

# Cat<sup>®</sup> Vantage Rewards offers more ways to reward customers and provides simplified purchasing experience

IRVING, Texas, November 5, 2024 – Strengthening customer relationships and making it easy to earn reward points is precisely what the Cat<sup>®</sup> Vantage Rewards program is designed to do. Caterpillar's unique program, available in the US and Canada, lets members earn reward points on their purchases online and on qualifying Cat Card<sup>®</sup> purchases, manage them online, and redeem them for Cat Credits.

## How does it work?

Enrolled customers can earn 3% reward points on purchases they make on [parts.cat.com](https://parts.cat.com) and the Cat Central app on the first \$15K<sup>1</sup> of spend per calendar year<sup>2</sup>. For qualifying Cat Card purchases, customers can earn an unlimited 1% reward points at participating Cat dealers, The Cat Rental Store, on [Parts.cat.com](https://parts.cat.com), and on the Cat Central app. Reward points are deposited to a customer's online member account and can be redeemed for Cat Credits to be applied towards future qualifying purchases.

"The Cat Vantage Rewards Program is designed to further reward existing members and attract new customers into the program, by making it easy to engage and benefit from our entire digital ecosystem" said Ogi Redzic, senior vice president of Cat Digital.

## Easy enrollment and redemption

Customers can enroll for Cat Vantage Rewards on [parts.cat.com](https://parts.cat.com) or through the Cat Central app. Eligible Cat Card account holders are automatically enrolled in Cat Vantage Rewards when approved for the Cat Card.

The new program also delivers streamlined rewards management. Members have three ways to view their rewards via their profiles at: 1) [mycatfinancial.com](https://mycatfinancial.com) 2) [parts.cat.com](https://parts.cat.com) 3) the Cat Central app.

Redeeming rewards for Cat Credits is simple:

- Reward points are conveniently redeemed at checkout when shopping on [parts.cat.com](https://parts.cat.com) or through the Cat Central app.<sup>3</sup>
- Alternatively, reward points can be redeemed on [mycatfinancial.com](https://mycatfinancial.com) for Cat<sup>®</sup> Credits e-certificates that can be used on qualifying purchases online, at a Cat dealer counter or at The Cat Rental Store.



# TRADE PRESS RELEASE

## New Product Introduction

- Cat Credits can be used toward future purchases of Cat parts, service, rentals of Cat equipment and other items<sup>4</sup>.

When customers need parts or services to get it done, Cat Vantage makes earning and redeeming reward points easy.

Details on the new Cat Vantage Rewards program and terms & conditions can be found at [www.cat.com/GetRewarded](http://www.cat.com/GetRewarded).

1- All reward points accrue based on local currency spend. 2- Companies can earn up to 450 reward points per calendar year under the e-commerce earning opportunity. See [Cat Vantage Rewards Terms and Conditions](#) which include full program details. 3- Availability to redeem reward points at checkout varies by Cat dealer. 4- Visit [www.cat.com/cat-credits](http://www.cat.com/cat-credits) for full Cat Credits rules.

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New Product Introduction

## NOTE TO EDITORS

### About Caterpillar:

With 2023 sales and revenues of \$67.1 billion, Caterpillar Inc. is the world's leading manufacturer of construction and mining equipment, off-highway diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. For nearly 100 years, we've been helping customers build a better, more sustainable world and are committed and contributing to a reduced-carbon future. Our innovative products and services, backed by our global dealer network, provide exceptional value that helps customers succeed. Caterpillar does business on every continent, principally operating through three primary segments – Construction Industries, Resource Industries and Energy & Transportation – and providing financing and related services through our Financial Products segment. Visit us at [caterpillar.com](https://caterpillar.com/en/news/social-media.html) or join the conversation on our social media channels at [caterpillar.com/en/news/social-media.html](https://caterpillar.com/en/news/social-media.html).

Caterpillar rolls out products and services in each of its regions at different time intervals. Although every effort is made to ensure that product information is released only after Caterpillar has received confirmation from its independent dealer network, plants, and marketing subsidiaries that products and services are available in the relevant region, editors are kindly requested to verify with a Cat dealer for product availability and specifications.

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