

Frost & Sullivan Award Underlines Caterpillar's Market Share Leadership of European Diesel Generator Sets Market

The 2010 Frost & Sullivan European Market Share Leadership Award in the Diesel Generator Sets Market is presented to Caterpillar Inc. The company has consolidated its leadership position on a platform of adaptability, versatility and experience. In a declining market, it has been able to generate revenues, accounting for a leading share of 24.9 per cent in the European diesel generator set market in 2009.

"Such pre-eminence is the direct consequence of a unique growth development strategy, coupled with Caterpillar's commitment to match customer requirements," notes Frost & Sullivan Research Analyst Rajanand Rao. "Exceptional brand equity and a complete portfolio of products have further highlighted Caterpillar's leading market position."

The company's success has been built on establishing a local presence through partnerships with locally embedded dealers and distributors. Finning in the United Kingdom, Pon Power in the Netherlands, Denmark, Sweden, Norway and Barloworld Finanzauto in Spain are some of the largest Cat[®] dealers in Europe.

"Dealers and distributors such as these are the face of Caterpillar in end markets," remarks Rao. "They are experienced and knowledgeable about local dynamics and customer preferences, allowing Caterpillar to adopt a bottom up approach to building brand equity as well as achieving low lead times."

A complete product portfolio for both the Cat and Olympian brands has given Caterpillar an edge over the competition. Product offerings include diesel generator sets between 9 kVA and 17,460 kVA, one of the widest range of specifications within the industry. In addition, Caterpillar offers gas generators, CHP applications, emission reduction systems, and system control panels.

One of the defining factors in a company's success is the ability to deliver on customer value. In this context, the range and quality of Cat and Olympian equipment and services is unparalleled in the industry.

"Cat dealers offer top notch service and maintenance, thereby promoting customer satisfaction," states Rao. "Caterpillar supplements and supports its dealers both from a marketing and a technical perspective. This enables the provision of smoother and better quality services to customers."

In addition, Caterpillar conducts regular customer surveys at dealer and corporate levels. Results obtained from surveys at the dealer level are rapidly implemented into New Product Introduction (NPI) and Continuous Product Improvement (CPI) projects to further improve products and services.

"Furthermore, Caterpillar also offers value to customers by providing a whole range of value added services," concludes Rao. "These range from project insurance to financing options for customers looking for a one-stop shop solution."

The Frost & Sullivan Award for Market Share Leadership is presented to the company that has demonstrated excellence in capturing the highest market share within its industry. The Award recognises the company's leadership position within the industry in terms of revenues or units, as specified.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Caterpillar

For more than 80 years, Caterpillar Inc. has been making progress possible and driving positive and sustainable change on every continent. With 2009 sales and revenues of \$32.396 billion, Caterpillar is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, and industrial gas turbines.

Cat Electric Power is a single source provider of diesel and natural gas fueled generator sets, automatic transfer switches (ATS), uninterruptible power supply (UPS) and Switchgear – which are fully engineered to work together.

Caterpillar offers worldwide product support, with parts and service available globally through the Caterpillar service and dealer network. In addition, Cat dealer service technicians are trained to service every aspect of Cat equipment.

For more information on Cat generator sets and continuous power systems, or to find the local Cat dealer nearest you, please visit us on the web at www.catelectricpowerinfo.com/pr or e-mail cat_power@cat.com. Join the Caterpillar Online Community to read expert blogs and connect with peers at <http://www.catelectricpowerinfo.com/connect>.

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