

SUMMER 2024
PLUS.



William Adams



WELCOME

Welcome to the Summer 2024 issue of PLUS magazine.

The past few months here at William Adams have seen a normalisation of the earthmoving market – which, after the turbulence of the pandemic years, is a welcome chance to take a breath and reset for 2024.

I'm pleased to report we had a very strong finish to the financial year, with record sales of new equipment and parts, and record numbers of machines delivered into the industry as supply chain issues continued to ease. Everyone at William Adams very much appreciates the opportunity to assist our customers in purchasing the right machines for their fleet and we thank you once again for your support. It's great to know so many of you are in a good position to continue to grow your business in the coming months.

I'd also like to thank the new equipment build-up and delivery team for getting 1,500 new and used machines through the workshops and out to customers during the last financial year – it was an outstanding effort!

With the market now heavily populated with machines all busily working to build a better world for us all, we are focusing heavily on the product-support areas of our business. Right now, parts availability at William Adams is in a great place. Our on-time-in-full delivery has hit 97 per cent, which means many of our customers are receiving their entire parts orders at the expected time.

As part of our commitment to efficient parts ordering and delivery, we've also invested in our online ordering platform, Parts.cat.com, which means customers can now enjoy better access to parts and expert advice at any time of day or night. As you can read on page 32, the platform enables you to locate a part quickly and easily using your machine's serial number, as well as tracking its delivery status and timing. If you need additional assistance, every William Adams branch has a Parts.cat.com expert ready to help.

Speaking of experts, we are still recruiting heavily for service technicians, reflecting the shortage throughout the earthmoving industry. We are very proud of our apprentice training program, which delivers industry-leading skills and education to around 20 eager recruits each year. In December, our fourth-year apprentices competed in our prestigious Dealer Top Apprentice Program, which tests their aptitude and skill across a range of theoretical and practical challenges – the winner is revealed on page 20.

I'd encourage anyone with an interest in mechanics or electrics to consider an apprenticeship with William Adams. We want to get as many technicians into the industry as we can, regardless of background. Recent changes to our training scheme include making it a five-year, dual-trade apprenticeship, so that apprentices emerge with a diesel technician and auto electrician qualification.

We now have several diesel electric machines in our territory and we need to ensure our technicians are fully qualified to work on those high voltage electric drive units, as well as being adequately prepared for future technological developments in the industry with full battery electric machines on the horizon and many other developments into the future. The increasing complexity of earthmoving machines, coupled with the drive towards battery electric, makes greater specialisation critical to the industry.

As new machines enter the market, we're pleased to be able to offer many of them for rental through William Adams' Cat Rental Store. For many customers, renting machines enables them to 'try before they buy', an opportunity that Civil Force director Shane Norris embraced when he rented a Cat 315 Hydraulic Excavator from our Geelong branch and compared it to machines from other manufacturers in the field (you won't be surprised that the Cat emerged triumphant!). You can read more about Shane's experience on page 22.

Front Cover:

A heavenly delivery of a D6 Dozer on-site. Photo by William Adams' very own Product Manager, Glen Slocombe.

Meanwhile, developments at the Elphinstone Group continue, particularly in terms of our succession planning journey. Dale remains engaged as the Executive Chairman and joint dealer principal and still attends major meetings, but the day-to-day management of William Adams and associated Caterpillar business has transitioned to myself, supported greatly by our capable and tight-knit management team. We feel lucky to have been able to effect such a smooth transition, bringing all the team with us, and look forward to completing the final stages of the succession plan over the coming years.

Finally, I'd like to say a huge thank you to all of our customers for the support and loyalty you showed us last year, and in many cases for much longer than that. We feel privileged to have such a close relationship with so many of you and wish you all the very best for the year ahead. I hope you enjoy this issue of PLUS, which keeps you up-to-date on all the latest customer, William Adams and Caterpillar news.

Adam Elphinstone
Dealer Principal
William Adams Pty Ltd



VICTORIA

CLAYTON (HEAD OFFICE)
17-55 Nantilla Road
Clayton VIC 3168
(03) 9566 0666

DANDENONG
2-4 Fowler Road,
Dandenong South VIC 3175
(03) 9767 3666

MILDURA
345 Benetook Avenue
Mildura VIC 3502
(03) 5018 6100

HORSHAM
81-83 Dimboola Road
Horsham VIC 3400
(03) 5362 4100

TRARALGON
25-27 Standing Drive
Traralgon VIC 3844
(03) 5175 6200

SWAN HILL
36-38 Curlewis Street
Swan Hill VIC 3585
(03) 5036 3900

BENDIGO
11A Trantara Court
East Bendigo VIC 3550
(03) 5434 2140

WODONGA
200 Melbourne Road
Wodonga VIC 3690
(02) 6051 5800

GEELONG
Cnr Fyans & Crown Street
Geelong South VIC 3220
(03) 5223 5200

LAVERTON
32-42 Spencer Street
Sunshine West VIC 3028
(03) 9931 9666

TASMANIA

LAUNCESTON
308 George Town Road
Rocherlea TAS 7248
(03) 6325 0900

HOBART
2 Chardonnay Drive
Berriedale TAS 7011
(03) 6249 0566

BURNIE
Bass Highway
Somerset TAS 7322
(03) 6433 8888

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Marketing Department
William Adams PTY LTD PO. Box 164,
Clayton 3168, Australia
(03) 9566 0666

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1300 923 267 (WADAMS) | ENQUIRE@WILLIAMADAMS.COM.AU | WILLIAMADAMS.COM.AU



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SUMMER 2024
PLUS.



Two 745 Articulated Trucks soak up the sun



Luxton Plant's D6T Dozer and, bottom, its 980 Wheel Loader



LUXTON PLANT BUYS BIG

Why this earthmoving rental business has invested in some serious Cats

With major civil and government clients in Victoria, New South Wales and South Australia, Luxton Plant Hire needs a comprehensive range of heavy earthmoving equipment – and in the last 12 months they've boosted their fleet with some well-chosen Cats.

"We've taken delivery of two Next Gen 336 Excavators, a 966 Wheel Loader, two 980 Wheel Loaders, a Next Gen D6 XL Dozer and a couple of Cat 140 Motor Graders, with another on order," says director Andrew Luxton. "I estimate Cat machines now comprise 40 per cent of our fleet."

Founded over 40 years ago, Luxton has a reputation as a supplier of high-quality rental equipment, with a focus on customer service and comprehensive support. These are values shared by William Adams, which has supplied Caterpillar equipment to Luxton Plant since the start.

"We consider William Adams to be one of our key partners," says Andrew. "I guess we look to William Adams to support us as well." Luxton Plant runs its own, highly trained staff, but with machines rented to clients over a wide geographical area – "from one corner of Victoria to the other" – Andrew feels confident in calling on William Adams for service or support.

When Luxton Plant's new Next Gen 336 Excavators were delivered in September, Caterpillar's Chris Barrett came out to Luxton's Dandenong yard to step their experienced staff around the machine's high-tech features.

"The 980 Wheel Loaders have some great technology, which really assists with operating economies," says Andrew. "The weighing systems and grade control on the Next Gen excavators, with 3D GPS machine guidance features, mean our customers can get out onsite and dig to grade with confidence."

Another upside for Luxton Plant customers is the uptime afforded by Caterpillar's machines. "We run a high-quality, low-hour fleet," says Andrew, "and Cat products are well regarded within the industry, and hold their value, which is another plus."

William Adams sales representative Matt Crafter says he and the William Adams team feel proud to be part of Luxton's continuing success. "Andrew and his team are great to work with, and we look forward to many more years of providing them with cutting-edge Cat machines."

SALIGARI'S NOT SO RETIRING GIFT

For what may be his final machine, this long-time Cat owner chose a mighty 323 Excavator

Ask Stephen Saligari how he got into the earthmoving business and he has a simple answer: "It's in my blood," the 60-year-old founder of Saligari & Sons Earthmoving says. "My dad and my uncle had a half yard tractor with a half scoop behind it, and they used to do dams up around the Western District. I started playing around with them after school and that was that."

By the ripe old age of 15, Stephen was the proud owner of a second-hand Caterpillar two tonne dozer, bought with money he'd saved from working on the family farm after leaving school. These days, he has three Caterpillars in his seven-machine fleet, based in Hoppers Crossing, Victoria, and his latest purchase – a 323 hydraulic excavator (his second in recent years) – is something of a retirement gift to himself.

"The 323 has got automatic digging, GPS, all the latest stuff, and it's very comfortable to sit in – all the Cats are," he says. "I mainly bought it because it's probably the last digger I'll sit in. When I started off I probably had the worst of the worst and I thought, well, I'll have the best of the best to finish up."

The introduction of advanced technology has proved the most significant change to Stephen's Cat machines over the years – and he cheerfully admits that he's still "got my head stuck in the old ages" when it comes to the more advanced innovations.

Fortunately, his son Jonathan, who joined the business five years ago and is now the operations manager, has an excellent grasp of all things technological. "It's great working with him because he's right up with modern technology," adds Stephen.

The 323 excavator is the perfect machine for Saligari & Sons' key area of expertise, housing development subdivisions, with features such as E-Fence, Grade with Assist and Payload offering top-notch efficiency. A precise combination of lower engine speed and a large hydraulic pump means greater fuel efficiency, too.

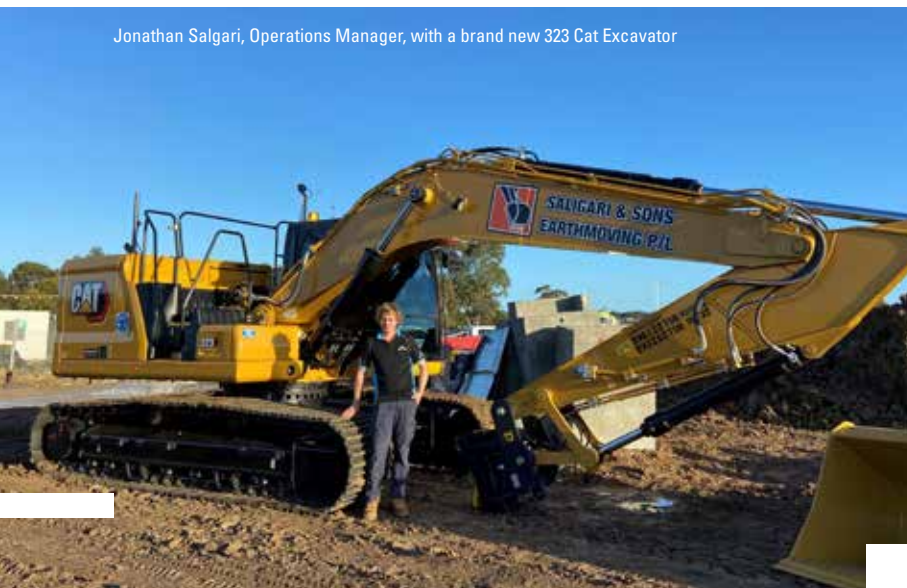
Both Saligaris appreciate one of Caterpillar's other greatest assets: parts availability.

"Caterpillar nearly always has parts in stock, whereas with other brands, you may have to wait for a part to come from somewhere in Australia or overseas, and downtime becomes very expensive," says Stephen. "And the service is unbelievable. You can get it done when you want it done, even on a Saturday. And [William Adams Sales Representative] John Babs often gives me a call to see how I'm going."

Says John: "It's a pleasure to work with Stephen and Jonathan, and we look forward to many more years of service."



Stephen Saligari with a 320 Cat Excavator in his fleet



Jonathan Saligari, Operations Manager, with a brand new 323 Cat Excavator

DE QUARRY'S DUMP TRUCK MOVES MOUNTAINS

With 78 years in business and over 60 Caterpillar machines, DE Quarry Solutions is undoubtedly one of Victoria's materials handling success stories.

And in March last year, the Ballarat-based business added a new Caterpillar 773G Off-Highway Truck to its fleet, putting it to work alongside its existing Cat 773 and two Cat 740B Articulated Dump Trucks.

Managing Director David Eldridge says he didn't intend to buy a new off-highway truck, but the price was right – and so far the 61-tonne machine with an 825 horsepower engine has more than met expectations.

"It goes up that hill like there's no tomorrow and Noel, who coordinates the dump trucks at the quarry, has been surprised at how well two trucks of the same model work together," he says. "It makes life easier and the work gets done quicker."

The new 773G works in the company's Skipton quarry near Ballarat, carrying 60 tonnes of rock up the haul road with up to a 12 per cent gradient from the quarry base to the crusher. The company's operators love the new machine, adds David, not least because it's comfortable and quiet. "Seventy-six decibels in the cab – how good is that?" he says.

DE Quarry Solutions has evolved considerably since the time when David's father Lindsay was in charge. L. D. Eldridge Cartage Contractors was founded by Lindsay in 1946, with a focus on supplying road construction and pit run materials. Starting small and growing incrementally, Lindsay spent wisely and chose his equipment carefully.

Over the decades the business pivoted to meet different demands. As local governments started doing the majority of their own road construction, it transitioned to processing and supplying road materials from its Mt Elephant quarry, near Derrinallum, about 175 kilometres west of Melbourne.

When Lindsay passed away in 1985, David assumed the role of managing director, changing the business name to DE Quarry Solutions. The demand for mobile crushing grew and the company became renowned for its processing and supply of materials to Victoria, South Australia and southwest New South Wales. Today, it's an industry leader in the quarrying and materials handling fields.

David, a long-time Caterpillar fan and loyal William Adams customer, retained many of his father's values, chief among them the need for the right equipment.

"The Caterpillar service people are great and I like their willingness to work with us," he says. "We wouldn't be where we are today without William Adams."

William Adams Geelong would like to thank David and his team for their loyalty, and look forward to many more successful years of service.



THE FUTURE LOOKS SUNNY FOR JP

Concreter, Irrigator, Field Service Technician and all-round handyman Jonpaul Paterson (aka JP) hasn't always lived in Circular Head, a remote rural area in far northwest Tasmania.

Twelve years ago, he was enjoying the sunshine in tropical north Queensland where, as a local, he enjoyed steady work as a contract concreter. But the path of true love led him south to his now-wife's home town, where he switched to working as a field service technician for an irrigation company.

"When I came to Circular Head, I didn't know anyone, but over the last 12 years, I've met a lot of people through doing different jobs," he says. Having laid slabs of concrete and dug up gardens in his new community, "it got to the point where I was confident I could go out on my own," he says, and JPA Concreting was born.

Two months ago, JP bought his first machine, a Cat 301.8 Mini Excavator, fully loaded with an Elite Tilt Hitch, three buckets and a Cat Thumb and a ripper. With an operating weight of just over two tonnes, the excavator is small enough to put on a tipping trailer, says JP, but its 21-horsepower engine offers more "grunt" than competitor machines.



Owning his own machine has also made a huge difference to his business. "You can't work any machine such as an excavator when it rains, as the ground turns too soft – and Tasmania has a lot of spontaneous rain," says JP. "This was a problem previously, as it would often rain when I booked an excavator and then I'd have to cancel. I had too much downtime."

And because concrete slabs must be laid on a hard base, JP would have to wait for the ground to dry before digging it out. "If there is mush and slop under the slab, it will crack," he adds.

Now when it rains, JP can use his new excavator to complete a range of preparatory jobs like digging and de-grassing, spreading gravel and removing large concrete chunks. "Because it's small, I can park my trailer on a nature strip, go into someone's backyard and dig up gardens, trees, and remove stumps. What takes someone five hours [labour] will take me two, because of the machine."

The purchase has also made it possible for JP to consider hiring an employee or, more likely, a contract worker, due to the variable weather.

"The machine is a job on its own," adds JP. "While I do my concreting, they can do the other odd jobs so I can start to expand my business."

Everyone at William Adams Hobart thanks JP for his business and wishes him the best of luck for the future!



Jonpaul Paterson (JP) and William Adams Sales Rep, Laura Heddle

WHY A NEW CAT MAKES THE GRADE FOR THIS VETERAN OPERATOR

Eighty-two-year-old earthmoving veteran Charlie Hutchinson has tried to retire seven times. It never lasts.

"People just kept ringing me up, asking, 'Can you come and do this, Charlie, can you do that?'" he laughs. "In 2019, Kane from KW Earthmoving rang up and asked if I could give him a month – well, I tapped him on the shoulder last Christmas and said, 'Kane, do you realise that was two and a half years ago?'"

That said, Charlie's enjoying the new Cat 150 Motor Grader that's just been delivered to KW Earthmoving. With great visibility, thanks to angled cab doors and sloped rear window, and a joystick that reduces arm movement by 78 per cent, the grader combines high levels of safety and productivity in an impressive AWD machine. "They are the Rolls Royce of graders," says Charlie, "and the new 150 is extremely nice."

"I still enjoy getting up and going to work," he adds. "I've seen too many people retire and have no goal in life. Twelve months later you're standing there and someone's singing a horrible song over you!"



It's no wonder Charlie's still in demand: he's picked up a few skills in the 66 years he's been in the game. "When I first saw a grader come into Boundary Bend as a kid, I was just fascinated, and I've been fascinated ever since." At 16 years old, in 1957, he bought his first Cat, "a little 130 grader," and started doing patrol grading before progressing onto a bigger grader out at the Mallee Highway. Graders are still his favourite machine, but since then he's seen and done it all.

Machines have changed over the years, agrees Charlie, but it "still comes back to the same old thing: physically you still shift the dirt, we just shift it in a more comfortable environment. It might be a little more high tech but the fundamentals haven't changed: we cart it in, we spread it, we water it and we roll it. It's just the machinery has gotten bigger and better."

When he's not on the tools, Charlie is planning his next holiday: he loves speedway and has followed the races around the country – and the world. He's been to Poland seven times and to England nine. His latest trip was with his eldest son to tour Ireland and see the TT race on the Isle of Man, where he swapped a grader for a ride in a World War Two-era Spitfire.

Next year, he has plans to do a road trip to Perth and Darwin, and he's heading back overseas in 2025, proving he has more energy than a man half his age. "It's a discipline thing," he says. "When you live by yourself – I have got a partner but she lives in her house and I live in mine – you just gotta get off your butt and do things."



Brenton Kerr, Charlie Hutchinson and owner Kane Whitworth

HOW TWO D10Ts EARNED A SECOND SHOT AT LIFE

A Cat Certified Rebuild – plus a lick of yellow paint – proved these dozers still have plenty of work left in them

When a machine arrives at a William Adams workshop for a rebuild, there's always a moment when the scale of the job ahead hits home, says Used Equipment Manager Brian Zarkov.

"The technicians in the workshop often take a deep breath," says Brian, with a grin. "But the beauty of Cat dozers is that they're designed to last. Depending on a machine's application, you might get up to 70,000 hours out of a frame. So you strip it down and get to work."

In April last year, the first of two D10T Track-Type Tractors entered William Adams' Clayton workshop for a CAT Certified Powertrain and Hydraulic PLUS Rebuild.

Bought in South Africa, the dozers had been shipped to Melbourne needing considerable care and attention. Brian admits it was a risk to buy these two, 66-tonne machines (which usually carry a considerable price tag) without a purchaser lined up, but he and Used Equipment Sales Manager Alex Bennett also knew there was strong customer demand for D10s and limited available stock. "We took a punt and decided to invest in them," he says.

The idea was to give both machines a Cat Certified Rebuild, and then on-sell them with a comprehensive Cat warranty. After considering the many different Cat Certified Rebuild options – from full Machine Rebuild right through to an individual Powertrain Component Rebuild (ie engine) – the team decided to move forward with a Powertrain and Hydraulics PLUS workscope.

The 'PLUS' indicates the additional details, such as painting and cab refurbishment, which aren't necessary to meet Cat's rebuild standards but might be required or requested by the customer.

"When you buy a new machine you get a full factory warranty bumper-to-bumper, with an extended warranty," says Brian. "With a Cat Certified Rebuild, customers get the extended warranty; we wanted to sell the two D10Ts with four years, 8,000 hours warranty. That meant we had to rebuild to Cat's high rebuild standard."

For customers, the main advantage of the Cat Certified Rebuild is cost; the savings on a rebuild versus purchasing a new machine of this size are considerable. It's also the sustainable choice, adds Alex. "Cat machines are rebuildable. You can get a second or third life out of a Caterpillar machine."

GETTING ON TRACK

Once the D10T machines hit the workshop, they were stripped down to their main frame, in order to check they were both still fully intact and robust. Hundreds of components were removed and replaced.

Senior diesel technician Ravi Ravindran, who has more than 20 years of experience in William Adams workshops, led the rebuilds. With specialised hydraulics, engine and dyno experts onsite, the level of knowledge in the team is impressive, says Brian.

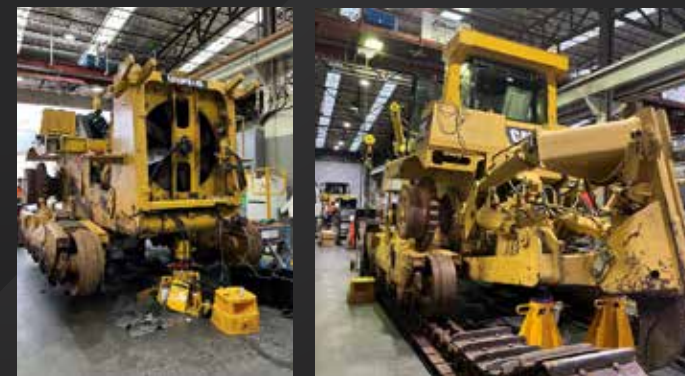
"All component rebuilds, machining, painting and undercarriage work is completed at Clayton, so the customer can come into the workshop to see the entire machine being rebuilt – it's a truly comprehensive service. They can have complete confidence that the team is using our state-of-the-art equipment to achieve the highest outcome."

In the case of the D10Ts, it was a full strip-down, adds Alex: "The chassis was sandblasted and inspected; we removed everything from the cylinders, operator station, tanks, undercarriage and more."

William Adams has specific requirements regarding parts that must always be replaced with the most up-to-date versions, and product updates are always incorporated. Technicians perform a prescribed set of procedures and quality checks during and after the rebuild. All of these conditions mean the customer is getting a machine that has been brought up to current specifications with the security of a Cat warranty.

What's more, Product Link™ is also installed on all Cat Certified Full Machine rebuilds, which means the machine will generate data that can be used to boost productivity, reduce costs and manage risks.

After several months in the workshop, the first D10T was ready to be delivered to its new home on a mine site; after eight months, the second machine emerged. "Both were sold before the work was complete," says Alex, adding that work is already underway on another Cat Certified Rebuild.



WHAT ARE THE BENEFITS OF A CAT CERTIFIED REBUILD?

- Extended warranty
- Like-new performance at a fraction of the new price
- Endorsed by Caterpillar
- Performed by Cat® dealers and completed with genuine Cat parts
- New parts warranty on all replaced parts
- Latest engineering and technology updates



COMFORT IS KEY FOR NEW FORESTRY DELIVERIES

With rear entry and high visibility cabs, these Next Gen Forest Machines prioritise operator care as well as efficiency

Nathan Peters at NJP Logging & Tree services is no stranger to Cat Forestry Machines – he already owns two older model 568 LLs and a 320D LL, which work in plantation pine in the hills around Colac, Victoria. “They’re great all-rounders – perfect for our needs.”

But when he took delivery of the new Next Gen 568LL FM (Forest Machine) in June last year, Nathan recognised a step-change in what Cat’s Forestry Machines can really do.

“The cab is obviously where the biggest improvements in comfort can be seen, but driving it made me realise how good this new machine is,” he says. “Tractive effort was even better than before, there was more swing power and the stability was very impressive.

“It’d be difficult to find a better comparable machine in the market.”

NJP Logging’s rear-entry log loader is one of the first two forest machines in this configuration to arrive on Australian shores.

The other – a Next Gen 538LL FM – was delivered last April to Mountain Logging, also based in Traralgon, and replaced a previous model 538 LL with 12,000hrs trouble-free service.

The new, Cat-designed and built Roll Over Protection System (ROPS) rear-entry cabin in these new FMs is sound-suppressed, sealed and features 25 per cent more internal space and 50 per cent greater visibility than the previous series. The 1.2m cab riser also features the new “Easy Lock” retention system – no bolts required – which makes transportation quick and easy.

The new Next Gen platform also comes with many improvements, which include up to 15 per cent lower operating/maintenance costs, higher swing torque, increased drawbar pull and ground clearance. Other notable features of this impressive FM are its fuel tank capacity (990lt), 10” touch screen, dual system heating, ventilation and air-conditioning (HVAC), side and rear cameras, keyless start, proven Cat final drives and undercarriage.

Cat fuel filters have double the life of previous filters and the hydraulic oil return filter provides 50 per cent more service life.



Over at Mountain Logging, operator Coxy has settled into his new spacious cab, and says the vision, comfort, speed and extended fuel fill intervals make operating the new machine a pleasure. William Adams delivered a second Next Gen 538LL FM to Mountain Logging just before Christmas.

Adds NJP’s Nathan: “The team at William Adams provides pretty good service, which is another reason for purchasing through them. Parts availability is also great, particularly coming out of Covid-19.”

William Adams’ Stuart Bell, Product Specialist – Forestry says he’s thrilled to be able to supply the first of Cat’s new Forestry Machines to two such valued customers. “Knowing that we’re delivering the best new machines to our Victorian and Tasmanian customers makes my job worthwhile,” he says.

For any forestry enquiries, please get in touch with Stuart or your local William Adams branch.



568 cab rear entry



Nathan Peters from NJP Logging & Tree services on his CAT 568LL

WHAT'S NEW FOR 2024

William Adams Product Manager Glen Slocombe reveals Cat's annual product updates to help you get the work done

Next Generation Cat products continue to adapt and improve, based on real-world customer feedback, ensuring that even current field machines* can be updated to realise the benefits of rapid software improvements, feature enhancements and even new apps and features.

"The speed at which technology is updating is accelerating exponentially," says William Adams Product Manager Glen Slocombe. "Right from the release of our first Next Generation excavator products in 2018, Caterpillar's ability to leverage inbuilt factory hardware by releasing new apps and software – often remotely, now – was at the core of their design. Essentially, this future-proofs customers' investment in Cat equipment and enables them to stay ahead of the competition."

Here, Glen takes us through some of the key annual product updates for 2024:

EXCAVATORS 313-395*

USER INTERFACE IMPROVEMENTS

New, less intrusive on-screen feedback messages, plus a redesigned and more intuitive menu layout and navigation, extra icons, and better display of Tilt Rotation System (TRS) hitch information are just some improvements to the fresh new look and feel of the main display.



OPERATING COACHING CAPABILITY

Advanced machine systems detect inefficient operator actions and techniques that affect performance, fuel efficiency and machine life, and provide on-screen tips to improve operational efficiency and machine health, with offboard information available through VisionLink. On-monitor QR codes can be scanned to provide links to training videos.



TILT ROTATE SYSTEM (TRS) FOR LARGER MODELS

Fully integrated tilt-rotate hitch offering is now supported for 336 and 340-size excavators, with new model hitches to be released for this size class in 2024.



NEW BLADE LEVER

Improved, more ergonomic design retains full size cup holder.



INTEGRATED BATTERY ISOLATOR SWITCH LOCK

New switch improves commonality across the Cat range and no longer requires a dealer-installed, hasp-type lock.

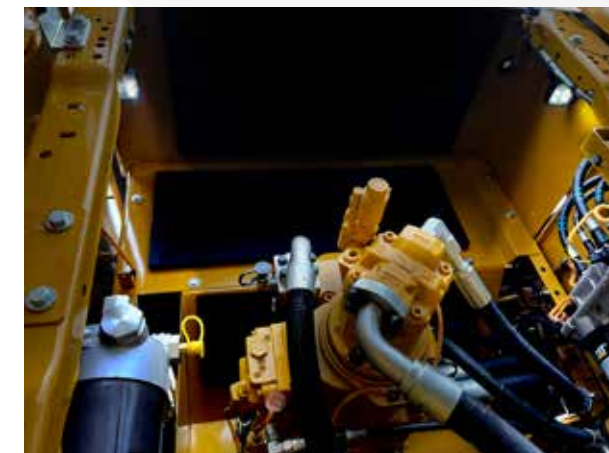


DELAYED 3D GRADE SHUTDOWN

Keep your 3D GRADE powered up even with the machine shutdown, to avoid long GNSS and/or VRS connection delays after a lunch break, for instance.

INSPECTION LIGHTING

Additional service lighting for inspection of pump, cooling, engine and air-filter compartments in low light conditions. Includes automatic timer feature and works when machine is off.



CAT DETECT – PEOPLE DETECTION

Expansion of the current Cat Detect for excavators system, to detect both moving and stationary personnel during travel and slew, with visual icons and sounds.



*Note: Please check with your William Adams representative; not all features are available for all machines, or for retrospective field install

PAVING THE WAY FORWARD

Why the new AP400 Asphalt Paver is a smooth operator

Caterpillar's new AP400 Asphalt Paver is the Goldilocks of pavers: not too big, not too small – just perfect.

At least, that's what William Adams' Paving Specialist Toby Kay is hearing from customers eager to check out the latest addition to Cat's leading range of paving machines.

"We've already had a fair bit of interest in the AP400 since it launched here in Australia late last year," says Toby. "We have a number of customers driving older machines who've been waiting for the new arrival."

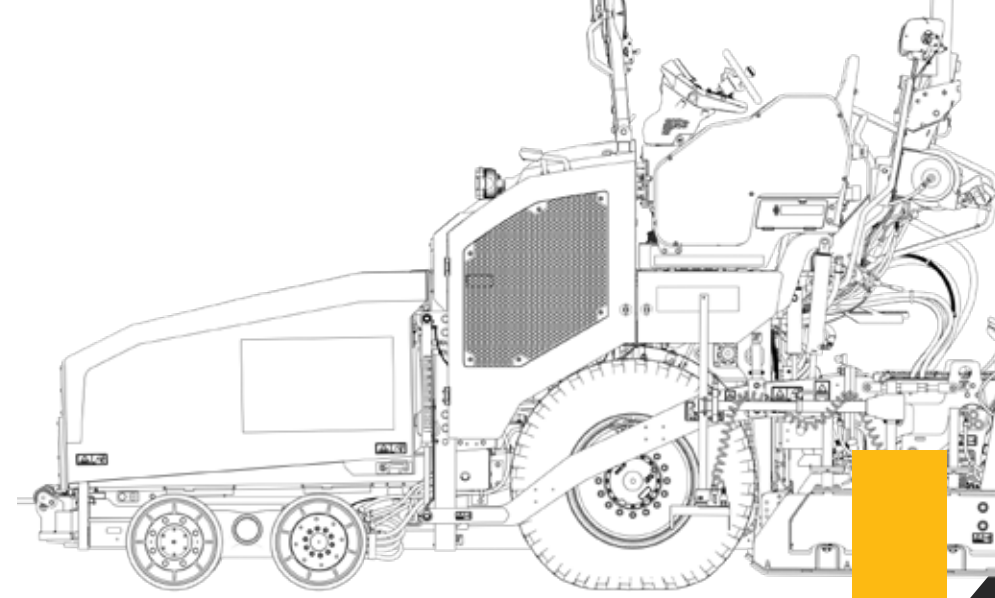
"Designed to slot nicely into the paving line-up, this machine has a lot to offer."

First up, the 13.6-tonne AP400 runs a 2.4 metre (8 foot) screed, which makes it identical in width to the larger AP500 and AP600-range pavers, but shorter and lighter. (The AP400 measures 5.8 metres in length with an operating width of 3.3 metres.) This small footprint means it's easier to manoeuvre in small spaces, while the tight, 90-degree turning capability enables the paver to rotate and cover tracks on a return paving pass.

The AP400's lighter weight and optimal width is also helpful when transporting between jobs. It can be transported without a special permit.

"We're bringing them in with a front-mounted extension screed, which is easier to use and more forgiving," says Toby.

Caterpillar's Chris Harkness told the Roads & Infrastructure website that 75 per cent of the larger pavers sold here today have front-mounted extension screeds. "Having that option – the SE47 FM – on this lighter, smaller paver will make it a popular choice."



The AP400 on display at the national AfPA conference in Brisbane, October 31 to November 1

OPERATOR IMPROVEMENTS

The AP400 has also been designed with operator comfort as a priority. The ventilation system draws fumes from the auger chamber and redirects them away from the operator, making for a much pleasanter driving experience. A single, sliding console enables operation from either side of the machine, while dual, independent seats swing out 40 degrees beyond the platform for good visibility to curbs and obstacles.

"This is a very intuitive machine for a paver of this size," says Toby. "Building on the operator-comfort theme, the new, high-definition touchscreen displays offer simplified menu structures, short-cut keys and single-touch function from the main screen. You can easily access the information you need, including screed heat, wash-down system and vibratory activation."

In terms of application, the AP400 is a fairytale for customers who have a varied client list. "It has so many applications – normal road asphaltting, patch and paving, overlays, deep lift... the list goes on," says Toby. "It's a paver that offers exceptional mobility and performance, in a compact, efficient package."



COMPACT DESIGN
The small footprint simplifies maneuverability in tight spaces, while the lighter weight and optimal width accommodates easy transport.



MORE FLEXIBILITY
Configurable screed designs, high transport speeds, and serviceable components provide contractors with excellent flexibility.



SIMPLE OPERATION
The single sliding console, easy-viewing display, and unobstructed visibility to the hopper combine to simplify operation.

OPERATING WEIGHT WITH SE47 FM
13618 KG



MAXIMUM THROUGHPUT CAPACITY
774 TONNES/HR

PAVING RANGE WITH SE47 FM
2.4 M - 5.9 M





APPRENTICES FACE THEIR FINAL CHALLENGE

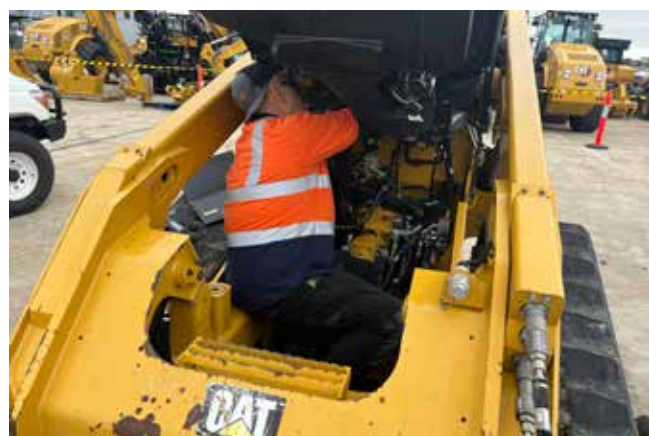
Come December, there's a definite buzz around William Adams' branches as the Dealer Top Apprentice Program begins.

The culmination of four years of hard work, the five-day program is an opportunity for technicians from all over Victoria and Tasmania to showcase their skills across a number of technical skills stations.

Testing their mettle against everything that the three trainers and four support technicians can serve up, the apprentices work through a range of machine, hydraulic, and engine issues to demonstrate William Adams technicians are the best that they can be. Safety, customer service and communication skills are all examined in this wide-ranging competition.

"It was great to see how the apprentices step up and perform during the week," says Technical Trainer Adam Roberts. "They worked really well together and also as individuals to solve problems to root cause. We really make the faults as realistic as possible and quite difficult – apprentices need a broad skillset and attention to detail to succeed."

This year, the 12 apprentices – including diesel technicians, boiler makers and auto electricians – were tested at nine skill stations and judged on the knowledge they'd acquired. They were evaluated in all aspects of the job, from customer service, diagnosis, problem solving, and service report writing, to software application and overall professionalism.



Each apprentice was also required to conduct a management presentation on a specific topic, and assessed on how well they answered the question, how thoroughly they understood the topic and how confidently they presented themselves.

"This can be the most nerve-wracking part of the competition," says Tim O'Shea, Learning and Development Manager. "It really tests out their communication skills and puts them in a good position when dealing with customers in the future".

Every year, there are several prestigious titles up for grabs: overall winner, runner-up, best presentation, the managers review award for most highly commended and the achievement award for the apprentice who gives it their best crack.

In the end, it was 22-year-old Lucas Tsibidis, based in William Adams' Clayton branch, who scooped the top gong. "It feels like a great achievement to have won and I'm really grateful to all the tradespeople who've taught us over the past four years," he says. "The competition was tough but everyone supported each other – no one wanted to see anyone fail. Everyone in the program encourages each other to be the best they can be."



In February, Lucas will represent William Adams in another week-long skills Olympics, when winners from other dealers from as far afield as Malaysia and the US will gather at the Caterpillar Learning Centre at Tullamarine. The winner of the regional competition will have the chance to travel to the US for further development opportunities and plant tours with Caterpillar.

Everyone at William Adams wishes Lucas the very best of luck.



Adam Elphinstone presenting Lucas Tsibidis with the winning Dealer Top Apprentice Program Award

TRIVIA | PIT YOUR KNOWLEDGE AGAINST THEIRS

QUESTION 1

What year did Caterpillar change their machinery colour to 'Hi-way Yellow'?

A: 1931 B: 1928
C: 1929 D: 1930

QUESTION 2

What was the second prime product Caterpillar introduced after the Track Type Tractor?

A: Wheel Tractor Scraper
B: Track-Type Loader (Traxcavator)
C: Motor Grader
D: Wheel Loader

QUESTION 3

What year did Caterpillar change its name from Caterpillar Tractor Co. to Caterpillar Inc?

A: 1984 B: 1986
C: 1988 D: 1990

QUESTION 4

In what state was William Adams first appointed as a Caterpillar dealer?

A: VIC B: QLD
C: SA D: NSW

QUESTION 5

In what year did Caterpillar introduce the legendary 300 series excavator in Australia?

A: 1992 B: 1984
C: 1988 D: 1982

QUESTION 6

In 1943, Caterpillar began manufacturing engines that ran on natural gas. True or False?

QUESTION 7

Caterpillar of Australia Pty Ltd had its first offices in 1955 at which Melbourne address?

A: Sharps Rd, Tullamarine
B: Exhibition St, Melbourne
C: Collins St, Melbourne
D: Princes Hwy, Oakleigh

QUESTION 8

What year did William Adams become a Caterpillar dealer?

A: 1921 B: 1924
C: 1929 D: 1926

QUESTION 9

The William Adams, Clayton head office facility was officially opened on the 18th April, 1967? True or False?

QUESTION 10

In what year did Dale Elphinstone purchase William Adams?

A: 1986 B: 1987
C: 1988 D: 1989

QUESTION 11

William Adams is the 10th Oldest Caterpillar dealer in the world? True or False?

QUESTION 12

In 2022 Caterpillar Inc. reported sales revenues of US\$?

A: \$51.1B B: \$52.3B
C: \$59.4B D: \$57.2B

ANSWERS 1. A 1931 2. C 1929 3. B 1986 4. D 1982 5. A 1992 6. False (1947) 7. B Exhibition St 8. D 1926 9. True 10. B 1987 11. False (6th oldest) 12. C \$59.4B

FROM 'TRY' TO 'BUY' FOR CIVIL FORCE

“Try before you buy” is a favourite phrase in the retail world and, when it was time to purchase a new machine, Geelong-based Civil Force did exactly that.

Their process was notably thorough: Keen to ensure he bought the right excavator for his growing fleet, director Shane Norris hired four different brands for his operators to try.

“We hired each of them for a minimum of a month, cycled the operators through them and got their feedback,” he says. “We had our mechanics assess them and got their opinions. We did our homework.”

William Adams Cat Rental secured a 315 excavator from its Geelong branch for the assessment period, renting the machine from February to August last year. Civil Force’s operators and workshop staff were all so enthusiastic about the machine, says Shane, that, “at the end it was an easy choice.”

Once the assessment process was complete, Shane upgraded to a Next Gen 315 excavator with 3D GPS, which enables operators to work to complex design plans using real-time satellite positioning guidance – hugely useful on large infrastructure projects. “It’s the way of the future,” he believes. An additional high-resolution touchscreen monitor in the cab enhances visibility and operators can also easily adjust target depth and slope with joystick commands or the jog dial.

“Seventy-five percent of our work is subdivisions – water, gas, power, sewerage, and we build the roads,” says Shane. There is plenty for our machines to do.

“Now, we are getting more work done with happy operators.”

“Renting the Cat machine made the transition into the new 315 easy,” Shane adds. “William Adams technical staff ran a full tutorial for the mechanics and operators. It was a great experience.”

While Civil Force already owned a Cat grader and a water truck, it was only when the company acquired another Geelong business, Boardman Contracting, last year, that Shane became a true Cat convert. “All their gear was Cat,” he says. “Excavators, compactors, graders, all of it.”



He has been impressed by parts availability and William Adams’ service. “We ring the Cat people and the parts are there when we need them. Their workshop service, spare parts, back-up service – all of it is fantastic.” The company has since also purchased a CS12 GC Vibratory Soil Compactor, delivered in October.

And would he repeat his company’s comprehensive rent-to-buy assessment process? Absolutely. “It cost us a bit more doing it that way but it was worth it because we got the best machine.”

WHEEL LOADER NOT JUST A PIPE DREAM

How Cat Rental found a novel solution for Poly Welding Solutions

PWS Poly Welding Solutions is a specialist pipeline construction company and last August they approached Cat Rental in Hobart with a very special problem.

“They were welding poly pipe that weighed about four tonnes, so it had quite a bit of substance to it, and they needed a wheel loader with forks to lift the pipes on and off trucks,” says Adam Shackcloth, sales representative at Cat Rental Hobart. “The tricky aspect of this request was that a wheel loader of that size with forks is an unusual configuration.”

But luck was on Cat Rental’s side. Adam knew that, over in William Adams’ Launceston branch, an SEM Wheel Loader was on display. SEM is one of the key product brands of Caterpillar

William Adams currently stocks two versions of the SEM Wheel Loader: the 658D and the 636D. The former has a 17,158kg operating weight with 3,113mm dump clearance and 162kW engine. The 636D has an operating weight of 10,133kg and 2,989mm dump clearance with a 92kW engine. Both machines come with a set of pallet forks.



A Caterpillar Brand



The larger 658D model was the perfect fit for PWS’ job.

“The SEM machines aren’t currently part of our rental offering, but we were able to collaborate with Brian Zarkov, Used Equipment Manager, to release the 658D into our inventory,” says Adam. “Then we arranged for it to be delivered to site.”

With Brian’s help, Cat Rental was able to get the wheel loader on site and hard at work just over a week after PWS had signed off on it, which was a great result for the customer.

“We always try to have a solution mindset at Cat Rental and this was definitely one of those occasions where we really rose to the challenge,” says Adam. “SEM is owned by Caterpillar and the machines are sturdy, reliable and fit for purpose. Poly Welding is a great client and they’re very pleased with the product.”

To find out more about how Cat Rental can help build your business, contact your local William Adams rep.



WILLIAM ADAMS 

CAT RENTAL STAYS THE COURSE

Some 45,000 motocross fans turned out for the Fox Australian Supercross on November 24 last year, but admirers of bigger machines got their kicks, too, as William Adams Cat Rental Store supplied earthmoving equipment for a second year in a row.

Supporting the final round of the 2023 FIM World Supercross Championship, Australian GP, Cat Rental machines helped transform Melbourne’s Marvel Stadium into a dirt-filled battleground as riders competed in the SX1, SX2 and SX3 championship categories, as well as the WSX finale.

Some 6,000 tonnes of dirt were shifted, smoothed and sculpted into heart-pounding motocross tracks by a fleet of Cat machines, including two 299D3 Compact Track Loaders, one 279D3 Compact Track Loader, two 259D3 Compact Track Loaders, three 301.5 05 Excavators, three 320 Excavators and a 924K Wheel Loader.

In the SX1, Boost Mobile Honda’s Dean Wilson entered the SX1 final needing only two points to claim the championship; in the event, his second-place finish behind CDR’s Luke Clout was enough to claim the Australian Supercross Championship title on 122 points.

Dean’s British teammate Max Anstie dominated the SX2 season and final race to secure his trophy, while US rider and Polyflor Honda’s Parker Ross took out the SX3.

Meanwhile, the WSX Championship was there for the taking, with only 19 points separating the top four riders. In a display of handling consistency and speed, defending champion Ken Roczen emerged triumphant once again.

And when it was all over, the Cats were back on track to clear Marvel for its next event.

“We were delighted to support the WSX Australian Grand Prix for a second consecutive year,” says William Adams Marketing Manager Justin Taylor. “The atmosphere was electric and the Cat-created track delivered a truly world-class experience. A massive thank you to everyone who participated.”



RENTAL MAKES TRACKS AT NEW BMX PARK



How the team at Cat Rental stepped in to provide Bike TA with some serious support

When Tristyn Kronk discovered last May that his company, Bike TA, had won the contract to build Tasmania's newest BMX bike track, he was even more excited than usual – because he'd been involved with the project since its inception.

"I've been working with Southern City BMX, the club behind the track, for years now," says Tristyn, of the Pembroke Park project in Sorell. "They came to us a couple years ago asking for advice and we've been helping them step through the process, letting them know what they need and where to go. It's really cool to be involved with something right from the start!"

Based in Mackay, Queensland, Bike TA has built a reputation for safe yet exciting tracks that cater to everyone from beginner to elite level. Back home in the tropical north, Tristyn has all the equipment he needs at his disposal. Getting the right earthmoving machines to the southernmost part of Tasmania was another question entirely.

So Tristyn did what he always does whenever he has a project that takes him beyond his territory: he called the Cat Rental Store. "One of the biggest challenges is knowing that you're going to have the right gear at the right time," he says. "It's great to have the peace of mind that comes from knowing that when those machines arrive on site, they're going to be ready to go straightaway, they're reliable and they won't hold up construction. Cat Rental has great field service as well, which is so important."

So far, William Adams sales representative Adam Shackcloth and the team at the William Adams Cat Rental Store have delivered a Next Gen 315 3D excavator, a 308 CR Mini Excavator, a CP56B and a CS44B Vibratory Compactor, and a CB2.7 Tandem Vibratory Roller to the Pembroke Park site, where work was due to take six weeks to complete.

Tristyn is pretty handy with a Cat himself, given he's been operating them since he was around eight years old. When he wasn't riding his BMX, his grandparents would let Tristyn and his siblings mess around on the five and 12-tonne excavators and skid steers they owned.

"Spending those days on a weekend in the backyard moving dirt around – failing a lot of times – are some good memories and good lessons, too," he says. "Because we loved BMX, we would build jumps in the backyard and help the local clubs out, just for the sake of having some jumps to train on and to help out."

Both pastimes have more than paid off: after becoming a national champion at 15 years old, Tristyn competed both at home and internationally, twice becoming a world title finalist.



In 2017, as he had his eye on a place at the Olympics, he was offered an opportunity to build a track.

"At that point in time, I was intending to build that facility and then get back to racing, but I ended up really enjoying the process of building and being involved in the sport from a different angle," Tristyn says. "Ever since then, I haven't looked back. We've continued to develop products and really work on creating what is quite a niche business that's lifting the quality of BMX tracks in Australia."

In the past six years, Bike TA's team has grown to accommodate seven fulltime employees and has designed tracks all over Australia, including a new facility in Brisbane that will host some international events next year and the World Championships in a few years' time.

As ever, he'll be one of the first to try the Pembroke Park track – which has been designed for all ages and skill levels – on completion.



Tristyn Kronk at a BMX track

"That's one of the really critical parts to the fine tuning; we can see if we need to make some little adjustments in order to make the jump ride in the way that we imagined," he says. "It's more than just fun – it's part of our quality control to make sure it's all spot on."

Just don't ask Tristyn to choose between a BMX and a Cat.

"I love riding, but I spend more time in machines now and you really do build an appreciation for a well-built and engineered machine, and that's our Caterpillars. We have Cats in our fleet in North Queensland and from our experience it's a great company to work with. So I'm glad that I get the luxury of riding a bike and operating the machines – putting the two together provides a nice lifestyle."



ELPHINSTONE



Construction of the new machining facility at Wynyard

NEW DEFENCE ROLE FOR ELPHINSTONE

As a leading manufacturer of heavy machinery products, the company was ideally placed to win several key defence projects

The Elphinstone name has long been synonymous with innovation in underground mining – and now the company’s impressive reputation has led to a partnership with a defence prime contractor on large scale vehicle and structure fabrication.

In February 2022, Elphinstone was successful in securing a contract with Hanwha Defense Australia for the manufacturing of turret and hull structures for the Huntsman AS9 Self-Propelled Howitzers and AS10 Armoured Ammunition Resupply Vehicles under the LAND8116 program, which comprises part of the multi-billion dollar Commonwealth of Australia project to acquire self-propelled artillery systems.

In addition to the Huntsman contract, the company is teaming with Hanwha Defense Australia for the manufacture of hull structures for the Redback vehicle, which has been downselected for the Australian Army’s Infantry Fighting Vehicle requirement under LAND400 Phase 3.

Being wholly Australian-owned, Elphinstone can contribute significantly to AIC (Australian Industry Capability) and ACE (Australian Contract Expenditure) objectives.

Elphinstone has been working with Hanwha on the Land400 Phase 3 project since 2021, enduring numerous delays, including a Defence Strategic Review. The company was understandably relieved and excited to finally secure the project in partnership with Hanwha.

Tasmanian Premier and Minister for State Development, Trade and the Antarctic, Jeremy Rockliff, congratulated Elphinstone following the announcement in July last year.

“This is fantastic news, that will create new jobs and increase investment on the north-west coast, not just for Elphinstone, but for numerous other businesses through the supply chain,” the Premier said.

The Premier recognised “the significant effort that goes into defence bids and the outcome is not always success. So, I applaud Elphinstone in their perseverance in their defence endeavours – it has paid off.”

MANUFACTURING EXCELLENCE

This is not the first time Elphinstone has tendered for defence contracts.

In 2015 Elphinstone was an integral part of Team Sentinel as the potential manufacturer of the ST Kinetics Terrex 3 8x8 Combat Reconnaissance Vehicle. While Team Sentinel was unable to proceed to RMA (Risk Mitigation Activity), their participation in that project demonstrated Elphinstone’s capability to meet the needs of the defence force and provide sovereign manufacturing capability.

Elphinstone’s General Manager, Ben Sandow, is confident Elphinstone’s heavy machinery manufacturing capabilities and global experience will attract similar contracts in the future.

“Having serviced the global mining market for many years, Elphinstone is well-versed in collaborating with international companies,” says Ben.

“With a highly skilled and qualified workforce, a well-established supply chain, and daily direct freight routes to mainland Australia via Melbourne and Geelong, Elphinstone is able to compete on cost, quality and delivery, and has the capability to meet the most stringent customer requirements.”

Elphinstone’s manufacturing capabilities include large-scale complex metal fabrication in heavy, medium and light gauge, mild steel, hardened steel armoured plate, and stainless steel. Additional capabilities include five axis machining, plasma cutting and pressing, and abrasive blasting and painting.

Jigs and fixtures are designed in-house and are extensively used to facilitate efficient, accurate and repeatable manufacturing processes.

Elphinstone is certified to ISO9001:2015 and is able to meet all customer, Australian and international standards for fabrication processes. Elphinstone also holds DISP (Defence Industry Security Program) membership.

Cab and vehicle body fit-outs, powertrains, hydraulics and electrical systems showcase the company’s assembly capabilities. However, the impressive list of capabilities doesn’t end there.

Elphinstone’s Electrical Harness manufacturing produces cable assemblies and components for underground and surface mobile equipment used in the mining and explosive industries.

Currently producing over 1500 variants and over 15,000 pieces per year, the company is proud of its on-time delivery performance of greater than 98 per cent.

FACILITIES UPGRADE

Elphinstone’s contract manufacturing capabilities are well-proven with extensive experience in advanced fabrication and assembly processes.

This experience was instrumental in successfully delivering previous high-profile contracts including the Bulkmaster™ 7 mobile manufacturing unit, which delivers bulk explosives to mine sites.

The explosives unit was co-developed by Orica and Elphinstone, and was manufactured at the company’s Wynyard facility in Tasmania.

The same facility is presently undergoing significant modifications, which include the installation of a bridge and gantry machining centre that can accommodate a workpiece of up to 4.0m x 4.5m x 10m, and up to 50 tonnes. Manufacturing is scheduled to commence at the start of this year and will generate 55 new jobs, further cementing the company’s place as a leader in Australian manufacturing.



129 Redback Infantry Fighting Vehicles



Huntsman AS9 Self-Propelled Howitzer (front) and AS10 Armoured Artillery Resupply Vehicle (rear)

LAB LANDS A GOLD RATING

There were celebrations at William Adams' S-O-SSM Laboratory on October 16 last year, as the team received news the lab had been recertified by Caterpillar – retaining its gold standard for the third time running.

"We first achieved the Gold Level of Caterpillar's S-O-SSM Service Standardization Program in 2014 and have achieved it again every three years since," says Laboratory Services Manager Aun Na Tan. "This recertification was the culmination of six months of work and it was a huge team effort. I'm so proud of everyone involved."

The S-O-SSM Laboratory, located at the Clayton Customer Solutions Centre, is part of the largest in-service lubricant analysis program in the world. It provides oil, coolant and diesel analysis (among other services) to William Adams customers, who can submit samples from their machines to the lab for testing.

Oil analysis, for example, monitors the viscosity of the fluid and helps to identify potential problems, such as wear and contamination, which can affect machine performance and longevity.

"The recertification process is designed to ensure that labs are executing the right tests using the right methods, and are able to replicate results consistently," says Aun Na. "It's about complying with the high standards expected by Cat."

Aun Na's team responded to 80 questions supplied by Cat, plus follow-up queries, including screenshots of instruments and results. All lab interpreters, responsible for reading test results, had to prove they were up-to-date with all the necessary courses and training.

"Our team prides itself on keeping the lab clean and free from contamination, and working in a safe manner," adds Aun Na. "We're also in regular contact with customers, receiving feedback, too, which was also one of the benchmarks required by Cat."

For Aun Na, the recertification is an important way of demonstrating to customers that they can trust William Adams' S-O-SSM Laboratory to deliver accurate, useful fluid analysis. "It shows we're running our equipment at the highest level, giving customers the consistent and quality data they need to run their machines efficiently, and reduce downtime," she says.

Contact your local William Adams sales representative for more information about S-O-SSM Laboratory's range of fluid analyses.

SOS Lab staff Toni Smith, Tom Cokalis, Jennifer MacCarthy, Barry Swindells, Dean Hedriana, Mark Eddison, Kruti Patel, Hon Yin Tham, Lauren Thompson, Aun Na Tan, Ruby Coram & Damon Foster-Johnson



DID YOU KNOW

William Adams S-O-SSM lab

Processed more than **93,836 SAMPLES** per year

Trusted by over **2,467 CUSTOMERS** per year

Sample more than **14,037 MACHINES** per year

GET THE RIGHT TRACK

Why General Duty Under Carriage offers performance and value

When it comes to matching the right undercarriage to your machine, Caterpillar has a solution for every application.

"Choosing the correct track for your machine and its usage is important to reduce downtime and maximise efficiency," says Jason Morter, William Adams Product Support Sales Supervisor. "The undercarriage is one of the bigger cost considerations, so you want to get it right."

Caterpillar offers three types of undercarriage – General Duty, Heavy Duty and Cat Abrasion. General duty undercarriage is the lower cost option with the widest machine compatibility, but customers might opt for a different track depending on work conditions.

"Your William Adams branch will be able to run cost-per-hour scenarios to help determine which undercarriage option is the best fit for your business requirements," says Jason.

"But key questions might include how long you intend to own the machine, how many hours a week you'll run it, the underfoot conditions and jobsite topography, and the attachments on your track-type tractor."

One of the great aspects of General Duty Undercarriage is that General Duty and Heavy Duty components are interchangeable, eliminating any need for retrofitting and keeping downtime to a minimum. Cat Heavy Duty shoes can be installed on General Duty link assemblies to meet various customer requirements.

Proper undercarriage maintenance is crucial. "A bulldozer might need replacement undercarriage four or five times in its lifespan," says Jason, adding that an improperly managed undercarriage can account for more than half of machine maintenance costs.

"At William Adams, we offer free Custom Track Services (CTS), which is a free track inspection on any Caterpillar track machine. With that, you get a detailed report on percentage worn plus any other indications of track wear."

Jason recommends a yearly CTS to ensure optimal track care. "We have excellent parts availability," he adds. General Duty also offers a variety of track shoe options. In addition to undercarriage components, track shoe selection can impact traction and flotation as well as overall undercarriage wear life.

Finally, General Duty is covered by Cat Undercarriage Assurance, says Jason, which offers support beyond the standard new machine or parts warranties.

To find out more about Cat General Duty Undercarriage, contact your William Adams rep.



HOW TO GET THE PARTS YOU NEED – FAST

Save time – and order at a time that works for you – by selecting your equipment parts online at Parts.cat.com

William Adams has always taken pride in its customer service – and with the newly improved Parts.cat.com, customers can now enjoy better access to parts and expert advice at any time of day, or night.

“The past 18 months has seen significant improvements to the website, so you can easily find the part you need and order it quickly,” says William Adams Ecommerce Manager Jevan Davenport. “It gives our customers a lot more flexibility to engage with us in their own time and at their own convenience.”

Intuitive and easy to navigate, Parts.cat.com is equipped with all the features and resources customers need, including the ability to track the status of their part in the delivery system. “We have about 1.4 million parts online, but the beauty of the site is that it’s very easy for customers to locate the required part and use a machine’s serial number to ensure it’s absolutely the right fit for their machine,” adds Jevan.

“When it comes to customer support, every William Adams branch has an online champion who intimately understands Parts.cat.com, and afterhours, you can get help online 24/7 when ordering.”

Here are just some of the benefits of getting your parts through Parts.cat.com

1. CONVENIENT & QUICK ORDERING

Perhaps the biggest benefit of buying Cat parts via Parts.cat.com is convenience, says Jevan. “When you’re having a busy week and can’t make it to the branch for parts or want to avoid the traffic, you can place an order for the products you need online. It means you can search for components without leaving the field or office.”

Parts.cat.com makes it easy to place multiple orders throughout the year by allowing you to save your company’s credit card information for faster checkout or order direct to your trade account. For subsequent orders, simply choose your payment method and delivery preference to get your parts on their way.

2. USER-FRIENDLY SEARCH EXPERIENCE

Online shopping through Parts.cat.com offers customers an intuitive and user-friendly experience. Easy-to-use menus, search bars and filters to save time and stress. What’s more, the electronic parts book (SIS) includes pictures and diagrams that accurately depict each component, helping you identify the part you need.

“We’ve made changes to the site based on customer feedback,” says Jevan. “For me, one of the best features is the ability to look at the parts and make sure it’s exactly right for your machine.”



3. AROUND-THE-CLOCK AVAILABILITY

When you buy Cat parts online, you can complete a purchase at any time of day — even at night or on the weekends. That means you can shop and order when it’s most convenient for you.

“Our branches have extensive opening hours but even so, there are plenty of customers who only have the chance to make orders later in the day,” explains Jevan. “We’re also planning to launch a mobile app very soon, which will provide another useful avenue for ordering parts.”

Parts.cat.com caters for every size of business, he adds, from smaller operators ordering a service kit once every six months to customers needing multiple parts regularly. “We’re making sure that smaller customers aren’t overwhelmed and larger customers get the optimal systems experience they need.”

4. ORDER MANAGEMENT

If you’re used to shopping online, you’ll appreciate the importance of being able to track your purchase. When you buy equipment parts online using Parts.cat.com, you’ll receive a series of emails with shipping updates that you can use to track your order, keep tabs on its whereabouts and see when you can expect it to arrive. You can also check your order status, review past purchases and invoices, and create frequent-order lists to save time the next time you need to buy parts.

“We have the majority of parts in stock, but occasionally we’ll source from overseas, so it’s useful to be able to know delivery progress,” says Jevan.

5. ACCURATE PRICING

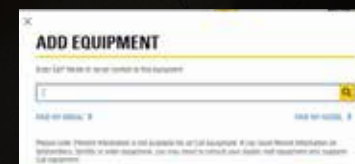
Unsure about product pricing? You can go online and easily locate up-to-date prices for all the parts you need. In addition to delivering pricing updates, Parts.cat.com’s online catalogue also displays part availability statuses, so you’ll know what’s available and what isn’t.

Once you submit your order, it will immediately begin processing, whatever time of day, which means faster turnaround times.

6. EQUIPMENT FIT CONFIRMATION

Parts.cat.com lets you add your Cat equipment to your account via model information or serial number, allowing you to verify that the part you’re looking to purchase will fit correctly. “This really saves customers from worrying about whether they’ve ordered the right part,” says Jevan. “We have 1.4 million parts online, but with this platform you’ll always be able to find the correct one.”

You can also search using the 30 available categories or enter keywords, serial numbers or part numbers.



7. BULK ORDER SPREADSHEETS

Instead of manually creating spreadsheets for bulk orders, Parts.cat.com allows you to download a digital spreadsheet in an XLS or CSV format. You can then upload your spreadsheet to order, rather than having to copy parts individually into the system.

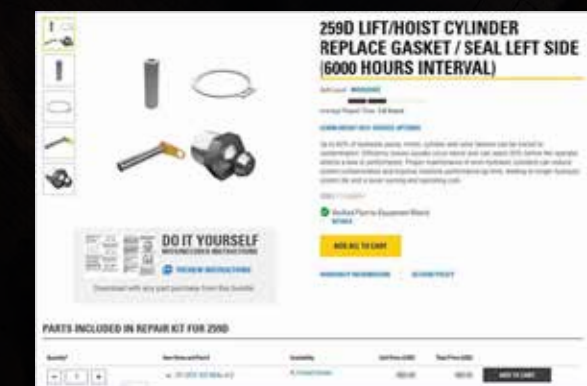
“I love this feature as it’s so time-consuming to manually enter a list of parts from a spreadsheet to an order form, and it’s very easy to make an error,” says Jevan. “This way, there’s no double-handling.”

8. SELF-SERVICE OPTIONS

Parts.cat.com offers Self-Service Options (SSO), which are packaged solutions that equip you with all the parts you need to perform equipment maintenance or repairs yourself.

With each SSO order, you’ll receive genuine Cat parts, along with comprehensive service instructions, tooling recommendations and technical support from our experts. “We want our customers to be able to do their own maintenance work, so as soon as they place an order, they’ll receive an emailed PDF with step-by-step instructions about how to do the work safely,” says Jevan. “We also let them know the time it’ll probably take – useful when you’re planning your week.”

Instruction videos are also being introduced to further support customers.



To order your Cat parts online, go to Parts.cat.com and the Cat Central App. Your local sales reps are also very happy to help

CELEBRATING 50 YEARS OF CAT REMAN

How Caterpillar's commitment to a circular economy has made it a leader in the remanufacturing industry

In 1973, the year the Sydney Opera House had its grand opening, another engineering icon was unveiling its new project: Cat Reman.

Short for 'Caterpillar Remanufacturing', Cat Reman started out at a plant in Bettendorf, Iowa, US, with a direct injection truck engine that rolled off the production line as a remanufactured product with like-new performance and quality

The program has come a long way since the 1970s, but the principles remain the same: Cat Reman returns used engines and components (called a 'core') to like-new condition, and returns them to customers for about 45-85 per cent of the cost of a new equivalent (with core return).

Not only does this help reduce owning and operating costs for customers, but the remanufacturing process also reduces waste, lowers greenhouse gas production and cuts demand for raw materials*.

"Cat machines are designed to last," says William Adams Sales Manager – Product Support Ben Petzke. "An old engine may look like it's destined for landfill, but often there's still a lot of life left in it. We're able to take these cores, return them to Caterpillar and then resell them at a cost-effective price for the customer."

Today, there are dedicated Cat Reman facilities all over the world, including Shanghai, China (which opened in 2006) and Indonesia (2019).

HOW IT WORKS

When a customer has a core that's reaching the end of its life cycle, they can deliver it to their local William Adams dealership and buy a Cat Reman like-new replacement, either online or in branch. (In some cases, customers can take advantage of a 90-day grace period for return of the core.)

Then, once a returned core arrives at a Cat Reman facility, it is disassembled down to the smallest part. Stripped of its original identity, each element goes through a cleaning process and is inspected against strict engineering specifications to determine if it can be effectively salvaged.

To maintain the quality you expect from Caterpillar, some items – such as bearings, piston rings, gaskets and bolts – will always be replaced with new ones.

Components accepted for reuse are then converted into production-ready material through advanced salvage techniques, which use the same rigorous inspection and testing processes that goes into new Cat components. They're not just usable, they're returned to the latest performance specification.

"Our customers often choose Cat Reman because it's like new, and it saves them a significant amount of money," says Ben. "Their ready availability can also reduce downtime."

QUALITY GUARANTEED

Such is Caterpillar's confidence in its Cat Reman offering that remanufactured cores are covered by the same, 12-month warranty** as brand-new parts, adds Ben.

Saving energy and resources to help the planet – and saving money for loyal customers: that's Cat Reman. Here's to another 50 years of reusing, recycling and reducing customer's costs.



*Represents U.S. environmental impacts comparing "gate-to-gate" remanufacturing and manufacturing processes for engines and components. Based on 2018 external study of Cat engines, alternators and turbochargers. Does not include impacts elsewhere in our value chain.
**Warranty can vary by model and application; limitations apply. For complete details about the applicable Caterpillar Limited Warranty, contact an authorised Cat dealer.

NEW CAT PRODUCT LAUNCHES

From boosting productivity to improving operator comfort, these machines are designed to give customers the leading edge

924, 926, 930, 938-14A Small Wheel Loaders
Replacing 924K, 926M, 930K, 930M, 938K & 938M

WHAT'S NEW?

- Tier 3 & Tier 4 engine options
- Touchscreen display monitor with jog dial
- Push-to-start operation
- Multi-view camera
- Automated features like wheel torque, diff lock and adaptive engine RPM
- Joystick steering
- Customisable implement joystick controls
- Improved visibility and HVAC

988GC, 988, 988XE-11A Large Wheel Loaders
Replacing 988K & 988K XE

WHAT'S NEW?

- Addition of GC model to the range
- Tier 3 and Tier 4 engine options
- Improved operator visibility
- Operator presence safety system
- Service lighting
- New buckets
- 5% increased rimpull *XE only

836-11A Landfill Compactor
Replacing 836K

WHAT'S NEW?

- New diff lockers
- Improved powertrain durability
- Updated Cat COMPACT performance
- Enhanced guarding for axles and cooling package

973-12A track-Type Loader
Replacing 973K

WHAT'S NEW?

- Improved cabin, seat and display
- High-definition rear camera
- Better controllability
- 10% fuel savings
- Fusion coupler options
- Compatible for use with Cat PAYLOAD



*Note: not all models may include all features – contact your local William Adams representative for full details

WHY CAT'S COOKING WITH GAS

Inside Cat's plans to develop a hydrogen hybrid engine

We have solar-powered satellites, electric cars – are hydrogen-powered earthmovers coming next?

Cat certainly thinks so, which is why it has announced the launch this year of a three-year program to demonstrate an advanced hydrogen-hybrid power solution, built on its new Cat C13D engine platform.

The program aims to demonstrate just how state-of-the-art control systems and electric-hybrid components can help elevate hydrogen-fuelled engines to the heights (and power) of traditional diesel engines. Caterpillar will serve as the prime contractor on the development of the transient-capable system, providing engine research as well as system integration.

As the project progresses, other industry and academic collaborators will be brought into the program to provide additional specialist expertise.

“Every off-highway application has its own unique duty cycles, lifecycle demands and performance expectations, and this complexity is driving the development of a wide range of power solutions for the energy transition,” Caterpillar Industrial Power Systems Senior Vice President Steve Ferguson says.

“One size does not fit all, which is why we’ve engineered flexibility into the C13D engine to serve as our platform of the future.”

Caterpillar’s hydrogen-hybrid demonstration project will be based on the 13-litre Cat C13D engine platform that was unveiled at 2023’s ConExpo.

The inline, six-cylinder Cat C13D enables the use of renewable liquid fuels such as 100 per cent hydrotreated vegetable oil, B100 distilled biodiesel and up to B100 standard biodiesel. In addition to using hydrogen, its core architecture is designed for the future development of spark-ignited natural-gas capabilities.

Available for early OEM pilots in 2025 and scheduled for production in 2026, the Cat C13D engine is targeted for a wide range of off-highway equipment, including rock crushers, screeners and grinders, trenchers, agriculture tractors, harvesters, self-propelled sprayers and woodchippers, material-handling equipment and large industrial pumps.



D11 DOZER HITS A MILESTONE

Production of the 6,000th machine shows its staying power

It has been described as the iconic Caterpillar machine, its huge, curved blade and heavy tracks powering easily through mountains of earth.

So it's hardly surprising that last year, the 6,000th D11 Dozer rolled off Cat's production line in East Peoria, Illinois – some 37 years after the first.

“There was huge hype around the launch of the D11N in 1986, as no-one expected a tractor bigger than the D10,” says William Adams Product Manager Glen Slocombe. “Since then, the D11, as it's now known, has proved its durability and reliability over and over again, with some exceeding 100,000 hours!

“For durability and rebuild ability, this machine really embodies Cat's value promise.”

To understand the appeal of the D11N – and why it's so indelibly linked to the Cat brand – you need to go back a decade before its launch to that of the D10, says Glen.

This revolutionary machine was the first to be designed with an elevated sprocket and suspended undercarriage, which vastly improved productivity, operator comfort and serviceability. The D10's new undercarriage configuration meant the transmission needed to be mounted in the rear frame, allowing the designers to move the dozer blade and ripper closer to the centre, improving stability and forever changing the look of Cat Track-Type Tractors.

While the D10 was a hit with mining operations globally in the late 1970s, by the early 1980s demand was growing for an even more powerful machine. Enter the D11N. At 92 tonnes, with a blade capacity of 34 cubic metres, this was the largest production dozer available – and customers loved it. The machine reigned supreme until 1996, when Cat introduced the D11R, with finger-tip controls and electronic clutch and brakes; the D11T in 2008 used the even more powerful C32 engine.

But ultimately, the D11 in every iteration retained the revolutionary elevated sprocket design and impressive power that has made it such a classic, well-loved machine. “It holds a special place in customers' hearts, and with the advent of the diesel-electric D11XE version, it continues to evolve to suit market demands,” says Glen.



Original D11 brochure

FALZON HANGS UP HIS HELMET

The superbike legend – and his mum – reflect on his career

After more than a decade at the highest level of Australian motorbike racing, Daniel Falzon, 29, has announced his retirement from the sport.

In a moving social media post last November, Daniel, who is sponsored by William Adams CAT, said he stood at a crossroads in life.

“One year ago, we set a PB lap time at Phillip Island, which had us qualify on the front row of the Australian Superbike Championship with a 1:31.596 – a lap time I’ll never forget. It never crossed my mind that it would be the last time I’d race around the island.”

The decision to retire, Daniel tells PLUS, wasn’t his alone, but made by everyone in his privateer team, JD Racing: mum Kylie, dad Joseph, older brother Jon, and team mechanic Liam Wilkinson (the latter is pretty much family, according to Kylie).

“A family-based team like ours requires 100 per cent focus – we used to be able to offer this, but we all now have fairly challenging careers, and something has to give,” says Daniel “It’s a dangerous sport and you can’t afford to sacrifice any effort. I’m upset that my racing has come to an end, but it was also a very reasonable and justified decision, and looking back I’m really, really happy with my career. I never wanted to leave because I was running around at the back, or because I had lost my sponsors, so it makes sense; the timing is right”

After devoting the past 16 years to Daniel’s racing, as well as working full time, Kylie is also conflicted about the decision. “Since Daniel was 13, we’ve been on the road a lot and we’ve enjoyed so many wonderful family times,” she says. “But as parents, let’s say it never got any easier for us to watch.”

When Daniel started out, he was racing 150cc bikes that played at around 100kph, adds Kylie. “You get hit by one of those, you get up and walk away.” The bikes in the senior class are very heavy and may reach speeds of 315 kph. “It’s a whole different ballgame.”

In his younger years, Daniel felt lucky to avoid any serious injuries, instead accumulating a series of impressive on-track achievements. Highlights included winning the 2013 and 2014 Australian Super Sport Championship – “a feat not many have achieved back-to-back,” he says – as well as racing a season in China and being signed by the factory Yamaha Racing Team in 2018.

But with the incredible highs came challenging lows, perhaps the worst of which was an accident in early December 2021, when Daniel was hit by a crashing bike, breaking vertebrae, his pelvis and his left femur.

Although he returned to racing nine weeks later – “with metal right through my body” – Daniel’s decision not to race last year was to allow his body to heal, undergoing corrective surgeries in June. “I was worried for a time that the random pains I was having would persist through my life, which really messed with my head,” he says. “Racing requires mental, as well as physical strength. You have to keep your composure in order to ride well, and any lapse in concentration can have dire consequences.”

Alongside racing, Daniel is a qualified paramedic, having just completed his post-graduate studies in intensive care paramedicine. “I got to know the race-safe medical team quite well, as well as the hospital system, which gave me respect for the nurses, doctors and paramedics involved,” he says, with a laugh. “And being a paramedic is the high adrenaline role I need. I can’t think of any other career that I’d be satisfied to retire into.”

Kylie, meanwhile, is working full-time with Joe in one of Adelaide’s largest interior design companies, and they’re planning to take some of the holidays they missed during Daniel’s racing years. Like her son, she’s full of praise for William Adams’ role in the JDR team’s success.

“Having global brands like Cat and William Adams as our main sponsors really lifted us professionally,” she says. “From the moment they came onboard, the team received greater recognition here and internationally. We feel very fortunate to have held this sponsorship for so many seasons.”

Having met so many of the William Adams team and their customers trackside, the support has gone well beyond financial, she adds. “Receiving personal, encouraging emails from Dale Elphinstone himself was humbling. We have really valued our connection and hope we have served the brand well.”



Daniel Falzon (right) and fellow Cat ambassador, Jack Miller (left)



IS THIS THE *FASTEST* CAT OWNER IN THE WORLD?

Race-winning MotoGP™ rider and Australian sporting hero has another passion off the track

From racing dirt bikes around the family farm in Townsville as a kid to standing on winning podiums around the world, Jack Miller has proved himself to be one of the finest motorbike riders of his generation.

But when he's back home in Queensland, the MotoGP™ star often swaps out his bike for a bigger machine: he's the proud owner of a Next Generation D3 Dozer and a 259D3 Compact Track Loader, complete with a range of Cat attachments, which he uses to work on his own personal motocross track.

"Growing up watching supercross you'd always see the track maintenance guys going out there," the 28 year old recalls in a new behind-the-scenes documentary, *Crossroads*. "You lock yourself in there in your own little world, go to work, listen to a podcast. I find it almost like a meditating session where you can go and get in the zone – and every time I rebuild the track and fix it up I feel like I get better as an operator and understand the machine more and more."

Jack has always loved machines, big and small. He first got on a dirt bike at the age of eight and was instantly hooked. "I was already addicted to my BMX bike, and once I had a turn [on a motorbike] that was me, I was sorted, since that day I've never turned back."

His interest in Cat machines started early, too. "I've been a Cat fan my whole life," says Jack. "I remember being at my grandfather's property in New Zealand, where he had an old D3 that must have been from the 1940s. I would sit next to him all day thinking, how cool would it be to operate something like that one day."

Fortunately, Jack has been able to indulge both his passions. With huge support from his family, particularly his mum, Sonya, who moved with him to Europe so he could pursue his dream, he entered the World Motorcycle Championship in 2011 and quickly became known for his mullet, larrikin nature, and speed.

By 2015 he'd leapfrogged from junior events to MotoGP™ and by 2019 he was a podium regular. In 2021, he won the Spanish and then the French Grand Prix within a fortnight – the first Australian to win back to back in nine years. Cat has been proud to sponsor Jack for the past three years.



When he's not travelling the world, Jack is back home in Townsville, surrounded by his family, which now includes a baby daughter, Pip, with his partner Ruby. "He loves the family environment and everyone all together," says Sonya in the film. "He's doing this not just for himself; it's for everyone else to enjoy the spoils of what he's got."

When the time comes to retire, Jack hopes to create and build motocross tracks professionally. He recently built his dream track, moving 20,000 tonnes of dirt on the farm using a D6 Dozer, 330 Excavator, 730 arctic dump truck, 970 wheel loader – all on loan from the Cat Rental Store (google "Jack Miller Dream Build" to see the YouTube video of the epic project).

How did it feel? "Better than Christmas."

You can view the *Crossroads* documentary at www.youtube.com/watch?v=sDbr9h7C-Dk



MEET THE MODEL CATS MAKING A BIG IMPRESSION

Elphinstone's Tim Mitchell creates, collects and customises mining diecast models – and they're so accurate he even takes commissions. Here, we take a look inside his collection.

About 20 years ago, Elphinstone's Global Sales & Marketing Manager Tim Mitchell bought his first Caterpillar D11T Carrydozer – a small yellow machine 50 times smaller than the real thing. "I've always had a soft spot for Cat dozers," he says. "But I never imagined back then that I'd end up with so many, or that I would be transforming them into lifelike machines."

What Tim does – in his spare time at weekends, or during the evening – is customise some of these scale models to reflect real-life Cat machines, often those purchased by William Adams customers, including all the unique specifications and livery applied to each machine.

Some models are commissioned for customers, but most of them stay in Tim's private collection, behind glass cases. He estimates his collection has reached close to 200 models, of which about around 30 have been customised by Tim.



"When I set out to build a custom model, I intend to replicate the original machine to the finest possible detail and scale," he says. "Otherwise, it's not worth doing. But in most cases, I achieve it."

Consequently, each customised model takes significant time to research, design and produce, depending on its complexity. "The model of the RTL machine (unit DZ1988) at Yallourn Power Station and coal mine, in the LaTrobe Valley, was constructed from a Diecast Masters D11T CD base model, with the addition of all of the specific parts and livery." It took about six months to complete.

Tim designs any parts missing from the base model using 3D software and then uses a 3D printer to create them – examples include fire suppression systems, blades, rippers, precleaners, exhausts and many other parts. He also creates parts from brass, designing a flat pattern that's photoetched to shape, then folded into the final piece.

For Tim, this hobby is a natural extension of the model-making he did as a child. "I guess I've always been creative and I always loved mechanical things. It was a natural progression to study Mechanical Engineering, and during my studies I completed work experience in Queensland coal mines, which stoked a passion for mining equipment in general. My hobby is a way of keeping alive the memories of machines I've seen in the field."

Tim purchases his models online, directly from the manufacturer if possible, and they can cost anywhere from \$150 for a typical Caterpillar 1:50 scale model. He keeps some as they are; he has more than 10 D11 dozers, of different scales (from 1:50 to 1:24), in his collection, and three of those have been customised to reflect different set-ups, with another five in the process of customisation.

Since he started posting photos of models to his LinkedIn profile, Tim has been receiving more requests for custom models from fellow collectors and companies. "Globally, there is a large collector community; some people have amazing collections – far bigger than I will ever get to, and it is great to share with people who have similar interests," he says.

While Tim doesn't envisage model making becoming a fulltime occupation ("I'm very happy at Elphinstone!"), he expects to continue his hobby for years to come. "Customising models funds the expansion of my collection but more than that, I enjoy it. It's relaxing and rewarding – you finish a model and it becomes the centrepiece of your collection." For a while, at least.



PADDY PADDY PADDY PADDY

PADDY TAKES TO THE PODIUM ONCE MORE

This time, the Caterpillar champion was giving out the medals

As if the excitement of winning Caterpillar's Global Operating Challenge wasn't enough, CRE Group co-director Patrick Doheny enjoyed a whistlestop trip to China in September, as Cat's guest at Beijing's monster construction exhibition, BICES.

Held over five action-packed days, BICES – which stands for the 16th China Beijing International Construction Machinery, Building Material Machines and Mining Machines Exhibition – attracted over 1300 exhibitors from the global construction industry, and hosted hundreds of industry forums.

As the reigning champion, Patrick played a key role in the China finals of the Global Operator Challenge, which were held during BICES. He took part in the opening ceremony, demonstrated his skills in a Cat 320 Excavator and presented the runner-up trophy at the end of the second day.

"Paddy felt privileged and honoured to be involved," says William Adams Operator Demonstrator Richard Beard, who accompanied Patrick on the trip. "I think he felt pretty special having the opportunity not only to open the ceremony, but also be part of awarding the winners."



Emotions ran high on the podium, adds Richard, as the overall winner seemed overwhelmed by achieving China's highest GOC honour.

"The highlight of the show was just seeing the joy on the winner's face," Patrick told Earthmoving Equipment magazine. "You could see how enthusiastic he was about it – you could even see a tear in his eyes. It brought back memories of when we were in Vegas [for the final]. I understand what that feeling is like – it's brilliant."

For Richard, the foremost highlight of the trip was a visit to the Caterpillar Xuzhou Limited (CXL) factory, Caterpillar's flagship manufacturing facility, located three hours south of Beijing on a high-speed bullet train. More than 3000 people are employed at the CXL site.



"We saw the entire process of manufacturing the excavators, from where it all begins with those big plates of steel, through to the parts creation, painting and then the very end of the line, where the machines are started up for the first time," he says. "We all know the work that goes into building these machines, but to see it within the factory was so impressive. I really enjoyed it."

And from the very new to the very old: the group, which also included CRE Group General Manager Darragh Masterson, found time to visit the Great Wall of China, ascending hundreds of steps to enjoy magnificent views from the ancient parapets. "That was also an amazing experience," says Richard, who admits to feeling immensely lucky to participate in the trip.

"I was involved in the initial stages of the GOC, running the backhoe skills station at the preliminary event for William Adams, which is where I met Paddy," he adds. "That was the first time he emerged as a real contender for the championship. I'm really happy for what he's achieved."

Patrick agreed: "The trip has been absolutely amazing. I just want to say thanks to Caterpillar – from start to finish, it's just been unbelievable."

PADDY PADDY

CONNOR RIDES A CAT

Every time Connor Kolega and his mum, Leah, drive past William Adams' Spencer Street site in Laverton, he asks, "Can we go in there?"

On August 10 last year, Connor got to do exactly that. To celebrate his third birthday, this bright little boy from Armstrong Creek was lucky enough to be given a guided tour of the buildings and yard, even scoring a ride in a 50-tonne, 775G Off-Highway Truck.

Accompanied by his cousin Jordan, aunt Megan and granddad Paul, Connor also sneaked a peek at the big yellow machines being rebuilt in the workshop, and stopped by the old-school Caterpillar tractor in the Cat shop. He was a natural behind the controls of a Cat 216B3 Skid Steer Loader, thankfully bolted to the floor.



"He still talks about the visit," says Leah. "My sister suggested I email William Adams to see if it might be possible for us to take a tour of Laverton, and I'm so glad I did."

Seeing Connor enjoy himself is important to Leah, as her son has endured a lot in his short life. He has a genetic heart condition, which was discovered in utero, and has spent long stretches of time in hospital.

"He was born at 37 weeks and at seven hours old, he underwent open heart surgery," says Leah. "He spent the next three months in ICU at the Royal Children's Hospital, while my husband and I took turns to stay at Ronald McDonald House nearby. This was during the pandemic, so only one of us was allowed to be with him, while the other stayed with our two older sons, Sam and Thomas, who were five and eight years old at the time."

Although he started childcare last year, Connor's weakened immune system means he's had several hospital stays and will continue to need heart surgeries. "That's why it's important to us to give him the best birthdays we possibly can, because you never know what's around the corner," says Leah.

In anticipation of the next time he clambers into a Cat, Connor enjoys regular truck rides with drivers at transport refrigeration experts Thermo King, located in nearby Altona, where aunt Megan works. "My dad was a truck driver and my brother-in-law drives an excavator, so it's definitely a familiar world," laughs Leah.

William Adams Marketing Manager Justin Taylor says the Laverton team loved seeing Connor's joy as he walked through the site and shop. "He left with a toy Cat and a huge smile on his face," says Justin. "It was a pleasure to host Connor and his family."



Connor's cousin Jordan and granddad Paul

SHIFTING GEARS ON MENTAL HEALTH

How this drift car drives conversations that matter

To celebrate World Mental Health Day last October, William Adams Parts Interpreter Callum Moore brought his 1993 BMW E36 into the Hobart branch.

Plenty of his colleagues would have loved the chance to get behind the wheel, but Callum's reworking of the classic boxy Beemer wasn't quite complete ("I'm still getting the funds together for a final engine tune," he says, estimating he'll need another few thousand dollars to be race-ready.)

Instead, his William Adams workmates had the chance to admire Callum's achievements so far, which include the paint job and slogans on the sides of this classic car.

"I love drift racing, but all the cars at the track tend to have a similar look – I wanted mine to be different," he says. "Mental health is an issue close to my heart. My older brother suicided, so I wanted to encourage people to speak up if they need help."

On the side of Callum's car are the slogans "It Ain't Too Weak To Speak" and "Check on your mates", which are campaigns run by Our Brothers Keepers, a group dedicated to providing a safe space for men to talk about how they're feeling. Eight Australians die by suicide every day in Australia; 75 per cent of those who take their own life are male.

"I think the situation is improving but there's still a generation of men who see reaching out as a sign of weakness, which it's not," says Callum.

Fixing up his BMW has been a labour of love since he bought it in mid 2021, with Callum often working in his garage until midnight. "It's a beautiful car – sometimes I think maybe I shouldn't have lopped off the front," he admits with a laugh.

But the investment of time and energy will be worthwhile if it helps to reduce the stigma around mental health. "I'd like everyone in the community, not just men, to feel comfortable talking about how they're feeling and reach out for help if they need."

Lifeline offers 24-hour support – call 131114





Dr. Sonia Orcutt shares how the model helped her explain surgery to Kevin

FROM MACHINE LEVERS TO 3D LIVERS

How Caterpillar’s sophisticated printing technology – and its skilled technicians – are helping to save lives

When 40-year-old Kevin Asbury was diagnosed with colon cancer in November 2020, the prognosis was grim. The cancer had spread to his lymph nodes and liver, leaving him with just a 20 to 30 per cent chance of survival.

The only option, according to his surgeon, Dr Sonia Orcutt, was to remove 70 per cent of his liver, which came with a five to 10 per cent chance of liver failure. The surgery would require extreme delicacy in order to preserve as much tissue as possible.

And, perhaps surprisingly, that’s where Caterpillar was able to help.

Doctors at the hospital in Peoria, Illinois, where Kevin was being treated, are sometimes able to print basic 3D models of human organs using a specialist simulation program, OSF Jump. Seeing and manipulating the organ as a 3D object helps them prepare better for surgery. But the complexity of Kevin’s case meant OSF’s experts needed extra help.

Luckily for Kevin, Peoria has long been a Caterpillar town, with over 12,000 employees based there – and two of those employees, Eric Bonk and Christian Ritchie, were only too keen to step in. Using their specialist skills, along with Caterpillar’s sophisticated R&D machinery, Eric and Christian created a replica of Kevin’s liver, with different colours and materials to reflect the hepatic artery, veins and tumours.

“We thought about how Dr Orcutt would need to use the printed liver,” says Christian. “That led us to print it split in half to help her see more clearly inside, where the tumours were close to blood vessels she needed to preserve.”

Seeing the liver, with the positions of the tumours and blood vessels was hugely important, says Dr Orcutt. “You can counsel the patient better, think about different options and prepare the team for surgery. You can go into it better prepared and that’s where the benefit of these models really lives.”

Once Dr Orcutt and her colleagues had reached out to Caterpillar for help, the race was on to complete the model in time for Kevin’s surgery.

“The greatest challenge was the time constraint to build the liver model, once a digital scan was prepped and delivered by Sister Pieta [the engineer] at OSF Jump,” says Christian. “When we were initially asked, we didn’t have the right materials in stock, so Eric worked with Stratasys, the supplier, to ask them for support to overnight it before the PO could be processed, which was an exceptional action that Stratasys took to help in that way.”



Kevin and Melissa Asbury, right, masked up in hospital

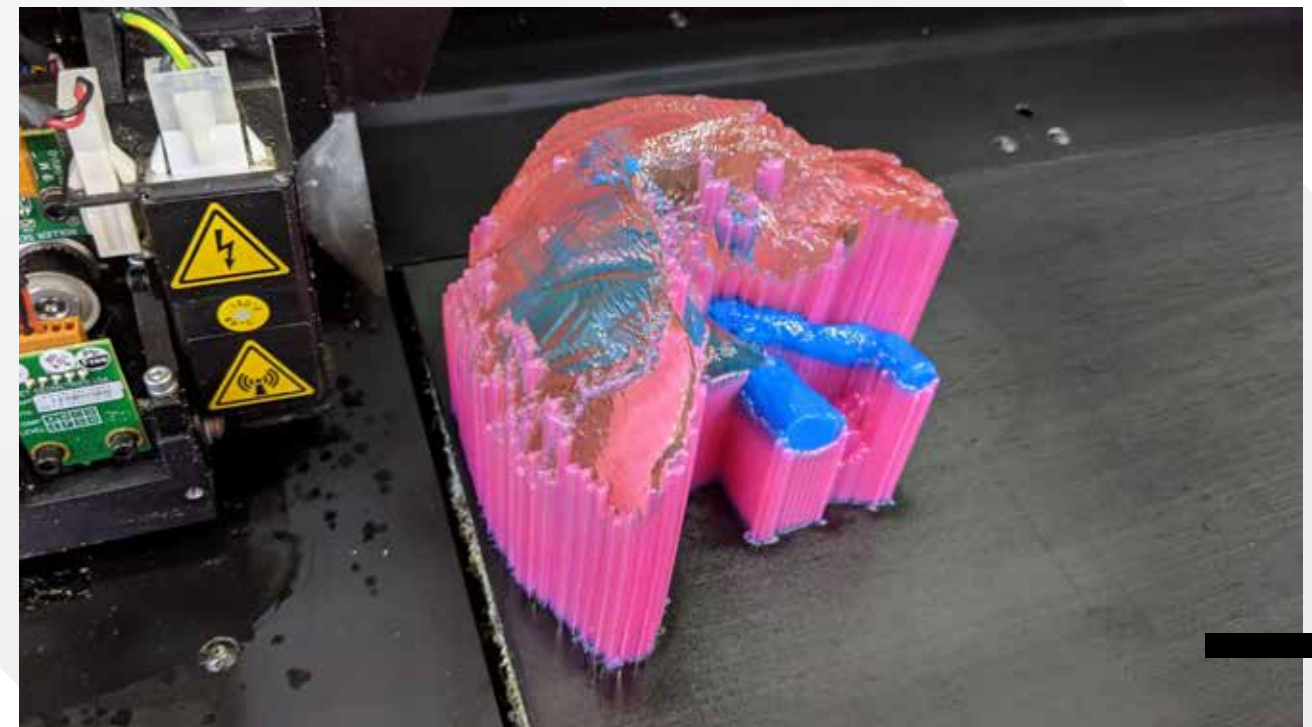


Eric and Christian put their Caterpillar-honed skills to medical use

The surgery took six painstaking hours, but it was worth it — Kevin only lost 30 per cent of his liver, instead of the expected 70 per cent. He’s now cancer free.

The scale model of Kevin’s liver, about the size of the average apple, cost \$USD1,100 (about \$AUD1,670) to manufacture. As an “experimental” procedure, insurance companies wouldn’t cover the cost, so Cat stepped in to pay the bill (as they’ve also done for the three 3D heart models they’ve made for high-risk patients, and an aorta to study a new way of repairing them).

“Working in something like this, where we can help a person have a better chance of survival after cancer, is not what you sign up with when you work for Caterpillar – it’s awesome,” says Christian. “We feel honoured and privileged to be a small part of something so meaningful to the individual patients. Even more so, when we remember that we work for a heavy equipment manufacturer!”



70 YEARS AND STILL GOING STRONG...

Meet the family that's (almost) owned them all

In 2023, Caterpillar celebrated 70 years of the Cat "Traxcavator", with one Victorian contractor family name indelibly linked to this versatile product almost since its release as a purpose-built machine.

"On June 30 last year, when 65-year-old Somerville contractor Greg Beech took delivery of his new Cat 953K Track-Type Loader (the last of the K series), he declared this his very last 'Traxie'," says William Adams Product Manager Glen Slocombe.

"Little did I know at the time how far back the connection goes between his family and this iconic Cat product – and its 70-year milestone."

THE BACK STORY

Established in 1922, Trackson had been manufacturing side-boom pipe-laying attachments, designed to specifically match Caterpillar tractors, since 1936.

A year later, Trackson started supplying its "Traxcavator" cable-operated, front-loading shovels for attachment to Caterpillar tractors, with models that would fit the D2, D4, D6 and D7. Mounted above the tractor hood, these tall, heavy, add-on attachments often made the machine unstable, but greatly increased its versatility from just a pushing tool with a bulldozer blade to a mobile tractor that could dig and load trucks, as well.

In 1951, Caterpillar acquired the Trackson Company of Milwaukee, Wisconsin, and eventually built the loaders as a single unit from the ground up, commencing with the No.6 in 1953. The new machine was a complete integrated tractor shovel, rather than a tractor plus attachment, with excellent balance and stability. Its low overall height allowed it to operate in areas of restricted clearance, while a raised seat gave the operator easy line-of-sight to the bucket, increasing productivity and safety.

The No.6 led the way, with Cat introducing its 933C, 955C and 977D front-end tracked loader range by 1955. It retained the "Traxcavator" description – presumably thanks to its positive market acceptance – until around 1965. Early Cat wheel loaders from 1959 also carried the Traxcavator identification.



ENTER THE BEECH FAMILY

Greg's grandfather Tom Beech started work in earthmoving after the Second World War, working a Cat dozer in the Dandenong South area to dig dams for local farmers; he was reputedly responsible for pushing the original access road into the East Gippsland seaside town of Mallacoota. His mechanic son Allan (Greg's father) carved out a successful career as a contractor with exclusively Caterpillar Traxcavators, predominantly purchased new from William Adams.

Official Caterpillar photography confirms Allan Beech operating what looks like a brand-new No.933 Traxcavator on April 28, 1959, boxing out a road for a new subdivision in Mount Waverley, with production calculated at 44 trucks with an average load of 5 yards (3.8m³) over 3¼ hours.

It's no surprise that the apple didn't fall far from the tree with Greg, either.

"When I was about five or six years old, I would sit on my dad's knee and he would tell me, pull this lever or push that one," he says. Greg 'officially' started work with his dad in 1979, aged 21, on a 1976 Cat 951C (32F1541), before taking delivery of a brand-new, 1981, 951C (32F1787) from William Adams. Securing a nine-month job in 1984, Greg took over the lease payments and entered the contractor game in his own right, later purchasing several used 953s through William Adams. He stepped back into a 1973 model 955L (71J4461 non-ROPS pipe canopy) in the early 1990s while setting up his farm in Moorooduc, Victoria.

Allan's other son, Colin, also followed in the family trade, purchasing a new 931C (2BJ210) Traxcavator in 1989, and is also still contracting, with the latest of three Cat mini excavators being a 305E.

70 YEARS

A STORIED HISTORY

After more than 40 years in the industry, Greg has accumulated many happy memories. He fondly recalls escaping inspection by the Worksafe inspector on a construction job with his non-ROPS 955L, only because he was working way down the back in the mud, and the inspector didn't want to get their boots dirty!

He had a soft spot for that 955L, which he'd bought for \$13,000, so he spent \$25,000 with William Adams Traxcavator legend Max Loaring 'doing her up' for limited contracting and use on the farm, eventually selling it privately to a farmer in South Gippsland in 2007.

In 2004, Greg purchased another low-hour, used 1991 model 953 (44Z00765), putting on more than 12,000 hours before approaching William Adams to get a price for what he thought would be his last machine purchase, so why not make it a new one!

"The 953 was a beautifully balanced machine – the rear-mounted engine made it very stable, and the older front-mounted engine machines would bog much easier," he says. "It took me a while to get used to having an enclosed cabin – even with air conditioning I used to operate with the doors open – but now I very much enjoy the comfort of modern seats and HVAC."



ACMOC member Ben Jackel with a 1946 D4 5T770W with Traxcavator attachment.

Says Glen: "It's not every day you get to sit down and work through a track-type loader deal with a true Traxcavator legend like Greg. Owner/operators in the construction segment for this product line are a rarity these days, with traditional sales now mostly limited to the waste segment. It was a real pleasure to trade Greg into his first new 953K (JNR00109) in 2019 and then again in 2023 with what was to be the last K series machine, the 953K (JNR00426), celebrating 70 years of Cat Traxcavators and pretty much 70 years of the Beech family owning and operating them.

"Greg rattles off the serial numbers of the machines he has owned adoringly, like they were his children!"

That said, Greg believes his passion for Traxcavators is shared by fewer operators than before. "Every man and his dog can run an excavator, and with the introduction of GPS on dozers and other machines, I think that once people like me finally retire, the chances of operators running Traxcavators in construction full-time are limited," he says. "That's not to say in the right hands they aren't a great tool. I back myself to trim within 20mm without all the new technology any day of the week. I do it because I love Traxies and I love the work, and I've been very lucky to have some key clients who always wanted me on their jobs."

Today's current model 953-12A is one of three models in the Caterpillar range. Their suitability for specialised applications in waste, transfer stations, slag and shiphold loading continues to see Caterpillar invest in developing the product, despite very few traditional manufacturers committed to doing so. The electronically controlled hydrostatic transmissions build on the tradition of the early mechanical-hydrostatic version, having legendary performance and reliability.

New options for Fusion-type quick couplers further extend the application range, ensuring the track-type loader is here to stay. When customers realise how capable and versatile they are, we might even see a mini resurgence.



Allan Beech operating a No.933 Traxcavator on April 28, 1959



Greg Beech with his new Cat 953K Track-Type Loader



Telford Cartage owner Clint pictured with his new Caterpillar 289D3, down in Apollo Bay. Clint's updated spec on this machine includes a Norm Tilt Coupler and Flat Floor Bucket, to make site cuts and leveling a dream. Thanks for your valued support, Clint!



Lake & Land showcase their new CP56B Vibratory Soil Compactor – over 50% more efficient, with onboard compaction measurements, scalable solutions including mapping, and machine-to-machine communication. Thanks to the Lake & Land team for the support.



After 300 operational hours, Drouin South Excavation's D1 Mulcher has amazed director Andrew Kemp with its performance and versatility. As Australia's first "mulcher spec" dozer, the D1 excelled in maintaining fire trails with DEECA and showcased its value during the Briagolong Fire in Gippsland. The mulcher can be swapped for a standard VPAT blade, meaning Andy can easily undertake civil jobs between mulching assignments. Congratulations Andy on your new powerhouse!



Meet a Cat and a dog... A brand-new 299XE Land Management Compact Track Loader, along with a HM418 Mulcher, has found a new home at Mobile Island Haul. Pictured here is Daniel Barnett, with Maree and Teddy the doggo. Big thanks for the support.



Dean from Earth Force Excavations picked up this Cat Certified Used 325FL Excavator, fitted with a new Attach2 tilt hitch. Thanks for supporting William Adams!

Back in black! Featured here is Jetter Excavations' new, black Cat 313 Hydraulic Excavator, sleek and ready to work hard for Matt and the team.



Hansen Orchards in Grove, Tasmania, has welcomed powerful 304 and 315 Next Gen Excavators, pictured here with Daniel Pullen, who played a big part in receiving the machines. A special shoutout to Brodie DeBoer from William Adams, who ensured the seamless setup of the advanced 2D system and training on the 315. The new excavators join a Cat 308 Excavator, purchased back in 2020. Huge thanks to Hansen Orchards for their continued support!



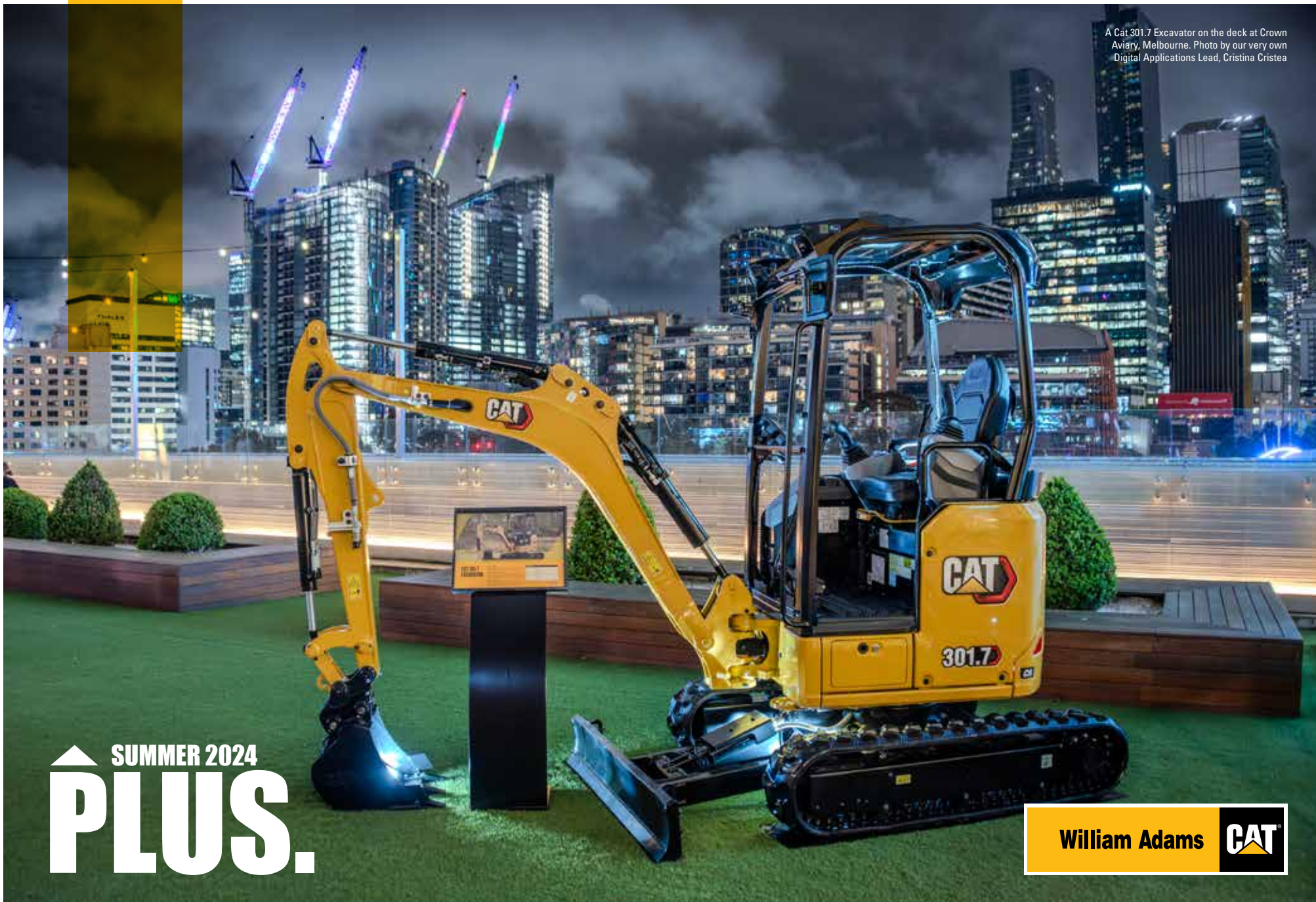
William Adams was proud to provide another cutting-edge Caterpillar 980 Next Gen Wheel Loader to Tasmania Mines Pty Ltd at Kara, south of Burnie. Special thanks to Greg Doherty and his incredible team for choosing a second 980 to complement their first unit, just 18 months old with 4,500 hours on the clock.



This black Cat was delivered on a glorious Friday to Owen from SEF Services in Mandurang, who was thrilled with his special edition 259D3 Compact Track Loader. Big thanks to Owen for the support – we're keen to see this beast tackle the work.



A Cat 301.7 Excavator on the deck at Crown
Ariary, Melbourne. Photo by our very own
Digital Applications Lead, Cristina Cristea



SUMMER 2024
PLUS.

William Adams 