

**THERE ARE TWO  
TYPES OF PEOPLE  
IN THE WORLD.**

A portrait of a Black woman with short dark hair, wearing a blue and white plaid shirt. She is looking directly at the camera with a neutral expression. The background is a soft, out-of-focus grey.

# DOERS

do·er

/ˈdooər/

*noun*

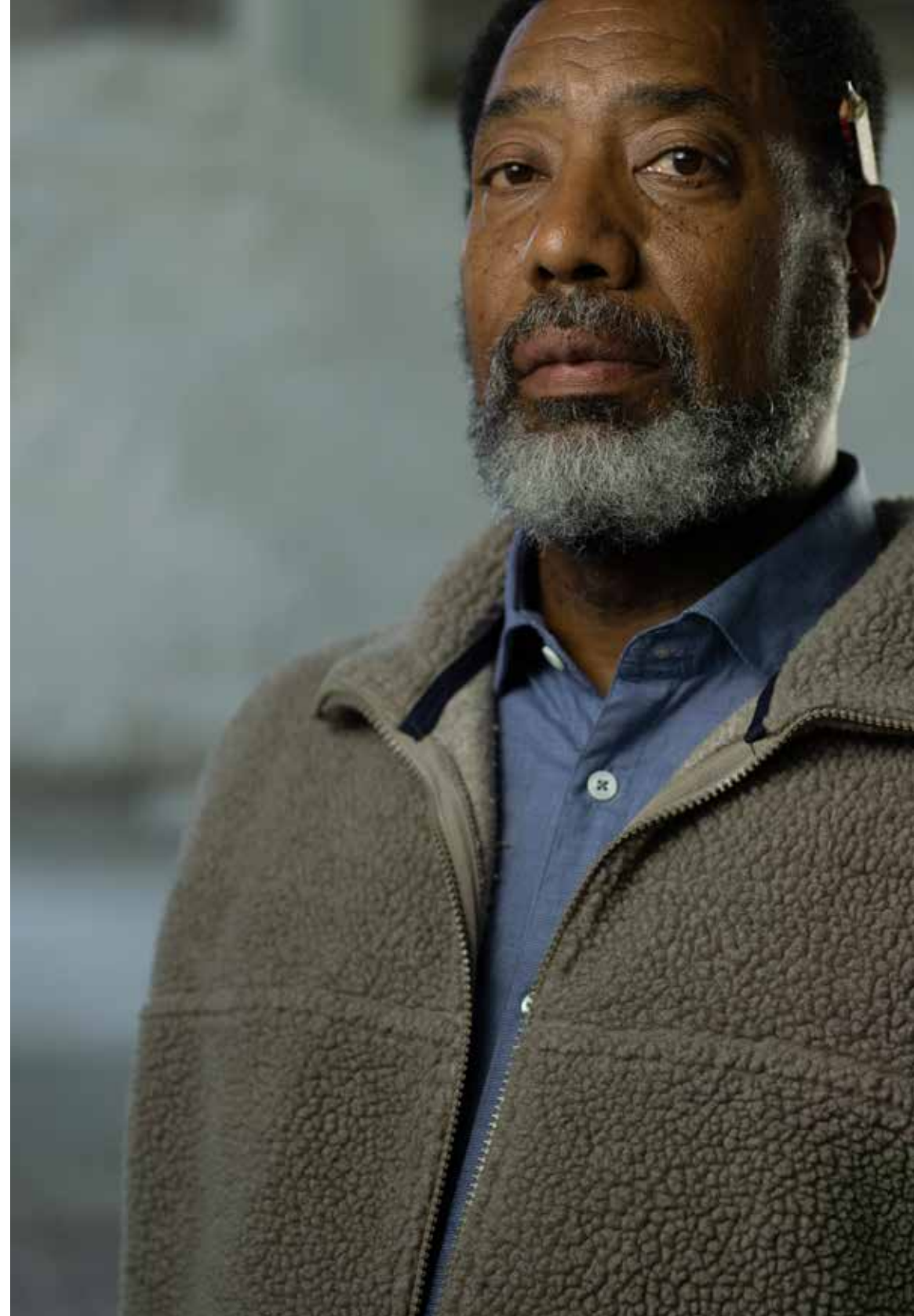
a person who acts rather than merely talking or thinking.

*synonyms:* worker, organizer, man/woman of action\*

and everyone else.

\* "doer." *Google.com*. Google Dictionary, 2018. Web. Oct 10, 2018

**DOERS**  
**ARE OUR**  
**KIND OF**  
**PEOPLE.**





**THEY'RE THE PEOPLE WHO ROLL UP  
THEIR SLEEVES, PULL ON THEIR GLOVES,  
AND MAKE STUFF.**

**THE BUILDERS.  
THE MAKERS.  
THE CREATORS.  
THE DIGGERS.  
THE POWER GENERATORS.  
THE LARGE MACHINE OPERATORS.  
THE SMALL BUSINESS OWNERS.  
THE ENGINEERS.  
THE FIXERS.**

**AND ALL THE OTHERS WHO DO THE WORK  
THAT MATTERS.**



**THE  
COMMUNITY  
OF**

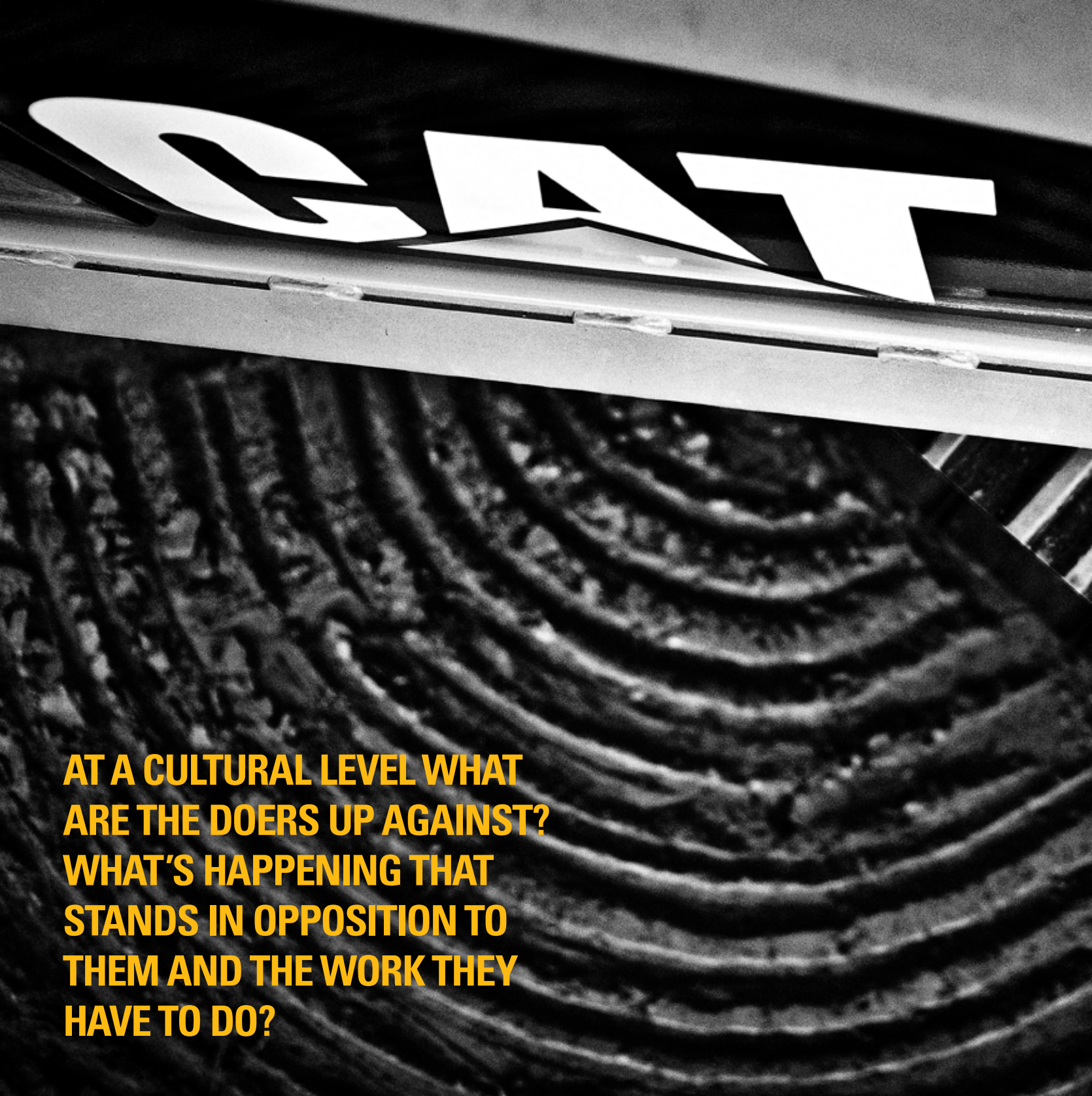
**DOERS**

**THIS IS WHO WE ARE.  
THIS IS WHO WE SERVE.**

A community of people with a relentless drive to make things happen, to get things done.

The ones who get up and get to work. The ones who make things and make things happen.

It's our mission to work hard on their behalf.



**AT A CULTURAL LEVEL WHAT  
ARE THE DOERS UP AGAINST?  
WHAT'S HAPPENING THAT  
STANDS IN OPPOSITION TO  
THEM AND THE WORK THEY  
HAVE TO DO?**

Make no mistake: Culture isn't soft stuff. It's not about what's trendy. It's not about cool for the sake of cool.

Culture is fuel.  
It's relevance.

It's the world in which we all live — our employees, our dealers, our current and future customers.

It's real.  
And it matters.

When we tap into the current of culture, our brand has the ability to travel.

Beyond category conventions.  
Into the world of social conversation.

Into the world of interest, meaning, and true purpose.

# INACTION

Inaction is our enemy. It's the thing our doers dislike more than all other things. It's the thing our customers don't have time for. Inaction is the thing we do everything in our power to overcome.



# WHAT DO WE STAND FOR?

Superior products? *Yes.*  
Superior services? *Yes, that too.*

**But what's it all for?**

When you distill it all down,  
what's the most true thing about  
the Cat® brand?

# PROGRESS



**THIS SINGLE WORD SUMS UP  
EVERYTHING THE CAT BRAND  
STANDS FOR.**

**MOVING FORWARD.  
BUILDING.  
POWERING.  
REBUILDING.  
DEVELOPING.  
CONNECTING.**

**CREATING POSITIVE CHANGE.**

**CHANGING LANDSCAPES.  
CHANGING ECONOMIES.  
CHANGING TECHNOLOGIES.**

**LET'S DO THE WORK.™**



# CUSTOMER

# FIRST.

## **THIS IS OUR MOTTO.**

Always has been,  
always will be.

Without our Community of  
Doers, we wouldn't exist.  
They're our reason for being.  
And we put them at the  
center of everything we do,  
every decision we make.



# PEOPLE

# BEFORE PRODUCTS.

It's easy to think of ourselves as a product-centric company. Our equipment is our foundation. And, to an extent, the stuff we make makes us.

But it's important to remember: We aren't a product-centric company.

**WE'RE A CUSTOMER-CENTRIC COMPANY THAT HAPPENS TO MAKE EXTRAORDINARY PRODUCTS AND DELIVER WORLD-CLASS SERVICES.**

This seemingly small but gigantically important distinction sets the tone for how the Cat brand walks and talks.

**THE CAT<sup>®</sup> BRAND  
EXISTS TO TRIUMPH  
OVER INACTION AND  
ENABLE DOERS TO  
GET IT DONE.**

**LET'S DO THE WORK™**

**IS A STRAIGHT,  
CLEAR, PLAIN  
ARTICULATION  
OF OUR  
PURPOSE.**





**OUR SOLUTIONS  
HELP OUR CUSTOMERS  
BUILD A BETTER WORLD.**



**TO LEARN MORE, VISIT**  
**<https://brand.cat.com>**

