



OWNERSHIP MADE SIMPLE

WHAT IS A CVA?

A Customer Value Agreement (CVA) is a proactive support plan designed to help maximize uptime and simplify equipment maintenance.

WHY CUSTOMERS CHOOSE A CVA

- ✓ Planned Maintenance Support
- ✓ Genuine Cat Parts
- ✓ Expert Dealer Backing
- ✓ Equipment Health Monitoring
- ✓ Predictable Maintenance Costs
- ✓ Less Downtime. More Productivity.

**LOCK IN YOUR
LABOR RATE TODAY**
\$165/HOUR

Protect your business from rising service costs with fixed labor pricing through your CVA.



READY TO GET STARTED?

Talk with your Peterson representative to build a CVA for your fleet today.
petersoncat.com

