain the most from our purchases with great follow up and training".

"Just as important is the after sales service support we have received" said Mr Hammond. Andrew Whittington, William Adams' local resident field serviceman is based just down the road. "Andrew has always put the customer first, and with his mechanical knowledge and ability to get the machine up and running fast, that also makes purchasing a machine from William Adams that much easier".

Council also operate a large landfill operation, where they operate a Cat 730 Ejector and a 329EL Hydraulic Excavator. Chris looks forward to their latest, and last, Cat 12M to provide the same level of performance and reliability as the six M Series machines that have come before it.



SAME CAT MOTOR GRADER, BUT DIFFERENT MODEL NUMBERS

For much of their history, the Motor Grader Model numbers have featured either a two or three-digit number followed by a letter designation, with the numerals remaining consistent and the letter typically changing with the release of a new model.



PLUS recently caught up with Caterpillar Product Specialist Darren Hodge who explained a major change in the identification of Cat Motor Graders.

The current Cat Motor Grader model numbers and letter designations don't easily identify with size or application – which can be confusing particularly where customers are researching equipment via digital platforms, Darren explained.

“From 2020, the Cat Motor Grader line up will simplify the model names, remove the letter series designation and identify them by construction or mining class. We have often been asked what the model 12M means compared to a 140M?”

Is the number referencing weight, horsepower or blade size? The answer is neither,” Darren explained. “Similarly, why do we have a two-digit number for some models and three for others, such as the 12M, 140M or 14M.”

In 2020, the Motor Grader nomenclature (model names) will change to identify the model name relative to its size in the model line-up.

“Simplifying the model names will better help customers identify the size range and the machine's place in either the construction or mining class,” Darren said.

“Our construction class models will be identified with a three digit number from the smallest to largest model: 120, 140, 150, 160; while the mining class will be identified with two digit number (14, 16, 18 and 24) representing the blade length.”

- The 12M model name will be replaced by the number 140
- The 140M model name will be replaced by the new 150 model number
- The 160M model name will be replaced by the 160 model number
- The 120M model was recently replaced by the new 120 model

“It is a simple new nomenclature system representing either the construction and mining class, relative size or blade length with no change to their weight, power, design or industry leading features.”

PLUS: Why is the 12M model Motor Grader nomenclature being removed?

There has been a Cat 12 Motor Grader model for 82 years – since 1938.

Hodge: Continuing to use the “12” as a two-digit model doesn't fit with the rest of the construction models using three digits. It is important to note we have not reduced the available models, there will be just as many model and price options in the future as there are today.

PLUS: Do simplified model numbers mean fewer options?

Hodge: Not at all. In fact, customers will have more opportunity to configure graders for their specific needs, jobs and applications than they have in the past.

Our new 120 replacing the 120M is a good example of this. Customers will have the choice of joystick steering and implement controls or steering wheel and lever controls, scalable blade control technology and reduced maintenance for drawbar, circle and blade options.



Caterpillar Motor Grader Product Specialist, Darren Hodge, doing what he does best, helping out with BBQ duties during the launch of the M Series Graders in 2008

PLUS: The 12 model number designation has been around for a long time. How do you think customers will accept the change?

Hodge: The No. 12 has adorned Cat machines for more than 80 years, the longest of any model number in the company's Motor Grader product line-up. However, since the 1970s significant sales volume worldwide had shifted from the 12 to 140 size.

I expect customers will be accepting of this change, as we will continue to focus on addressing customer demands with an expanded product line together with a range of service and support offerings. The Cat Motor Grader line-up has always featured leading edge technology irrespective of the model name, helping owners to achieve productivity advantages and assist operators to achieve greater levels of control in grading applications. It is a simple change to model names, but the same range of Cat machines, same class leading technology and the same host of features that owners and operators worldwide value.

“Simplifying the model names will better help customers identify the size range and the machine's place in either the construction or mining class,” Darren said.





OUT WITH THE OLD AND IN WITH THE NEW

Deloraine (Tasmania) based Walters Contracting Pty Ltd, recently added a new Cat 140M AWD Motor Grader to their fleet, and is pictured working alongside a very old Cat 112F, located on the Padman's farm near Elizabeth Town.

The 112F still runs and is used to grade cattle lanes on the farm.

GREAT AUSTRALIAN SETTING FOR NEW GRADER DELIVERY



A new Cat 12M Motor Grader was recently delivered to the Hindmarsh Shire Council on the banks of the Wimmera River at Dimboola. Council purchased the new 12M to complement their existing Grader fleet for their road maintenance program.

Pictured Rob King – Plant Manager, Laura Sonnberger – Fleet Manager & Peter Frecker – Operator



ACE EARTHMOVING INVEST IN LATEST 140

Ace Earthmoving Pty Ltd are based in Morwell (Gippsland), and are very excited to have a new Cat 140 Motor Grader join their fleet.

Ace carries out various construction jobs throughout Gippsland and currently run twelve pieces of Cat equipment. The new 140, featuring the latest nomenclature update and livery will be working with their existing 12H 11 and is pictured upgrading a country road for Latrobe City Council.

A big thankyou to Karl and Mariska for their continued support.

MJM GROW CAT FLEET



Back in mid-2019, Mark and Jo Maiden from MJM Excavations, Harvest & Haulage had just won a HVP (Hancock Victorian Plantations) contract to maintain forestry roads around the Gippsland area.

The old 140H series 1 had served the business well but was getting a bit long in the tooth, so Mark set about evaluating several brands and finally settled on the Cat 140M AWD Motor Grader.

You just cannot beat a Cat grader and with local support from the William Adams' Traralgon branch, the decision was made a little easier.

With a vast plantation road network to maintain, the new grader will be kept very busy; it was also deployed to carry

out fire prevention work leading up to summer, and the extremely busy period of recovery thereafter.

Mark and Jo have been steadily building the business since it was founded in 2004 with just one excavator. The Cat fleet now numbers sixteen units and is steadily growing, consisting of six excavators, two motor graders, on highway truck engines, a log skidder and two compact track loaders.

William Adams enjoys a wonderful relationship with MJM and appreciates the opportunity to partner with Mark and Jo to help grow their business.

FIRST IN THE DISTRICT – CAPOGRECO CAT 330

Mildura based Capogreco Excavations Pty Ltd took delivery of a new CAT 330 Next Gen excavator, fitted with a fully integrated 3D system in November 2019.

This machine is ready to start a deep trenching project and the technology fitted on this machine had Vince (pictured, above right) and Raphael Capogreco brimming with excitement. The technology and safety features included as standard equipment on the new 330 are unique features in the District, and Raphael couldn't wait to host not only potential customers, but also local Work Safe personnel to show off their new machine.

The new 330 joins a fleet of six other Cat excavators in the Capogreco fleet, ranging from a 301.7D CR through to a 325DL, but the new 330 Next Gen will need to acquit itself well to surpass the love the business have for their first new Cat excavator, a 320BL purchased new in 1997 from William Adams' Legend, Don Stemmer. The 320BL has now clocked up over 12,500 hours.

In addition to the hydraulic excavator fleet, the business also run several Wheel Loaders, including 938 (F and H Series), and a 972H along with a Cat 740 Articulated Truck.



MATTHEWS QUARRIES WELCOME NEW 374FL



Matthews Quarries welcome their new Cat 374FL 75 tonne excavator to the fleet. Working with a Cat 775F Off Highway Truck, the new Cat will load face rock at Tyres quarry which is located north of Traralgon, in Gippsland, Victoria.

A big thank you to Rob, Graeme and the team for putting their trust in Cat and William Adams.



LOCAL MIX ADD CAT 773G

Local Mix Quarries is a privately owned and vertically integrated construction materials company which started servicing Geelong and the surrounding region when it was established in 1971 by Trevor Richardson and other partners. From an initial concrete operation the company has grown to include a fleet of concrete agitators, concrete pumps, tip trucks, front end loaders, excavators, dump trucks, drill rig, scraper and fixed and mobile crushing/screening/wash plants.

In 2006 Trevor Richardson became the sole owner of the company comprising of Local Mix Quarries and Local Mix Concrete. Trevor is the Managing Director of the company with family members holding key positions in the organisation.

The Local Mix team enjoyed a late Christmas present with the arrival of their latest acquisition, a new Cat 773G Off Highway Truck delivered in January.

NEW 330 NEXTGEN COMES IN HANDY ON THE FARM..... BEFORE THE REAL WORK STARTS

One of the first Cat 330 Next Generation Excavators recently found its way into East Gippsland. Luke Mekken from Orbost is the proud owner and wasted no time putting his new addition to work on his Snowy River flats farm.

Luke plans to use the standard factory 2D grade and slope system to tidy up several spoon drains around the property and ensure water drains away quickly. Another standard

feature which came in handy when installing a septic tank was the newly installed "Lift Assist" which indicates the weight being lifted and will alert the operator when approaching the machine's tipping point.

Once farm duties are completed, the machine will be sent out on dry hire to various projects around East Gippsland.



NEXT GENERATION EXCAVATORS 2020 ANNUAL PRODUCT UPDATE

William Adams is pleased to offer the 2020 Annual Software Update for your Next Gen Hydraulic Excavator. Just as we have come to expect updates via our smart phones to operating systems and our Apps, so too have Caterpillar provided owners of Next Gen products with automatic annual updates, flashed remotely upon customer acceptance.

This unique feature of Cat Next Gen products provides owners with the latest software developments and operator control enhancements at no cost.

Some of the highlights of the 2020 update include new features and benefits such as:

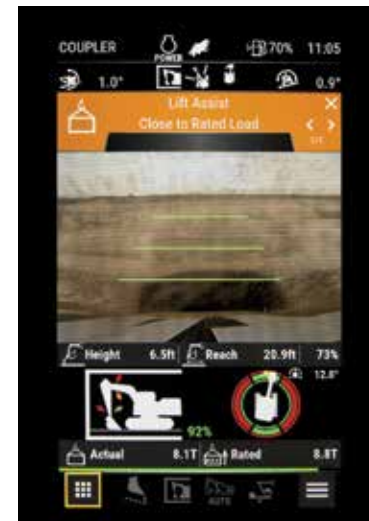
- Grade enhancements - Faster Grade Guidance for Tilt Hitches and Tilt Buckets
- Tilt Assist on demand for automatic tilt control
- New Assist fine tuning calibrations for smoother performance
- New Infield design options including "New Level" and "New Slope" features
- Horizontal guidance for Infield designs
- 2D Avoidance Zone support

Operator Setting Enhancements:

- Improved machine ECM configuration eliminates operator profile changes
- New E Fence start-up configuration keeps favourites on by default
- Lift Assist enhancements for lifting from hydraulic couplers

- Auto Hammer Stop provides warning after 15 seconds, and stops if continuous operation time is exceeded
- E Fence support for hydraulic hammers
- Expanded Payload Measurement range to optimise weight readings (Payload reports can be downloaded from the monitor via a USB)
- Configure and Save joystick buttons for each Work Tool to match operator preferences.
- On Board Preventative Maintenance alert and management.
- On Screen remote flash initiation for the next software update

Don't hesitate to contact our William Adams Technology team in our Customer Solutions Group if you need to find out more, or arrange for your automatic product update if this has yet to be applied to your pre 2020 build Next Gen machine.



RMT15F PUT TO WORK BY WEST COAST WILDERNESS RAILWAY

Pictured is an Elphinstone designed and built Railmax RMT15F, which was recently delivered to the West Coast Wilderness Railway, based in Queenstown on the West Coast of Tasmania.

The machine will be used to repair and upgrade the line from Queenstown to Strahan, a distance of some 45 kilometres, laying wooden sleepers, ballast and new track.

Training and testing was carried out with the Operators, with assistance from Dean Stokes from Elphinstone Pty Ltd. Wilderness Railway management and operational crews were very impressed with the performance and safety of their new machine.



CAT 326 JOINS THE NEXT GEN EXCAVATOR FAMILY

The new Cat 326 excavator delivers premium performance with integrated simple-to-use technologies boosting efficiencies up to 45 percent over previous models. This 26-ton class model delivers improved fuel savings, lower maintenance costs and improved operator comfort with all-new cab designs. The new excavator offers high reliability at a low cost-per-hour performance.

Key to the design of the new Cat 326 is operating simplicity. From remote start using a Bluetooth® key fob or the unique Operator ID function to operator-specific programming of power mode and joystick preferences, the excavator is easier to operate than ever before. The machine's 8 inch high-resolution touchscreen monitor delivers intuitive navigation through the menus and includes a digital version of the operator's manual.

The field-proven Cat 7.1 engine efficiently powers the new 326 excavator with up to 15 percent lower fuel consumption compared to the F Series. The new Cat model features three selectable power modes and one-touch low idle with automatic engine speed control. It also boasts a standard high-ambient temperature operating capacity of 52 degrees Celsius.

High digging and lifting performance

The advanced hydraulic system of the new Cat 326 provides the optimum balance of power and efficiency, while giving the operator complete control of excavating precision. The machine's 12 percent improvement in swing torque makes the machine easier to swing, especially on inclines with fully loaded buckets. SMART-mode operation automatically matches engine speed and hydraulic power to digging conditions, while offering an additional 5 percent fuel savings without impacting productivity.

Technology drives efficiency

A host of standard, simple-to-use Caterpillar technologies integrated into the new 326 improves operating efficiency; standard Cat Grade with 2D system allows operators to reach desired grade quickly and accurately by guiding depth, slope and horizontal distance grade. Contractors can upgrade the standard 2D system to Cat Grade with Advanced 2D or 3D to fit application needs.

Standard Grade Assist allows operators to effortlessly stay on grade with the use of a single lever, while Bucket Assist automatically maintains the angle in sloping, leveling, fine grading and trenching applications. Innovative Swing Assist automatically stops excavator swing at predefined set points for truck loading and trenching to reduce effort and fuel consumption.

Achieving precise load targets is simpler than ever with the standard Cat Payload on-board weighing system. Payload increases loading efficiency by providing on-the-go weighing and real-time estimates of the bucket's payload, helping the operator to avoid truck under/over loading.

Ultimate comfort and safety

All new cab designs for the Cat 326 Next Gen excavator feature advanced viscous mounts to reduce cab vibration up to 50 percent over previous models, significantly reducing operator fatigue. Bluetooth compatibility with the standard radio offers the ability to connect personal devices and make hands-free calls.

Small cab pillars, large panoramic windows and new lower profile right-hand side fuel tank deliver exceptional visibility into the trench, in each swing direction and to the rear of the machine. 360 degree visibility cameras further enhance safety.

Synchronised maintenance intervals

The Cat 326 Next Gen excavator boasts up to 20 percent lower maintenance costs than the 326F. All the daily maintenance checks are quickly and safely performed at ground-level, including a ground-level dipstick to easily check the engine oil. Operators conveniently monitor filter life and maintenance intervals via the in-cab monitor.



NEW CAT 950GC TO EAST GIPPSLAND QUARRY



Eastern Quarries (Cranes Asphalting) based in East Gippsland have recently added a new Cat 950 GC Wheel Loader to their fleet. This unit replaced an ageing Volvo and will be used in their Benambra Quarry (east of Omeo) to load and sort aggregates.

The 950 GC was supplied with a 3 Year/6000hr "Premier" front to back Warranty (which includes all travel) and 3 year/3500 hour onsite "335 Advantage" servicing package, an offering unique to William Adams.

With local support based in Bairnsdale and the 335 Advantage fixed price service package, the Crane Directors told PLUS that the decision to go with the Cat was made that much easier. Michael Crane has now assumed responsibility for managing the operation established by his Dad, Dennis, a valued Cat supporter all his life.

CELEBRATING MAJOR MILESTONES FOR MEDIUM WHEEL LOADERS

In 1959, Caterpillar introduced the 944. It was our first medium wheel loader (MWL) and known at the time as a wheel-type traxcavator. These first machines were characterized by their rigid frames, no cab and rear-wheel steering. Through 13 generations of innovation, the MWL has evolved in design, operation and technology and recently expanded its customer offerings with the introduction of lifecycle value models (GC).

60 YEARS OF INNOVATION

Today, Caterpillar offers the world's largest MWL product line. The last sixty years for medium wheel loaders have brought advancements in safety, comfort, fuel efficiency, performance, technology, work tools and quality.

Facts:

- Medium Wheel Loaders are assembled in five facilities around the world: Little Rock, Arkansas; Piracicaba, Brazil; Suzhou, China; Qingzhou, China; and Grenoble, France.
- The 944 was soon followed by the 922 and the 966 models.
- It wasn't until 1965 when Caterpillar changed the product name to its now well-known name, the medium wheel loader.



COL SMITH EARTHMOVING ADDS SECOND NEXT GENERATION EXCAVATOR TO FLEET

A big thankyou to Col and Sue Smith from Fish Creek in South Gippsland on their purchase of a new Cat 330 Next Generation Hydraulic Excavator. The 330 will be working along with Col's 320 Next Gen machine purchased last year.

Col had enjoyed 2D in his old E series but this machine has taken productivity to a new level and with additional standard features like Payload, Lift Assist and "E Fence", this 330 is in a league of its own!

Fitted with Talon tilting hitch and factory FOPS guarding Col is more than happy with his new addition.

The new 330 is pictured at delivery putting in a cattle underpass just outside Wonthaggi, South Gippsland.

926M Steals the Show at Melbourne Toy Fair

William Adams teamed up with Funrise Toys in March for the 2020 Australian Toy, Hobby and Licensing Fair. This is one of the largest industry events showcasing over 180 exhibitors at the Melbourne Convention and Exhibition Centre.

When featured on our William Adams' social media in March, we attracted a response all the way from the USA. Josh Baldwin, who builds the 926M in the Cat manufacturing plant in Clayton, North Carolina, told us "Thank you William Adams CAT! I work at the facility that builds the 926M. This is awesome! Built with pride in Clayton, North Carolina!"





WHITFIELD EXCAVATIONS - CONTINUE TO EXPAND AND DIVERSIFY

Dale and Sandra Whitfield from Whitfield Excavations in Swan Hill have recently taken possession of another Cat machine; in fact this is number 15 in the fleet. This time it has been a new PM313 Profiler which was added as more and more work continues to appear in this area in the North West of Victoria. Whitfield's have risen to the challenge and now can offer their customers more flexibility by having this relatively unique machine available when needed.

The PM 313 is based on a new platform of Profiler machines by Caterpillar and is the first in the state. Dale told PLUS that he feels comfortable with the purchase knowing William

Adams has a branch just down the road from his depot in Swan Hill and back up service is always second to none.

The new PM 313 has added another dimension of business to Whitfield Excavations and importantly a local option for their customers, offering improved availability and more flexibility for upcoming projects.

Congratulations to Dale and Sandra and everyone in the Whitfield Excavations team on your latest purchase.



ESG OPT FOR CAT CERTIFIED USED

ESG (Earth Solutions Group) was originally formed under the umbrella of well-known Nunawading based Eastern Plant Hire (EPH). Since their humble beginnings filling eroded farm paddocks and landscaping golf courses, ESG, now with over fifteen years' experience has been engaged on many of Victoria's landmark projects, providing clients with solutions for a wide range of earthworks projects including major backfilling for quarries, large scale residential developments and major capping projects for redundant landfills.

With fifteen pieces of plant and equipment predominantly made up of Cat Dozers, ESG have now become a long time William Adams CAT partner. Area Manager Luke Carpenter claims it was a no brainer to choose the low hour Cat D7E LGP for their larger projects to keep up with the increasingly heavy flow of on highway trucks arriving to site. The peace of mind offered by Cat Certified Used Equipment Warranty and Vision Link Condition Monitoring was a bonus.

The added attraction of the low hour used option for ESG 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 3 years or 5,000 hours. Only a Cat Dealer can offer Caterpillar backed EPP Warranty terms on used equipment.

ESG are now eagerly waiting another Cat Certified Used machine, this time a low hour D6T LGP due to land any day and be put to work. Thanks to the whole ESG team for their support.

GRANGE ADD TWO CAT D10T TRACK TYPE TRACTORS



Grange Resources Limited (Grange Resources) are Australia's most experienced pellet producer, and are located in the northwest region of Tasmania. The Savage River magnetite iron ore mine, 100km southwest of the city of Burnie, is a long life mining asset set to continue operation to 2034.

At Port Latta, 70kms northwest of Burnie, is Grange Resources' wholly owned pellet plant and port facility producing approximately two million tonnes of premium quality iron ore pellets annually with plans to increase annual production in the coming years to 2.7 million tonnes.

Grange Resources is Australia's oldest and most experienced magnetite producer and a proven and reliable commercial producer of magnetite pellets in Australia combining both mining and pellet production expertise.

With support from another great Cat customer, Launceston based Gradco, who managed the transport requirements from our Burnie branch in early February, William Adams were delighted to add these two low hour Cat D10T Track Type Tractors to Grange's already impressive mining fleet working on Tasmania's rugged west coast.



CAT RENTAL STORE NEWS

The CAT Rental team are thrilled to announce we have recently added more new units into our fleet, demonstrating our commitment to lead the way in Victoria and Tasmania in the provision of technology into the dry hire market.

Evidence of our continued investment is demonstrated with the arrival of Next Generation Excavators from 301.5's on trailers to 349 3D units, the introduction of Next Generation Track Type Tractors, the recently launched CAT 140 3D Motor Graders as well as replacement of our existing fleet of Backhoe Loaders with the latest CAT 432F2's.

With the NextGen Excavators being added to the fleet, features such as fully integrated 3D GPS, CAT Payload, CAT Lift Assist, CAT Grade Assist, 360 Degree Cameras and up to 20% fuel burn reductions are now common place. Our latest model D6 Dozers come equipped with VPAT Blades and integrated 3D GPS, and also boast up to 20% fuel savings over the previous models.

We haven't just been focussing on the larger equipment either - we have also expanded our smaller and medium size fleet too. Over the past 12 months a large number of Compact Track Loaders and mini / medium size Excavators have renewed our offering with the latest CAT models. The

introduction of fully enclosed cab Skid Steer Loaders into the fleet is further evidence of the fact that all CAT Rental customers now have access to one of the most modern, productive, efficient and safest fleets in the market.

Features such as a suspended undercarriage on the Compact Track Loader range make these units in particular much more stable, and hence a safer option, while the Next Generation of Mini Excavators use an efficient, fuel saving, load-sensing hydraulic system with an electronically controlled variable displacement piston pump providing outstanding fuel savings and ideal for precision work.

The investment into the latest CAT product by William Adams and the CAT Rental Store has been very well received, and we look forward to continuing to offer the best possible product into a market widely acknowledged as leading the world in terms of utilisation of technologies delivering a safer and more efficient workplace.

Our focus now turns toward further investment in our Wheel Loader, Dozer and Articulated Dump Truck fleet, so watch this space for future introduction of new product and technology.



CAT RENTAL PROVIDE JUST THE SOLUTION FOR BROWN & BROWN

Brown & Brown Excavation is a family owned and operated earthmoving business, based in Garfield in south east Victoria. With the right equipment to tackle almost any project, they have long been a valued customer of the William Adams' family which includes the CAT Rental Store.

The CAT Rental Team had the opportunity to work with Wayne and his team recently on a large and complex land development project in Melbourne's east. This classic 'infill site' required the removal of approx. 220,000 m3 of solids and then 250,000m3 of clean fill needed to be brought back onto the site. The site is surrounded by an established residential area, large amenities including a major shopping centre, local railway stations and is close to the Monash Freeway.

Wayne's family business offers a wide range of services to their clients, from general house cuts, through to large, complex land development works. Wayne's knowledge of site excavation, material disposal and transportation takes that confusing component out of the project for his clients.

Brown and Brown have their own fleet of CAT equipment, which are meticulously maintained, but needed to complement this fleet with the addition of two CAT Rental 730 Ejectors, and 325 and 330 NextGen Excavators for the project.

Wayne's knowledge and approach has made for a strong working relationship over many years between his group and the CAT Rental team.



TECHNOLOGY AT AN ARCTIC DIAMOND MINE



A mere two degrees below the Arctic Circle in Canada's Northwest Territories lies the Gahcho Kué diamond mine, a place so remote it can only be accessed by a chartered flight landing on a gravel airstrip at the mine or an ice road that only lasts between 6-8 weeks out of the year. Because of its location, the mine is completely off the grid and self-reliant. Gahcho Kué uses five Cat C175-16 generators to power and heat the entire mine and with temperatures regularly falling below - 40 degrees C during the winter, losing power even for a short time could be devastating, for people and production.

To tackle this unique set of challenges, Caterpillar teamed up with Finning Cat and De Beers Group to leverage Electric Power's Remote Asset Monitoring – a digital service to help proactively identify repair and maintenance needs for the generator sets.

Caterpillar teams based in Mossville monitor the generator sets remotely and utilise predictive analytics to identify issues before they occur. When an issue is detected, the Caterpillar team utilises automated alerts and notifications to contact the Finning technicians living on-site at the mine who can then proactively complete repairs before there is a significant impact on operations.

“Early identification of product opportunities ensures we have the right technicians and parts before anything goes wrong,” said James Morrison, performance solutions leader at Finning Cat.

In the three years Gahcho Kué has been in operation, the Caterpillar and Finning teams have successfully detected, diagnosed and safely solved multiple issues all through early detection utilising predictive analytics. If left unaddressed or the issue persists, the total cost of downtime, parts and labour can easily add up to millions of dollars. Early detection, along with swift action, is vital to helping to ensure the mine is up and running, keeping the 300+ people who live and work there safe and, just as important, warm.

CAT INSPECT APP HITS 1 MILLION INSPECTIONS



The enemy?Downtime. Our solution: An easy-to-use customer and dealer app called Cat Inspect to complete machine inspections.

Our app allows customers to download and complete Caterpillar and user-defined inspections, with the option to include additional information such as images, comments and ratings for their entire fleet. Customers can also identify preventative maintenance needs, complete daily safety walk arounds and customised inspections with their smartphones.

Customers and dealers around the world are using Cat Inspect and we recently hit the 1 millionth completed inspection in December of 2019, marking the first time we've hit that benchmark in a single year. Over 50 percent of those inspections resulted in a recommended action, helping our customers be more proactive and prevent problems before they happen.

“Roughly 90% of machine failures are preventable through regular inspections, timely service and wear part replacement,” Brandon Lynn, Program Consultant for Caterpillar said. “Digital inspections provide real-time information for our customers that they can review, retain or even print that will help aid their business decisions.”

Want to learn more? Talk to your William Adams' PSSR or our Customer Solutions Group.



EXCEEDING EXPECTATIONS WITH CAT REMAN

When a customer buys a Cat® Reman product, do they really expect it to be as good as new? Yes, of course, they do! It's still a Cat product, and there's a quality expectation that goes with our name.

How is this possible?

Remanufacturing goes beyond refurbishing, reusing or rebuilding. Cat Reman products meet the same exacting specifications as new parts. Plus, they incorporate the latest engineering updates to ensure customers receive the performance and durability they expect from Caterpillar, life after life.

In addition to breathing new life into the product, upgrades are also made to reflect newer engineering specifications. So, the customer receives a Cat Reman product that sometimes performs even better than the original component that was removed.

Cat Reman gives new life to used engines and components, using genuine Cat materials and backed by the same warranty as new Cat parts. We start by taking “core” material returned by dealers. We then disassemble each component to the lowest level piece part. The individual parts are then cleaned. Next is a rigorous inspection against the latest engineering specifications to assess precisely what salvage technologies are needed to return the parts to same-as-when-new performance.

The result? A cost-effective product that works—often better than our customers expect. We'll call that a win for remanufacturing!

CATERPILLAR DIGITAL PLATFORMS.... FROM A CUSTOMER VIEWPOINT

What is Digital?

Digital involves using new connectivity methods, technology and software to generate, collect and share data, analysing data to uncover meaningful insights, and delivering those insights to satisfy our customer's needs.

- SISWEB
- The Cat® App
- Cat® Inspect App
- Cat Integrated Procurement

We visited Chris Cornall, Maintenance Manager at Mawson Constructions Pty Ltd in November 2019. Chris has been a very loyal and active user of Cat digital platforms for many years. His username was actually first registered in June 2003!

Chris has played a very important role in providing constructive feedback following our migration from VisionLink Legacy to the VisionLink Unified suite of applications over three years ago. It was a very good experience to see how these digital applications are being used from a customer perspective.

We recently posed a few questions to Chris.

PLUS - First of all, how long have you been using our digital platforms? (VisionLink, PCC etc)
Chris Cornall - The opportunity to order Caterpillar parts from the dealer on line was the introduction to working with

Caterpillar digital platforms for me. I applied for an online user name in 2003. This gave me the opportunity to access price and availability information outside normal working hours and to plan repair work around parts expected delivery times. So when other online platforms were introduced I was quick to explore and adopt into my daily routine.

PLUS - Can you take us on a journey how you plan your day and which Caterpillar applications you use for what tasks?
CC - The MCC platform is opened at the beginning of the working day as an overview for PM maintenance due, machine health and tasks to do.

Cat Inspect Web is being used by our machine operators to report equipment condition and defects that may require attention. This I monitor through the day as inspections are submitted. The addition of photos enhances the opportunity to understand the problem and resolve those issues in a timely fashion.

Vision Link can be relied on for accurately giving location which is up to date, so a fitter can be despatched to the machine he is to perform work on. Unified Service is a great management tool when it comes to machine health and history.

Together the Unified Suite package helps the maintenance team to identify needs and to carry out such work in a timely and efficient manner, while minimising disruption to works in progress on the ground.

PLUS - Can you describe which Caterpillar platforms you use the most and why?
CC - PCC (Parts.Cat.Com) is a very effective opportunity to gain the information required to locate and order parts without the need to wait on the phone for the advice you need in order to get what you need and know when to expect it.

SIS (Service Information Systems) for up to date product information, part number supercessions and troubleshooting.....the better I can understand a problem the better I can describe our problem to the Caterpillar technicians.

UF (Unified Fleet) - The reports that can be generated allow me to relay information to senior management, concerning the utilisation of the fleet, by asset group, location and date to name just a few.

PLUS - Which features do you love using?
CC - US (Unified Service) Is a window into the health of the products that make the business work. To better manage safety and reliability I now can identify where corrective action needs are. Having an overview of inspections, fault code, Fluid Analysis and upcoming or overdue service information in one place assists with this task.

PLUS - What challenges or problems do these online applications solve for you?
CC -

- The forward planning of PM services
- Listing tasks and assigning them to an employee
- Instant reporting of machine defects and safety issues
- Client requests for sharing of maintenance reports

PLUS - How would you describe My.Cat.Com , our customer portal for new users?
CC - A window into the wellbeing of your fleet and the needs of the people you rely on.

PLUS - Why would you recommend getting a fleet connected?
CC - Control - take control of your destiny, and cut down on unnecessary down time. Make decisions to improve your bottom line. Improve the sharing of information between decision makers.

PLUS - Is there anything you would like to add for our PLUS readers?
CC - Move with the times, improve safety and reliability and make informed decisions.

Just like technicians that work with hand tools these Caterpillar management tools help you to get the work done.

Thank you for sharing your thoughts with PLUS readers Chris.



Chris, pictured, keeping an eye on the fleet from his desk, thanks to Cat Digital platforms.

TECHNOLOGY SUPPORT PACKAGES

What is Technology Support?

Factory and third-party fitted Machine Control and Guidance technologies are a great aid to the civil contractor and can provide considerable improvements in Productivity, Efficiency, Safety, and Accuracy. These technologies have revolutionised most construction sites and may have removed the requirement for surveyors to stake out worksites.

But with all technology-related offerings, there is the potential for something to go wrong, and when your machine control, payload, or safety feature is not operational, your machine may be parked up – resulting in no work, no pay. We get it, you just need your machine up and running and accurate.

There are two potential sources of problems with any machine technology system;

1: The factory-installed / integrated systems onboard the machine

2: The supporting infrastructure offboard the machine, known as the Site Environment

We have found that when any of these features stop working or there is an accuracy issue, it is believed to be a problem with the machine. Yes, this may be the case, but it may also not be related to the machine and be a problem with the Site Environment in which the machine is being operated.

The first issue – the onboard factory-installed technology is relatively easy to diagnose and fix. It is usually an onscreen setting error, or a component failure so that it can be repaired promptly minimising downtime. This support is the responsibility of William Adams, who has the CAT Technology expertise and is well equipped to handle this support requirement.

The second issue – the offboard or site environment is required to be set up and functional to enable the full operational capability of the machine to be utilised. Diagnosing site infrastructure related issues are challenging and may need SITECH to look at multiple external factors to determine the root cause of the issue. SITECH is the site infrastructure specialist who have the resources to support any site environment problems.

To maximize your uptime William Adams now offer three levels of support to our customers. There are Standard and Premium packages for onboard hardware, and the Blue package for offboard/site environment support, offered through William Adams as a stand-alone package, and provided by SITECH Constructions Systems.

The packages and inclusions have been based on extensive customer feedback on what matters to you and to align with industry standards.

Welcome Mark Sweeney General Manager – Product Support Services



With a focus of wanting to work with the market leader, Mark began his apprenticeship with the Caterpillar dealer in NSW at that time, Waugh & Josephson. Throughout his apprenticeship he displayed qualities of leadership and customer focus which lead him to winning the Dealer Top Apprentice award in 1990. Following on from this Mark represented Australia in the international Skills Olympics in Europe.

On completing his apprenticeship, Mark held a number of key roles with Gough & Gilmour (who took over from Waugh & Josephson in 1989), ranging from field and resident serviceman through to managing one of Australia's largest maintenance and repair contracts (MARC) at Cadia Gold Mine. In 2003, Westrac took over the NSW dealership, and during this period, Mark held the role of Regional Manager for Central NSW, establishing and maintaining strong relationships with key customer groups.

Mark then stepped out from the dealership in 2005 to take on a role of Plant Manager - Mining at John Holland (CIMIC Group). During this time he was part of a team that integrated a start-up mining division through an acquisition, and transformed it into a productive, streamlined and profitable business over a five year period. The success of this acquisition hinged on the key relationships that Mark established and maintained with Hastings Deering, the CAT dealership in Queensland.

After ten years working within the CIMIC group, Mark took an opportunity to work with RTL Mining and Earthworks, based in Victoria's Latrobe Valley in the role of Plant and Transport Manager. Throughout this time, he focused on key deliverables such as the provision of plant and equipment related services to the mining and civil construction business.

In September of last year, Mark was appointed William Adams' General Manager - Product Support Services. He is responsible for driving growth, efficiencies and continuous improvement as well as being a key contributor to the successful delivery of the company's Strategic Plan, in particular Winning in the Aftermarket.

He leads the following teams to ensure we deliver superior services to our customers:

- Product Support Sales
- Customer Solutions
- Product Support Services
- Parts Development & Purchasing

It's wonderful to have you on our team Mark.

WILLIAM ADAMS PACKAGES

| BENEFIT PROVIDED | CAT MACHINE (ONBOARD) | |
|---|-----------------------|----------------------|
| | STANDARD PACKAGE | PREMIUM PACKAGE |
| Phone assistance (based on normal operating business hours) | ✓ 1300 WADAMS | ✓ 1300 WADAMS |
| Email support and operator instruction | ✓ | ✓ |
| 3 Year Warranty on Technology Hardware | ✓ | ✓ |
| Remote Services: Remote Flash and Remote Troubleshoot (Available on certain machines) | ✓ | ✓ |
| Annual support summary - Email outlining all technology support interactions | ✓ | ✓ |
| Remote support for connecting to site infrastructure (Available on certain machines) | ✗ | ✓ |
| 2hrs On-site operator training | ✗ | 1 visit (on request) |
| Priority Response | ✗ | Within 24hrs |
| Bucket measure up and verification (Payload and Grade Assist Calibration included) | ✗ | 1 visit (on request) |
| Annual technology hardware inspection and 3D system calibration certificate | ✗ | ✓ |
| CAT Annual Product Update- New Features operator training | ✗ | ✓ |

Standard: It provides a limited range of services but gives the customer the flexibility to pay for extra services as required. Site travel is included.

Premium: It provides a complete range of services and gives customer priority response over the Standard support level. Site travel is included.

SITECH PACKAGE

| BENEFIT PROVIDED | SITECH (SITE) |
|---|---------------|
| | BLUE PACKAGE |
| Unlimited Access to Trimble Dealer resources within SITECH, UPG and Engineering Services to diagnose the machine or the site environment is causing downtime. (Trimble equipment rental, data services, field service labour and travel up to 100km is covered during the period of diagnosis if required) | ✓ |
| Ongoing management of site environment support issues | ✓ |
| CAT Grade Technology training following machine handover on-site (1st 100km of travel charges from a SITECH office covered) | ✓ |
| 1800 SITECH support access - 6:00am- 5:00pm Mon-Fri (AEST) | ✓ |
| Unlimited assistance with site environment support when machines are moved between construction projects | ✓ |
| Remote support by SITECH for CAT Grade Technology Issues | ✓ |
| SITECH office based operator emulator training (must be booked in advance) | ✓ |
| Subscription Assistance (VRSnow /Worksmanager/ 3D Project Management) | ✓ |
| Trimble and 3rd party equipment firmware compatibility assistance | ✓ |

Blue: It is available to purchase through William Adams with any machine sale at a discounted rate as an optional upgrade to the Standard or Premium support package.

It's good insurance against what could be a very costly exercise in downtime if you have no one to identify and fix Site Environment issues that can occur on every site. This SITECH package has you covered. The package can be purchased and financed within the machine price. All travel associated with this service is based on the current SITECH pricing structure. Services are delivered by SITECH.

For further details on William Adams or Sitech Technology Support options, don't hesitate to make contact with your nearest William Adams rep or PSSR, or talk directly with our Clayton based Customer Solutions Group.

HOW CERTIFIED REBUILDS KEEP CUSTOMERS UP AND RUNNING

Since 1984, the Cat Certified Rebuild Program has certified over 25,000 machine, power train, commercial engine, hydraulic and component rebuilds across the globe and we think it's only getting started.

Here's how it all got started and why the Program is only getting better with time...

Introducing a New Way to Upgrade

When hard economic conditions hit during the 1980's, many customers who needed to upgrade their Cat machines simply didn't have the resources to purchase new equipment. But at the time, buying new was their only option. After hearing the voice of the customer and realising this gap, Caterpillar worked with our dealers to develop the Cat Certified Rebuild Program. (The Program celebrates its 36th anniversary this year!)

Rebuilding Highlights the Many Lives of Caterpillar Machines

"Caterpillar was one of the first heavy equipment manufacturers to provide this type of customer option that highlights the multiple lives built into Cat products," said John Baptiste, project engineer - Cat Certified Rebuild Products.

"The Cat Certified Rebuild Program is designed to provide customers with rebuilt machines that perform, look and even smell brand new. Rebuilding their current machine fulfills the customer's need for updated equipment for a fraction of the cost of new."

The program continues to progress to meet our customers' changing needs and highlight the Cat dealer network's outstanding service capabilities.

Getting Better With Age

Today, the program offers rebuild services for complete machines, machine power trains, machine components, hydraulic systems and commercial engine rebuilds.

"A rebuild is also a great time to upgrade your machine's technology including production-enhancing solutions like grade, slope, and payload technologies. Our technology is backward-compatible within a model series, so an earlier model receiving a certified rebuild can be equipped with the latest technology."

They say things get better with age but sometimes, you need a little extra boost.

So, how does the Cat Certified Rebuild Program work? Dealers receive a list of parts (defined by program standards) that must be inspected and/or replaced. They also receive engineering updates and machine enhancements that can add capabilities the machine didn't have when it was new.

Over the years the program has evolved to meet shifting customer needs, including in 2001 with the addition of Cat Certified Power Train. This was designed for customers with smaller machines and involves rebuilds from the radiator to the axles.

Talk to your nearest William Adams' PSSR to find out more about the Cat Certified Rebuild Program, or Dealer Certified options, that best suit your needs.



EXTEND THE LIFE CYCLE OF YOUR CAT ASSETSWITH "REPAIR OPTIONS" TAILORED FOR YOUR NEEDS

"Repair options are divided into five easy understandable categories to help us meet our customer needs better and to improve both uptime and turnaround times", said Andrew Freeman, William Adams' Product Support Operations Manager.

William Adams appreciate that maintaining mobile assets' availability and uptime in operational conditions can be a challenge. Our commitment is to support our customers through multiple offerings to maintain valuable assets' life cycle (cradle to grave) to achieve the objectives and productivity customers demand of their CAT machines. Examples of the support available include:

- Preventive Maintenance (PM) through our Customer Value Agreement (CVA) programs
- Condition Based Maintenance and machine health monitoring via our Customer Solution Group and SOS laboratory to help maintain your asset reliability and reduce "Mean Time Between Stoppage" (MTBS) and "Mean Time to Repair" (MTTR).

Condition-based monitoring failure prognostics is considered to be one of the main processes which permits one to estimate the remaining useful life before the failure of a given component. Monitoring indicators can help customers to fine-tune the timing and type of repair. As illustrated in Figure 1, most mechanical components have a useful life due to normal wear and tear. Best practice is to prevent catastrophic failures as these can be extremely costly to the bottom line and affect production due to an unplanned stoppage.

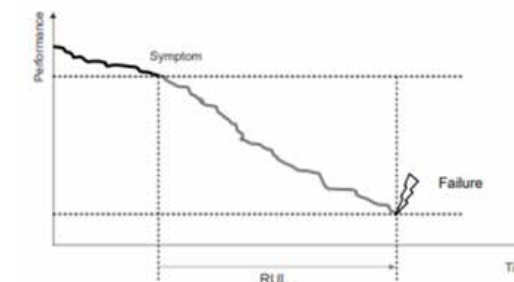


Figure 1
Once a component fails, your choices become limited. Repairing before failure can reduce costs compared to the price of after-failure repairs. **Repair Options** aims to assist our customers in rebuilding engine and drivetrain components before failure in line with their asset life cycle strategy through a five-level suite of alternatives.

Every repair strategy starts with some key questions to determine the best **Repair Option** for each machine, tailored to meet specific customer needs. There is not a "one size fits all" approach with **Repair Options**. Key questions to understand might include:

- Ownership – How long do you plan to own the asset?
- Utilisation – What is the asset utilisation?
- Affordability – What is the price expectation?
- Turnaround Time – How quickly do you need to get the machine back online?



William Adams "**Repair Options**" (repair before failure) will prevent damage to related parts, maximise parts reusability, reduce downtime and increase machine utilisation. The repair before failure fixed price engine and drive train options are designed to save money and minimise unplanned machine downtime. Engine and drivetrain repairs are divided into five broad ranges of **Repair Options** to allow a tailored alternative solution.

- **Level 1** – Reseal and rebearing parts only. Kits are available for customers choosing to complete their own repair
- **Level 2** – Reseal, rebearing and remove and refit of component
- **Level 3** – Rebuild component
- **Level 4** – Component replace with CAT REMAN
- **Level 5** – Component replace with New

Our experience can help our customers make the best business decision by considering and addressing the questions identified above. The expertise of our dedicated and passionate team will explain the options and how they might impact your bottom line, allowing you to choose the best strategy to implement a repair, rebuild or replacement solution.

For more information, please call your nearest William Adams representative to discuss a range of solutions that can be best tailored to meet your needs.

AUSTRALIA'S ARTISTIC ANTARCTIC TRACTORS HEAD SOUTH

The designs of iconic Australian artist Ken Done will adorn a new fleet of Antarctic tractors destined to travel across the icy continent on a quest to find million year old ice.



"This imagery will provide a much needed sensory stimulus and slice of home to the Australian expeditioners, as they travel through an entirely white and stark landscape."



"The vibrant designs capture iconic Australian scenes such as the beach, reef, gum trees and outback," Mr Ellis said.



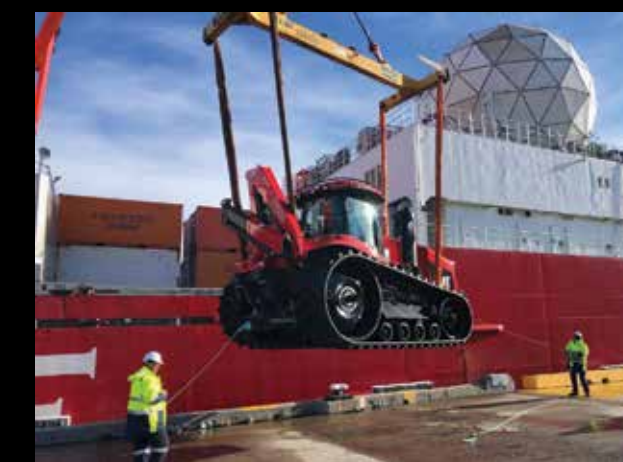
NEW CAT D7R BEGINS ITS JOURNEY SOUTH

Our PLUS Summer edition featured a new Cat D7R (pictured below, left) assembled in our Hobart branch awaiting shipment to Antarctica, with the backdrop of Mt Wellington and a dusting of spring snow.

The machine then subsequently made it to the Hobart waterfront, and is pictured here during the loading process to begin its journey via the Southern Ocean. The new D7 was put to work early in 2020.

CHALLENGER MT865C ANTARCTIC BOUND

Tractor Number 8 being loaded onto MV Xuelong at the Hobart wharf in November – destination Antarctica. This machine was modified and prepared by William Adams Hobart branch, for the Polar Research Institute of China.



The first of five tractors were loaded onto a Royal Australian Air Force (RAAF) Globemaster plane in Hobart in early December to fly south to Australia's glacial runway, Wilkins Aerodrome. RAAF wing commander Dion Wright said the Globemaster aircraft was capable of carrying double the weight of the 30-tonne tractors. The C-17 left Hobart destined for Avalon Air Base in Victoria to fuel up with 100,000 litres of aviation fuel to enable a return trip to Wilkins runway in Antarctica.

Director of the Australian Antarctic Division, Kim Ellis, said Ken Done's colourful art works on the side of the tractor bonnets embody the Australian spirit.

"The vibrant designs capture iconic Australian scenes such as the beach, reef, gum trees and outback," Mr Ellis said.

"This imagery will provide a much needed sensory stimulus and slice of home to the Australian expeditioners, as they travel through an entirely white and stark landscape."

The tractors will lead a traverse train, including three snow groomers and sleds carrying supplies, accommodation and scientific facilities.

The first trip will be a 1,200 kilometre journey inland to little Dome C, to support scientists drilling for an ice core dating back more than a million years.

"At the deep field sites there are often multiple countries working on the one project, with similar tractors and equipment.

"Having individually designed vehicles will mean the Australians stand out from the crowd and provide a colourful morale boost during months of isolation."

Artist Ken Done, who donated the designs, said he's thrilled to be involved in the project.

"Never in your wildest imagination would you think that some of your paintings would end up on Australian Antarctic Program tractors - how amazing!" said Mr Done.

It's taken six months to modify the tractors for the harsh Antarctic conditions, with the installation of double-glazed windows, heaters on the engines to cope with the expected minus fifty degree temperatures and bonnets designed to keep the snow out.

All the machinery will be flown to Antarctica in the RAAF C-17A Globemaster over the following months and the traverse fleet will depart from Australia's Casey research station in January 2021.

The project is part of a \$45 million Australian Government commitment to re-establish an overland traverse capability in Antarctica.

NATIVE TIMBER CONTRACTORS COME TO THE FORE



South Buchan logging contractor Reece Reynolds (pictured) has been putting in 11-hour days to help contain the fires which continued to threaten East Gippsland throughout this past summer. He is one of many forestry contractors who have put their machines to work around the clock in the effort to clear roads, remove hazardous trees and black out smouldering fires.

“At the peak of the fires we were pulling 15-hour days but it’s quietened down a bit,” he said.

“The machines have been working pretty much non-stop since late November and there’s still a fair bit to do.”

Mr Reynolds’ two harvesters, skidder and dozer are part of a pool of 200 mechanical resources used by the Department of Environment, Land, Water & Planning’s Forest Fire Management division at times of crisis such as this.

It’s a resource that is critical to fire prevention and containment and it’s a resource that will be considerably diminished if the State Government makes good its promise to end forest management via native timber harvesting in Victoria.

“Any sort of forest management is better than none but locking it up is the path we are going down,” Mr Reynolds said.

“Forestry gives access to the forests as well as the machines which are capable of creating fire breaks and cleaning up afterwards.”

“We work in National Parks as well – when there’s fire, all trees are the same, no matter where they are on a map.” It’s a frustration echoed by many forest workers who, just weeks after being told their industry will be shut down, have been in the bush saving property and lives.

Mr Reynolds own property was lucky, the wind changing direction just as it hit his fences, but other contractors have lost nearly everything, and they are bewildered by the lack of recognition of their value in the bush.

“The CFA gets a lot of well-deserved attention for the work they do, but there’s been no acknowledgement by the Government at all for the forestry contractors,” Mr Reynolds said.

“It makes you wonder how much people care about the forests.”

“If you want to save an animal then the idea of locking it up gives wildlife no hope.”

“We’ve seen wildlife taking refuge in areas harvested for native timber where the fire has stopped or cooled right off.” Mr Reynolds said some of the work he’s doing now is reopening roads to landholders which were blocked by fallen trees.

The trees grow in ‘wildlife corridors’ which border properties along rural B-road easements, but Mr Reynolds said they create a hazard in fire conditions.



“Because there is some heavy timber in them, they become fire corridors,” he said.

“The fire quickly travels through them to burn a property and then travels on to the next one.”

“There just needs to be a review of how vegetation is managed on all public land at all levels of government.”

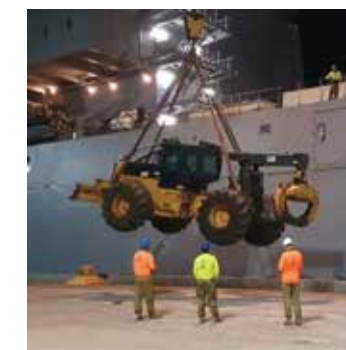
Meanwhile, Mr Reynolds is among many who are wondering what the future of the East Gippsland timber industry will look like when the fires have finally been extinguished.

“We’re mostly burned out around here except for a few pockets. A few of the mills have stock but they’ve been hit pretty hard and it’s all pretty uncertain,” he said.

“It depends on what’s left and what’s unburned but hopefully Governments will help us.”



So many amazing images capture the devastation, the bravery of firefighters and the scale of the disaster.



EAST GIPPSLAND FIRE SUPPORT

The disaster has produced stories of hardship and loss, and of community spirit and support.

Our native forestry industry stood alongside locals and authorities in the direct line of fire, and supported communities isolated with so many road closures.

Equipment was even shipped into regions made inaccessible by road, and our images show Millgrove based contractors, Robin Logging, sending a Cat 545C from the Port of Hastings to Mallacoota on-board HMAS Choules.

The 545 joined other fleets of equipment including log skidders and harvesters working along the roadsides clearing fallen and dangerous trees, allowing convoys of stranded tourists and locals alike, the opportunity to flee the many impacted regions and towns.

W & J Fenner Logging from Orbost had crews clearing the highway into Club Terrace, utilising a Cat 545D, while Brunts Harvesting’s Rob Brunt had his Cat 330FL keeping communications towers open.

These contractors are “native forest loggers”, under siege as a result of recent government action on the phase out of this industry by 2030.



MOUNTAIN LOGGING ADD ANOTHER BIG CAT TO THE FLEET

Working for HVP Gippsland the new 548 GF will be used for rough heaping recently harvested plantation pine prior to replanting.

The 548 GF is fitted with Cat hydraulic thumb, quick hitch and custom made rake. Congratulations to Andrew and the team on delivery of No 8 Cat FM (Forest Machine).

EAST GIPPSLAND HOME TO AUSTRALIA'S FIRST CAT 558

The first Cat 558 GF sold in Australia finds its new home in East Gippsland, following delivery in late 2019 to Orbost based W & J Fenner, owned by Warren Fenner and his wife Julieann.

Fitted with an HPA Pulpmate head, boom and stick this machine will replace an ageing Cat 330D FM. Pictured at delivery are Warren Fenner (centre), and his "bush crew", made up of Mosie and Tony.



CAT RENTAL ASSISTS LOCALS IN BUSH FIRE AFTERMATH

As the ashes were settling from the devastating Xmas - New Year bushfires experienced across the Upper Murray Region of Victoria, William Adams Wodonga branch and Cat Rental were contacted by Craig Findlay, a local farmer assisting others in the Corryong area. Mark Rochford, Manager Cat Rental spoke with Craig and after listening to his plan and passion to help others in need of rebuilding the area, William Adams Cat Rental were pleased to be able to assist.

CAT Rental donated the use of a Cat 301.4C mini excavator, complete with trailer and attachments for a two month period, a contribution that made a significant difference to the efforts in the region, and valued at over \$15,000.

Craig was able to assist in the rebuild efforts in the Upper Murray district, and together with local landowners, was very appreciative of what CAT Rental had been able to provide. Craig commented on the machine's versatility and reliability. The 301.4 worked on rebuilding approximately 20km fencing, installed 300M underground piping, and excavated footings for the Corryong Town Hall.



CAT 336 NEXTGEN HONoured IN ART

What do you do when after removing a large, dying tree from your yard, you are left with a bare, uninspiring brick wall - or is it a blank canvas?

Well, in the case of Thomastown, Vic, based civil contractor Civilworx Construction, and Aaron Gardiner in particular, you lobby the team to

capture one of their latest excavator purchases in an art form.

After agreement was reached, Civilworx contracted Damien Arena who began the project in mid-January, and over the course of the following fortnight, completed what is an amazing reproduction of the company's latest 336.

When you are next venturing to Melbourne's northern suburbs, take a detour via 28 Lucknow Crescent, and take a look.

Great initiative Civilworx – and it wasn't much of a tree anyway !

If you have ideas to brighten up your space, contact:

Image Maker www.image-maker.com.au
www.facebook.com/damienarenaimagemaker



Will Hodgman
Former Premier of Tasmania

“Hazell Bros has been a critical player in the building of Tasmania’s infrastructure for the past 75 years. Since 1944, when Donald and Rowley Hazell bought their first truck, this Tasmanian –owned and operated company has employed many thousands of people including family groups spanning multi-generations. Hazell Bros can be proud of their delivery and involvement in projects for Local, State and Federal Governments as well as the private sector. A number of their activities have gone on to be thought of as iconic projects.”

Geoffrey and Robert Hazell

“The 75th anniversary of Hazell Bros marked a truly unique milestone that only a few businesses in Tasmania have reached. We are here today because at the age of 16 Dad (Donald) had a desire for change and not to be tied to milking cows for the rest of his life. He saw an opportunity to provide transport services to the local farming community and at the end of 1944 joined forces with his brother Rowley to start Hazell Bros. Dad was not only an astute businessman, he was passionate about his local community and was personally responsible for instigating many of the great works that we enjoy today in and around Hobart and particularly the Channel area. Our history is impressive,

THE STORY OF HAZELL BROS

1944 – 2019

but we believe our future will be even better; impacting and improving our communities and the lives of even more people across Tasmania, as well as in our newer working environments in Queensland and South Australia. Our 75th anniversary was a great opportunity to celebrate and reflect on the values that have contributed to the success of the business and the contribution we and our employees have made in the communities in which we work.

Rowley Hazell, at 26 years of age, returned from running an orchard at Franklin to Glenwood, the family farm at Margate where his 16 year old brother Donald had become disillusioned with milking cows. The brothers could see an opportunity to provide hay and fodder to neighbouring farms. Donald also saw the need to provide a goods cartage service to and from Hobart and around the district. Donald took all his savings, and together with financial assistance from the family, he purchased a new Chevrolet flat-tray truck for 637 pounds, 5 shillings and 11 pence. With this, the two brothers set about creating a business that 75 years later is Hazell Bros, still a family-owned and operated company. The company currently employs around 650 people across Tasmania, Queensland and South Australia, operating as a civil contractor and supplier to the construction and resource sectors.

Dale Elphinstone

“William Adams and Caterpillar have played a significant part in the Hazell Bros story from the early days. We were delighted to see machines such as the 950 Wheel Loader and 225 Hydraulic Excavator on display at the anniversary function, looking as good as new, and knowing that Cat machines like these played such an important role in the growth of the business through the 1970’s and 1980’s. We have enjoyed a personal relationship with the Hazell family for in excess of thirty years and are honoured this now includes the third generation of the Hazell family and the second generation of the Elphinstone family. It gives me great pleasure to recognise the wonderful history and contribution of a great Tasmanian family business, and on behalf of all at William Adams, offer our congratulations, and our thanks for the support Hazell Bros has shown us over very many years.”

Images: Princes Wharf, in the picturesque Hobart waterfront precinct, was the scene for the Hazell Bros 75 Year Anniversary celebration, hosted by the company in late October 2019.

Pictured above, Geoffrey (left) and Robert Hazell



HARCOM PTY LTD CELEBRATE 50 YEARS IN THE CONSTRUCTION BUSINESS

On September 5th, 2019, a company starting from humble beginnings celebrated its 50th anniversary as a reliable, long-term player in the Geelong Region construction industry.



Fraser Hart – Continuing the family business – 50 years on.

Harcum Pty Ltd was established in 1969 by Graham Hart. At the time Graham was consulting to the CRB (Country Roads Board), an opportunity arose to buy a Cat No. 12 94C Motor Grader from the CRB and thus, Harcom Pty Ltd was born.

In 2014 the family-owned business passed from Graham to his son Fraser. Fraser has developed an intimate understanding of the local civil construction environment over his past 20 years working with Harcom. Prior to this he worked for William Adams as a mechanic based at our Geelong branch, under the supervision of Martin Williamson – who was the Branch Manager at the time.

Harcum currently employs a mix of 20 – 25 full-time, part-time and casual workers along with several subcontractors that undertake civil & drainage works around Geelong and The Greater Bellarine Region. They maintain a fleet of essentially

Caterpillar equipment which includes:

- **Three Caterpillar 12H Motor Graders, as well as a faithful 12G**
- **Two elevating Scrapers (613C and a 615C)**
- **Two Backhoe Loaders (432F and a 432E)**
- **815F Compactor**
- **980G, 980C and IT28G Wheel Loaders**
- **735, D350D and D350B Articulated Dump Trucks**
- **Rollers ranging from CB24B and CB224D (dual drum), CS433E, CP563C and CS56 (smooth drum and padfoot from 7 – 12 tonne) and PS150C multi tyre**
- **Mini Excavators models including 303 CR, 303.5E CR and 308D CR**
- **325DL & 325L Hydraulic Excavators**
- **226B & 239D Skidsteer and Multi Terrain Loaders**
- **Plus several on highway road trucks**

Harcum have been fantastic Caterpillar owners through two generations of the Hart family who are now supported by Guy Rigoni, Heath Sewell and the team at the William Adams' Geelong Branch.

On behalf of William Adams we would like to congratulate Harcom Pty Ltd for an outstanding achievement of 50 years in the construction business - we greatly appreciate your business with us and wish you every success for the future.



NASA'S 3D HABITAT CHALLENGE COMES TO CATERPILLAR

For more than 90 years, Caterpillar has been focused on helping customers build the world's infrastructure. As we look to the future, we're planning infrastructure even beyond our planet's needs.

The 3D-Printed Habitat Challenge is created to incentivise the world's most talented innovators to come up with new ways to design and print a habitat that could be used for deep space exploration, including NASA's journey to Mars, as well as have applications on Earth today.

The relationship Caterpillar and NASA share has fostered technological advancements in robotics, semi-autonomous and remote-control operator stations for equipment. These advancements increase safety for operators and productivity of the machines. Earlier work with NASA can now be seen in commercial products like Cat® Command for Dozing, operated by several William Adams' customers at bauma in 2019. Customers sat in a dozer control pod in Munich, and operated a Cat D8T Track Type Tractor in the middle of the night on the other side of the world, at Tinaja Hills, in Tucson, Arizona.

"Knowing the improvement in technology we've seen in our work with NASA, we're excited for what this competition could mean for our customers," said Excavation Machine Design Department Director Justin Speichinger. "3D Printing is a disruptive, transformational technology that can significantly affect the productivity capability of the construction industry."



The Blending of Art and Engineering

Caterpillar Industrial Design

In the northeast corner of Caterpillar's "AC" facility in a secured location, there is a dedicated work area unlike any other at the company. The ceilings and windows are high, sunlight fills the open space, smoky glass walls surround conference rooms, and large tables promote a collaborative environment. There are unique product sketches hanging on the walls and laying on desks and tables. Cat models - old and new - are on display; as are, trophies, plaques and other awards recognising the inspiring work that is completed here.

At the centre of it all is a multi-generational team hard at work visualising the next generation of Cat products. Some create on paper, some on computer screen, others in virtual reality. Regardless of the method, their results will most likely come to life on a future jobsite.

It is the Caterpillar Industrial Design Centre where, as manager Gary Bryant says, his team works to blend art and engineering to create a human-centred Cat experience. "It's not only the aesthetic form or the look of our machines," he continues, "but the functional design and how human beings use our machines more effectively. We're giving form to the technology and form to the function of a product."

CATERPILLAR CELEBRATES 90 YEARS ON THE NEW YORK STOCK EXCHANGE



NEW YORK, Dec. 17, 2019 - Caterpillar Inc. Chairman and CEO Jim Umpleby will ring the opening bell today on the New York Stock Exchange (NYSE) to mark the 90th anniversary of the company's listing on the NYSE, which is considered the world's foremost securities marketplace. Of the approximately 2,200 companies listed on the NYSE, Caterpillar is among only three percent that have been consecutively listed for 90 years or more.

"Our team's relentless focus on executing our strategy for profitable growth, including the advanced technologies that we are showcasing at the NYSE today, has given the company a strong balance sheet and the ability to return a significant part of our free cash flow to shareholders. Since 2017, we have repurchased about \$7.1 billion in stock and paid about \$3.5 billion in dividends."

As part of the celebration, Caterpillar today is giving Wall Street traders the opportunity to handle an Advanced Construction Excavator Simulator System. There will also be a variety of Cat machines on display in front of the NYSE. Listing on the NYSE is a globally recognised signal of corporate strength and leadership, reserved for companies that meet the NYSE's stringent requirements for income, market capitalisation, cash flow and ethical practice.

"I am proud of our entire Caterpillar team. Every day, they create solutions to help our customers build a better world," Umpleby said.

CATERPILLAR INC. - 90 YEARS ON THE NEW YORK STOCK EXCHANGE

- About two months after "Black Tuesday", which some say signalled the start of the Great Depression, Caterpillar Tractor Company stock became available for public trading.
- This small company operating out of Peoria, Illinois, had just three products in their portfolio: a combine, a grader and a track type tractor. The flagship product, the model Sixty Tractor, was selling for US\$4,175. The Caterpillar Tractor Company had net sales of US\$52 million and a little over 7,300 employees.
- An investor buying one share of Caterpillar Tractor Company at \$56.25 in 1929 would have an investment worth about \$70,000* today, accounting for share price growth, stock splits and dividends over the past 90 years. (*As calculated at close on December 2, 2019)
- Caterpillar's total shareholder return has sustained an annual compounded growth rate of 8 percent since the company listed in 1929.
- On December 2, 1929, the first listing day, 1,882,240 shares were outstanding, and 400 shares of Caterpillar stock were traded. On December 2, 2019, there were more than 550 million shares outstanding, and about 3 million shares traded.

CATERPILLAR VALUE FIRST PROVEN IN AUSTRALIA IN 1913

Did you know Cat machines have been working in Australia since before we were even painting them yellow? It's true!

In 1913, Holt Manufacturing Company representative J.M. Pawley and his team landed in Sydney, on a quest to prove the value of Holt track-type tractors. The Holt Manufacturing Company was one of two predecessor companies that become modern day Caterpillar. The journey was long, and the men shared the voyage with some revolutionary new technology: two Holt Caterpillar 60 track-type tractors and one Holt Combined Harvester.

Although it was not Pawley's first time in Australia, it was the first appearance of a Caterpillar product in the country. After a hunt for a suitable demonstration field, Pawley took the machines by rail, then travelled overland to Young, in south west NSW. Three days before Christmas, history was made with the first demonstration of Caterpillar machinery in Australia.

Pawley overcame many challenges before the machines were even demonstrated. First, his team had to assemble the machines from parts—down to the last bolt and nut, for the inspection of the customs officers at the port of entry. Next, the machines had to be partially dismantled for shipment by rail. Off came the canopy and exhaust pipe from the tractor, as well as the wheels from the harvester.

The station of Young & Ralli sat on 24,000 acres of land and was equipped with the most modern machinery of the day. Ploughing and hauling were no longer done by horses, but were instead performed by a tractor. Harvesting was done by an immense electric-drive combined harvester, built to their specifications, that was the largest of its kind in that part of the world.

A large number of people witnessed the demonstration. Many were farmers and landowners, but some were public officials, and everyone was interested in purchasing the Holt products if they proved successful at providing a cheaper and better method of performing agricultural work.

The demonstration certainly did not disappoint, with both the Caterpillar tractor and the harvester impressing the Australian farmers. One of the first trials was pulling the harvester on heavy red soil, which was very sticky from a two-inch rainfall. Another non-track-type tractor had been laid up to await dry weather, but the Caterpillar easily got to work.



The trial was a complete success, and the demonstration machines were purchased soon after by spectators from the Stokes & Thomson property, who used them for harvesting and ploughing thousands of acres of land. Two more Caterpillars were sold within a short time to a 2,000-acre farm nearby. By early 1914 cable orders for six more Caterpillars were received at the Holt factory. The Caterpillar had proven itself on the Australian continent.

Note: Whilst the Caterpillar Company wasn't formed until 1925, over 10 years later, Holt registered the Caterpillar trademark in 1910, hence the Caterpillar reference in this article is correct.

RETIREMENT OF A WILLIAM ADAMS' LEGEND



Following his 42 year career which came to a close with his retirement in November last year, William Adams Tasmanian sales manager, Stuart MacDonald reckons working with a great company and great Caterpillar products made a solid foundation for a long career.

“Once you get to work in a company selling or servicing products that you are passionate about – why would you leave,” Stuart said.

Following some fatherly advice, Stuart joined William Adams Launceston branch as an equipment sales cadet in May 1977. “Dad was also familiar with Caterpillar machines’ reputation, so when the job came up I jumped at the chance and the rest is history,” he said.

The role was an instant hit marrying his love of machines and associated equipment with two of what he says are the best companies around - William Adams & Caterpillar.

“I have so much pride when I think about the many great Caterpillar machines we have sold and the wonderful customers and their families that have put their money on the line to purchase from us.”

Stuart worked in sales in both Launceston and Hobart and five years as the Launceston Branch Manager and then back to his first love – sales, as Tasmanian Sales Manager based in Launceston.

A big part of his career has involved the forest industries.

“Forestry is a very important part of the Tasmanian and Victorian equipment market and it has been a pleasure to serve our various forestry customers,” he said. Like all other areas of machine development, advances in forestry machine technology have improved safety, productivity and profitability.

“Early in my sales career we’d sell skidders and track type tractors to pull logs and on some logging jobs, track loaders would pull logs with a winch and carry out another log in

the forks,” Stuart said. “The loading was mainly done with tracked loaders or the occasional wheel loader with log forks.

“Then in Tasmania in the mid to late 80s people began using excavators with rigid log grabs – which was probably the biggest single change to happen in the industry at that time,” he said.

While not dealing with the cheapest equipment, and always working in a highly competitive market, Stuart reckoned the combination of William Adams’ support and premium quality Caterpillar equipment nearly always presented the best whole of life purchasing option.

“I look at life through Cat yellow coloured glasses but I sincerely believe that William Adams and Caterpillar have stood the test of time and will continue to do so,” he said.

“Customers want quality advice before, during and after the sale. They will continue to come to us if they feel confident that we can give them the best equipment and the best product support long after the sale is completed.”

The forest industry is a wonderful, renewable industry, and has improved safety, best practice and sustainability, Stuart reckoned. “They want to see the next generation involved and have taken steps to clean up bad practice,” he said.

While Stuart’s retirement plans require some fine tuning there is no doubt that family, fishing, travel and motorcycles will all be part of the mix, and, always the people person he wanted to sign off on a positive.

“I’ll take this opportunity to thank all the people that have helped me along the way with my career at William Adams and I wish each and every one of you, health, happiness and a long life,” he said.

Stuart was inducted as one of just 18 William Adams’ Legends in 2008.

NEXTGEN LEADERS VISIT NEXT GENERATION EQUIPMENT

You have heard of the release over the past two years of Caterpillar’s NextGen Hydraulic Excavators and more recently, Track Type Tractors and Motor Graders ...building on the theme, William Adams’ Adam Elphinstone and Ryan O’Doherty hosted their second annual NextGen leader’s tour to the United States including Decatur, Lafayette and Peoria, the home of Caterpillar, in November of 2019.

Ten future leaders in our industry spent a little over a week visiting Caterpillar manufacturing, R & D and Parts & Logistics centres in and around Peoria, and timed the visit to coincide with a particularly cool snap, even by Peoria standards !

Pictured alongside a host of Cat machines on display, or during manufacture, are Leigh Prior, Kye Prior, Rachelle Bright, Grace Exton, Harrison Exton, Tom Exton, Aaron Gardiner, Josh Drenen, Jaxon Mahnken and Tristian Maiden. Also pictured are Ryan O’Doherty and Adam Elphinstone, who clearly doesn’t feel the cold!



CONEXPO 2020

Conexpo 2020 was a highlight on the William Adams calendar again this year with us hosting a fantastic group of 52 customers via Peoria in the Mid-West (home of Caterpillar), then over to Tucson, (Tinaja Hills) Caterpillar's largest proving ground and training facility, followed by a week in Las Vegas at the Conexpo – Con/Agg 2020 experience.

The program commenced with two days immersing in the Caterpillar tradition with a tour of the Mapleton Foundry where we witnessed the melting down of scrap metal and cast pouring's for 3500, 3600 and C175 engine blocks and heads, plus all Cat cylinder liners from C9 upwards.

We then toured through building SS, the Dozer plant, where we witnessed a factory full of D6 through D11 Track Type Tractors being assembled and tested. The following day we drove out to the Tech Centre/Research and Development facility and gained some further insights on the next big projects from Cat and finished the day off visiting Morton Parts facility, a 50 acre under roof, 24/7 parts facility with over 100 trucks per day transporting parts to dealers globally.

A short flight over to Tucson, Arizona saw us witness 14 top gun Caterpillar operator trainers build a Motocross track in under 50 minutes, with 4,000 tonnes of material using Cat

Grade and drone technology, and topped it off by having our very own Victorian Moto X Superstar Jarryd McNeil race around and do his stuff. And just when we thought that was mind blowing Cat finished the evening with a forty five minute light and sound spectacular that you just have to witness!!!

With Caterpillar's \$20m investment into Conexpo they did not leave any stone unturned. This included the unveiling of the new Cat 395, 315, 313 and 306 Next Gen Excavators, the mast-less 150M Motor Grader and the all new D7 elevated sprocket dozer. Customers also experienced autonomous operation of a Cat D6, 972M and 323 Next Gen Excavator operating the console at Conexpo while having the machine moving real time in Illinois, Arizona and Malaga, Spain. The complete line up of machines featured the new Cat Hexagon logo and livery.

Despite the show wrapping up a day early due to Covid-19, the event was a huge success attracting more than 150,000 visitors over the four days and true to Las Vegas, the night times did not disappoint.

Thanks to our loyal group of customers who travelled with us and made this a memorable experience.

Ryan O'Doherty
General Manager - Sales



PREPARING FOR THE HIGH-TIDE: MAINTAINING FOCUS ON TRAINING

After nearly 20 years of continuous economic growth, for many of us, the current Covid-19 crisis is the first major disruption in our working lives, and I'd like to share what William Adams Institute of Training (WAIT) is doing to support customers during this time.

When I joined the WAIT team mid-way through last year, the last thing on my mind was we would be facing the biggest socio-economic challenge in a generation.

A mentor once asked me to ponder that a rising tide floats all fishing boats. What he meant was when times are good, even organisations with poor practices prosper. What you continue to do, develop and improve upon when the tide is low, is what readies the boat and allows it to sail first when things inevitably recover.

Having lived and worked through the 1990s recession, the Asian Financial Crisis, the Global Financial Crisis and others, there are stark lessons from organisations that continued to improve their processes, retain, train and develop their people. Those that did were able to continue to service their customers, grow their market share during tough times and were the first to take advantage of stimulus packages and the inevitable recovery. They were also able to retain skilled staff when demand grew.

WAIT have committed to continue developing our training capabilities and offerings for both staff and customers. We will keep and develop our apprentices. We have recently engaged a new technical trainer with years of Caterpillar experience to bolster our technical training. We will be offering online technical training in partnership with Caterpillar, and together with our Customer Solutions Group training around our onboard productivity software such as Payload.

To borrow from Peter Senge* and from our perspective, the only truly sustainable competitive advantage is the ability to learn faster than your competitors, and of course continue to choose CAT.

I am interested in your opinions and how we may help you. You can contact me on paularrighi@wadams.com.au or via LinkedIn.

* An engineer by training, Peter Senge is a senior lecturer at MIT, completed pioneering work for Ford, Shell, and others and is the author of the *The Fifth Discipline: The art and practice of the Learning Organisation* that Harvard Business Review identified as one of the seminal management books of the last 75 years.



A William Adams technician competing in the Dealer Top Apprentice Program - an annual competition to test and discover our best apprentice.



Paul Arrighi, William Adams' Learning & Development Manager



Central Bobcat Hire from Melton South, recently took delivery of a pair of Cat 246D3 Skid Steer Loaders. They look quite good in pairs - dont you think?



Cranbourne based SBI Landfill Pty Ltd, operated by brothers Paul and Simon Williamson, recently took delivery of the latest Cat 336GC Next Generation Hydraulic Excavator. The 336GC follows delivery of a new 336DL in August 2015, and a 336FL in January 2018.



VEC CIVIL ENGINEERING PTY LTD new Cat RMT15F replacing the railway track, sleepers and ballast near Avoca in Tasmania's Fingal Valley.



How to package a bouquet of flowers for William Adams' Sales Manager Product Support, Jevan Davenport and his wife, Gabrielle on the safe arrival of son Kaiden Clifford in October last year.



Cats at the beach.....Enviropacific continue to support our Cat Rental Store.



Geelong based Norris Plant Hire were quick to try out the new looking Cat 140 Motor Grader adorned with the new trade dress and livery. This machine joins two existing 140M Series graders in the fleet at Norris Plant Hire.



Adrian Cannon took delivery of his new CAT 330F in late 2019. Cannon Plant Hire Pty Ltd is a dynamic local contractor based at Turners Marsh in Tasmania's north east.



A new Cat 538FM fitted with a Satco processing head was delivered in March to MJ Contracting Pty Ltd, and is pictured operating near Wynyard in north western Tasmania.

The customer was very impressed with the performance of the package and the presentation of the unit which was built up at the William Adams' Burnie branch.



Pictured are the boys from Pyrenees Shire Council receiving their brand new Cat 12M Motor Grader, just in time for Christmas. This Motor Grader will be used on road maintenance and construction for the Shire, based in Beaufort, west of Ballarat.



Russell Garraway (right) and John Stokes take delivery of their new Cat 815K, the latest addition to the GARRAWAY GROUP fleet ready to start work in the Mildura area.

Back Page: Sure Constructions new Cat 323 Next Gen Excavator pictured during an early start near Warragul, West Gippsland. Thanks to Richie Hansford from Sure's for sending this image to Plus.

