



SETTING THE NEW STANDARD



THE CAT® C13D INDUSTRIAL ENGINE

MESSAGING AND CREATIVE GUIDELINES

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TARGET MARKETS

TARGET MARKETS FOR THE CAT® C13D ENGINE IN THE ORIGINAL EQUIPMENT MANUFACTURER (OEM) INDUSTRY

Which customers are included in the OEM audience?

The OEM audience includes engineers, designers, purchasers and customers responsible for engine selection at companies that produce heavy-duty off-highway machines including trenchers, drill rigs, pumps, shredders, grinders and more. Industries these machines can be found in are, but are not limited to, construction, waste management, quarry, mining, agriculture, snow and ice, demolition and landscaping.



CORE MARKETING CONTENT

C13D CONTENT OVERVIEW

The newest industrial engine from Caterpillar, the C13D, outperforms the three engines that came before it. This versatile addition packs the capabilities of previous engines into one compact package. Made to simplify equipment design and assembly needs, this powerhouse works in many heavy-duty applications with the added benefit of optimizing chassis space. When it comes to efficient equipment engineering, it doesn't get much simpler than the C13D engine.

C13D CAMPAIGN PHASES

C13D CONTENT OVERVIEW

The C13D engine launches through a phased approach. Phase One built anticipation for the arrival of the C13D with abstract teaser materials that promoted the launch of a new Cat® engine. These materials led up to the official launch of the C13D engine at ConExpo 2023 in Las Vegas, Nevada. That leads us to today, with the launch of Phase Two. In this phase, we focus on educating our audiences on the features and benefits of the C13D through the end of 2023, with new items and updates to the dealer kit throughout.

PHASE #1

FEBRUARY 23 – MARCH 14, 2023

These materials address our OEM audience and others attending ConExpo 2023 in Las Vegas, where the official C13D engine launch will take place. Teaser materials include out of home ads around the convention, a teaser-style landing page and video, paid social ads and email RSVP media that invites our audience to the exclusive reveal event on Monday, 3/13, at Allegiant Stadium in Las Vegas. The following day, the public reveal of the C13D takes place at the ConExpo Cat booth for all attendees to experience.

PHASE #2

MARCH 14 – DECEMBER 31, 2023

After the ConExpo engine reveal event, the Cat C13D engine is officially released. Phase two materials kick off here. These materials clarify the mystery of the teaser components with direct feature and benefit messaging to dealers and OEMs within North America and Europe (United Kingdom, Ireland, Germany, France, Italy and the Netherlands). By utilizing multiple platforms (PR releases, OOH, print materials, PPC, Google display ads, banner ads and paid and organic social content), Phase Two is responsible for the majority of the C13D engine's outreach.

CI3D VALUE PROPOSITIONS

When initially considering our audience's needs, these eight value propositions rose above others. The C13D engine messaging will continue to focus on proven features with relation to how they benefit the OEM audience and their end user.



MORE POWER AND TORQUE **NEXT-LEVEL PRODUCTIVITY**

The C13D is the engine that does more. Designed with expanded capabilities, this engine covers more applications than ever before. With 690 hp and a 20% power increase (when compared to the C13B), the C13D performs with an impressive force for a 13-liter engine.



MORE DURABILITY **DIMINISH DOWNTIME**

When there's work to be done, there's no time to waste. The C13D takes reliability to the next level with highly integrated modules that reduce leak joints by more than 45%, removal of multiple serviceable components and the elimination of all loose washers. Additionally, highly integrated engines save your engineers time.



MORE CLIMATE CAPABLE **TOP-TIER PERFORMANCE IN EXTREME CONDITIONS AND ALTITUDE**

This engine delivers 515 kW of power at high temperatures, cold temperatures and even high altitudes, with easy operation. The C13D shows tough jobsites who's boss with impressive power and performance, no matter the industry.



LESS NOISE AND VIBRATION **MORE COMFORTABLE OPERATION**

The C13D engine brings improved comfort and quieter operation to any machine. That means doing more comfortably. This engine offers noise reduction of up to three decibels, when compared to the C13B.



LESS MAINTENANCE AND LONGER SERVICE INTERVALS **REDUCE OWNING AND OPERATING COST**

Long days require hard work – and an engine that can keep up. The C13D offers extended time between engine overhaul, leading to a longer engine life and reduced service time. Not to mention up to 1,000-hour oil and fuel filter services to maximize uptime.



LESS FUEL AND FLUIDS CONSUMPTION **IMPROVES THE BOTTOM LINE**

Not only does the C13D impress with higher performance, but it does so with 10% less fuel and fluids consumption, at rated conditions, when compared to the C13B. This reduces operating and owning costs to deliver a better bottom line for the end user.



SMALLER AND LIGHTER DESIGN **OPTIMIZES CHASSIS SPACE**

The C13D engine provides impressive power in a compact package. This powerhouse was designed to save engineering time and optimize machine chassis space. Less impact to machine design makes for overall lower integration costs.



EMISSIONS COMPLIANT **FUTUREPROOF DESIGN**

With a futureproof design, the C13D engine is compatible with multiple fuel types, including diesel, HVO and biodiesel. Furthermore, the platform's core architecture has been designed to handle future requirements of natural gas and hydrogen-upon customer demand. This forward-thinking fuel compatibility ensures performance into the future.

AS MARKETERS

Benefits are most compelling when backed up by the numbers.

To truly show the advantages of the C13D engine, it's important to quantify them in ways that are immediately relevant to customer operations. For example, if the C13D performs with up to a 20% power increase, how many more hours of work is that in a given time frame? For resources on technical specifications, reference the sales presentation or the spec sheet.



SETTING THE NEW STANDARD

CI3D DESIGN ELEMENTS

POWERFUL PLACEMENTS

With these bold words and design approach, we're taking full advantage of the many times, places and powerful placements where we can put the launch of this exciting new Cat® engine on full display.

In the early pre-launch phase, our messaging and placements are intentionally more abstract and teaser-like. Now, at the launch phase, messaging and placements are more full-engine-reveal-focused. When we get to post-launch, our messaging and placements become more action-oriented and exact-features-driven. All in all, these design elements make great use of the many powerful placements that help signal the launch of the powerful new Cat C13D engine.

C13D DESIGN ELEMENTS

DEALER KIT EXAMPLES

Hero headlines must be in 3D text and built into the environment. Create 3D type using the blend tool (1,000 specified steps) in Adobe Illustrator. Font: Knockout (HTF68-FullFeatherwt)

Environment should be representative of the targeted OEM industry. This is vital to reaching the correct demographic.

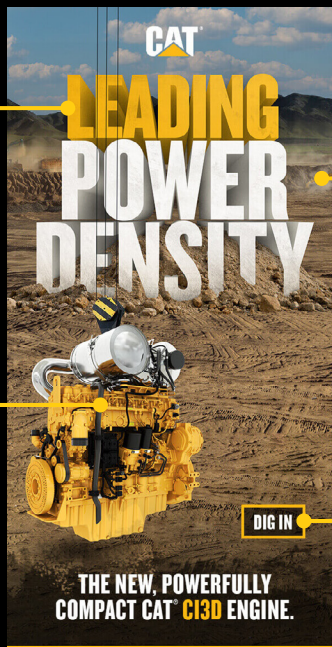


Hero headlines are surrounded by material from the image, integrating the powerful message directly into the pictured industry.

Background fades to black overlay to create contrast for the sub headline text. "C13D" is always colorized in Cat yellow in the sub headline. Font: Knockout (HTF68-FullFeatherwt)

Sky should be bold and dramatic.

The C13D engine should never be pictured directly on the ground. It should hang from a crane hook with a shadow added under the engine.



Vehicles/machines in the background need to be nondescript and not show any visible logos or brand markings.

Call to Actions (CTAs) are prominently placed with bold text and graphic outline.

- 100% White text
- 100% Cat yellow outline
- 55% Black fill (multiplied)

ADDITIONAL RESOURCES

CAT® BRAND IDENTITY

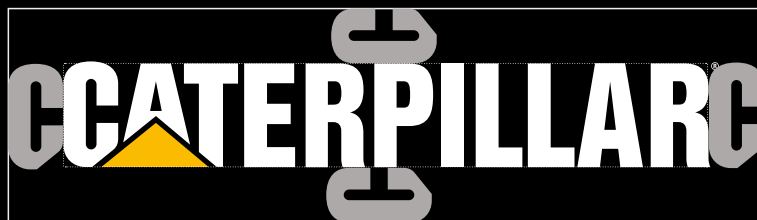
The Cat® brand is as powerful as the products we make. For our global community of doers, the Cat brand is a symbol of hard work, a get-it-done attitude and progress. Celebrating, protecting and extending the brand is our global responsibility. As always, we must communicate professionally, and our marketing and communication efforts should reflect our valuable brand, core values and principles we bring to our customers. They are at the heart of all we do and should be celebrated and supported. The brand team will collaborate with you to ensure that your materials are creative, engaging, accurate and represent the full range of brand. Please send creative concepts and materials for review to the Brand Help Desk at: <http://brandreview.cat.com>. And for a complete look at Cat's Global Marketing Guidelines, visit Brand.Cat.com.

LOGO GUIDELINES

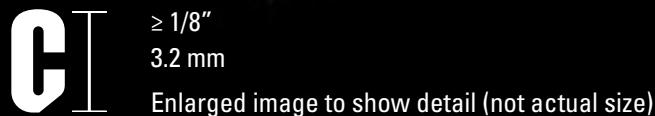
Caterpillar or Cat logo use, along with the Copyright and Trademark Notice Statement, are required.

Download the logo artwork file and the most current notice statement at:

<https://brand.cat.com/en/marcom/advertising-communication/c/c/copyright-and-tm-notice-statement.html>



Minimum clear space is "C" width
Minimum size = 1/8" or 3.2 mm in height
Shown at actual minimum size



ADDITIONAL RESOURCES

COLOR PALETTE

Color is an important component of our brand's visual system. The proper use of our color palette helps capture attention and encourages message retention. Use color as a powerful tool in your communications. The color information listed below is for design reference only and should not be used for color matching. To color match, make a visual comparison with Caterpillar Corporate Yellow swatches that can be requested through the Brand Help Desk at: <http://brandreview.cat.com>.



Caterpillar Corporate Yellow

CMYK GLOSS

C 0
M 29
Y 100
K 0

CMYK Matte

C 0
M 23
Y 100
K 0

RGB

R 255
G 205
B 17

Hexadecimal #ffcc00



Cat Gradient

CMYK GLOSS

C 0
M 29
Y 100
K 0

Cat Gradient

CMYK GLOSS

C 0
M 15
Y 100
K 0

CMYK Matte

C 0
M 23
Y 100
K 0

CMYK Matte

C 0
M 10
Y 100
K 0

RGB

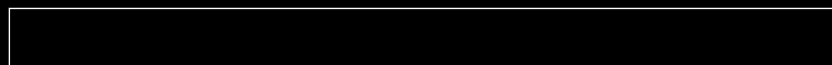
R 255
G 205
B 17

RGB

R 255
G 212
B 0

Hexadecimal #ffcc00

Hexadecimal #ffdd00



Black

CMYK

C 50
M 30
Y 30
K 100

RGB

R 0
G 0
B 0

Hexadecimal #000000

