

CAT® GENERAL DUTY RUBBER TRACK

For Multi Terrain Loaders



Helping Customers Make Informed Choices

Use these tips to help your customers choose the rubber track that best fits their business requirements.

Q: Why was General Duty Rubber Track added to the Cat® Undercarriage portfolio?

A: Caterpillar added General Duty Rubber Track based on global dealer and customer research. General Duty offers another option to help customers optimize value when the full value of Cat Premium Rubber Track is not needed. For customers who have lower hour accumulation, General Duty Rubber Track will help lower owner and operating costs.

SALES REMINDERS:

- General Duty Rubber Track was added to fill a gap in our product line.
- While General Duty will help the Caterpillar portfolio be more competitive, its sole purpose was NOT to take on the competition.

Q: Is General Duty Rubber Track the same quality as Premium Rubber Track?

A: Yes, the quality is the same, but with increased service cycles. General Duty and Premium Rubber Tracks are not constructed to the same specifications because each is intended to work within particular cost parameters.

SALES REMINDERS:

- Customers need to understand that each product is constructed for different business requirements . . . that doesn't change the quality.

Q: How does performance vary among Cat Rubber Track options?

A: Like many other product lines, our rubber track portfolio has options to meet different customer requirements. The performance expectations are similar with lower life expectancy.

SALES REMINDERS:

- It is important to keep reminding the customer that General Duty is a quality-built reliable rubber track constructed for different business requirements.
- There are some business requirements where Premium life expectancy is more than the customer demands.

Q: What kind of parts availability can I expect with General Duty Rubber Track?

A: Your dealer has excellent General Duty parts availability for fast turnaround time. General Duty Rubber Tracks are stocked. General Duty Rubber Track is interchangeable with Premium Rubber Track.

SALES REMINDERS:

- Reinforce that General Duty Rubber Tracks are stocked for fast turnaround time.
- General Duty and Premium Rubber Tracks are interchangeable.

Q: Does General Duty Rubber Track have the same warranty?

A: Although coverage will vary, all Cat Rubber Track, including General Duty, are backed by Caterpillar and Cat dealers.

SALES REMINDERS:

- Product support backing by Caterpillar and Cat dealers is a strong selling point; you should remind customers of its value.

Q: Is General Duty Rubber Track a genuine Cat Rubber Track?

A: Both General Duty and Premium Rubber Tracks are validated by Caterpillar engineers to meet the established goals of product performance and are manufactured with consistent processes to ensure quality is aligned with product expectations required to carry the Cat brand.

SALES REMINDERS:

- General Duty Rubber Tracks are tested and validated to ensure quality meets Caterpillar specifications and to ensure other rubber track undercarriage components are not compromised.

