

# Caterpillar to Spotlight “The Next 100 Years” at CES 2025

- Company to kick-off Centennial Celebrations
- Key focus on electrified job sites
- Services and solutions displayed to showcase Caterpillar’s industry-leading technologies

IRVING, Texas, November 21, 2024—Caterpillar Inc. will launch its Centennial Celebration during CES 2025, providing visitors the opportunity to reflect on the company’s global impact over the last century as well as envision what’s in store for the future. Caterpillar’s exhibit, “The Next 100 Years: Experience What’s Possible,” will feature a powerful combination of technologies and expertise designed to highlight some of the ways Caterpillar is evolving with customers through the energy transition.

“Caterpillar was founded in 1925 with an innovative spirit, aimed at helping our customers overcome practical problems and challenges. Over the past 100 years, the company has built on a revolutionary legacy — creating industry-leading products, technologies, services and solutions,” said Rob Hoenes, senior vice president of Caterpillar’s Electrification + Energy Solutions division.

Taking center stage at the Caterpillar exhibit will be a 55,000-lbs. Cat® 972 Wheel Loader featuring a technical demonstrator **Extended Range Electrified Machine** hybrid retrofit. The demonstrator maintains or exceeds performance similar to a diesel machine and does not require DC charging. The retrofit could eliminate the need for additional electrical infrastructure at job sites.

“What sets this demonstrator apart from other Cat battery electric machines is an additional power source,” said Rob Janssen, vice president and general manager of Caterpillar’s Electrification + Energy Solutions division. “In this case, it’s a conventional diesel generator running AC power to a rectifier, which converts energy from AC to DC. The energy created is used to charge the battery, drive the machine or both.”

Additional key features of the demonstrator:

- Cat machines nearing end-of-life can be rebuilt and repowered in a way that allows them to function as part of a reduced-carbon future.
- Can be driven on 100% zero emission battery power for several hours. For extended operation, the machine can operate on hybrid mode with electricity generated from an onboard gen set.
- An option for customers looking to lower emissions, but not ready to go all-in on battery electric.
- Charges overnight on a regular utility grid connection at 240V.



# TRADE PRESS RELEASE

Media Advisory

Visitors to the Caterpillar exhibit will also experience a virtual job site of the future showcasing examples of the infrastructure required to support electrified job sites, varying charging schedules, and the complexities of a job site powered by the full Caterpillar ecosystem.

Key technologies featured in the exhibit:

## **Cat Command**

A remote operating station on the show floor will allow attendees to operate Cat machines physically working at the Caterpillar Tinaja Hills Demonstration and Learning Center in Green Valley, Arizona, 445 miles away.

## **VisionLink®**

The cloud-based software application is designed to take the guesswork out of fleet management by providing key insights to maximize performance — regardless of fleet size or equipment manufacturer. Actionable equipment performance data is delivered to a customer's desktop or mobile device to help customers make informed decisions geared toward analyzing performance and improving productivity.

"Our industry-leading digital capabilities convey a distinct competitive advantage. Our customers have autonomous haul truck working 24/7 around the world and have moved nearly 9 billion tonnes," Hoenes added. "We also offer autonomous dozers, drills, wheel loaders and compactors. Our customers are using these technologies to increase the efficiency, output, safety — and ultimately, the value — of their operations."

Another exhibit feature, the **Centennial Corridor**, will allow visitors to experience the Caterpillar legacy firsthand. The company's first 10 decades will be represented, enabling attendees to recognize the significant role Caterpillar has played in building a better, more sustainable world and its contributions to society at large.

CES 2025 runs from Tuesday, Jan. 7 through Friday, Jan. 10 at the Las Vegas Convention Center. The Caterpillar exhibit is in the center's West Hall, booth #6416. For more information on the Caterpillar exhibit visit [cat.com/CES](https://cat.com/CES). #CATatCES

###



# TRADE PRESS RELEASE

Media Advisory

## 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.

CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow," the "Power Edge" and Cat "Modern Hex" trade dress, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

VisionLink is a trademark of Caterpillar Inc., registered in the United States and in other countries.

Release Number: 305PR24 — November 2024

For Release: Worldwide

