

PRODUCT DEVELOPMENT: KEYS FOR SUCCESS

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Nov 12, 2014

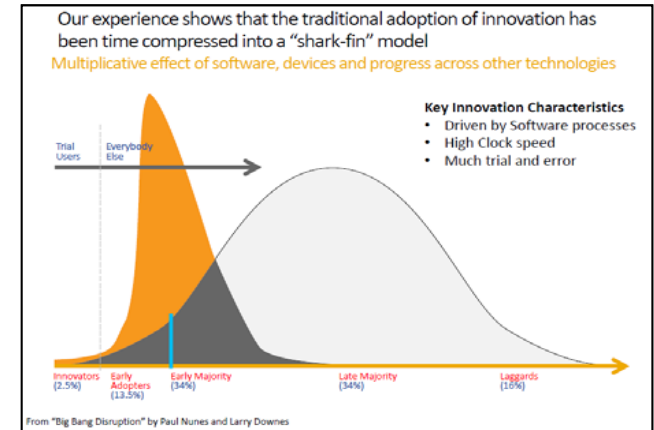
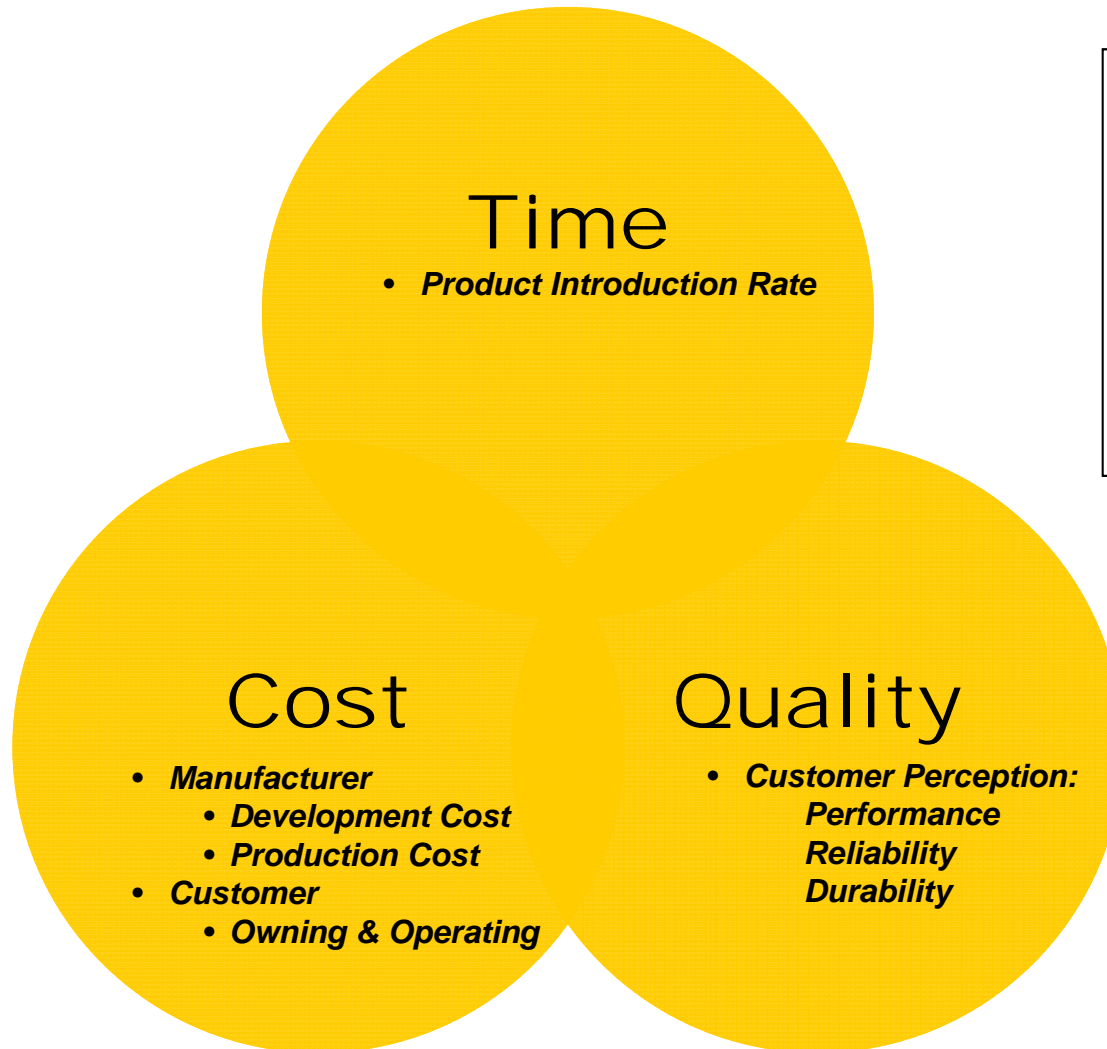


Product Development & Global Technology

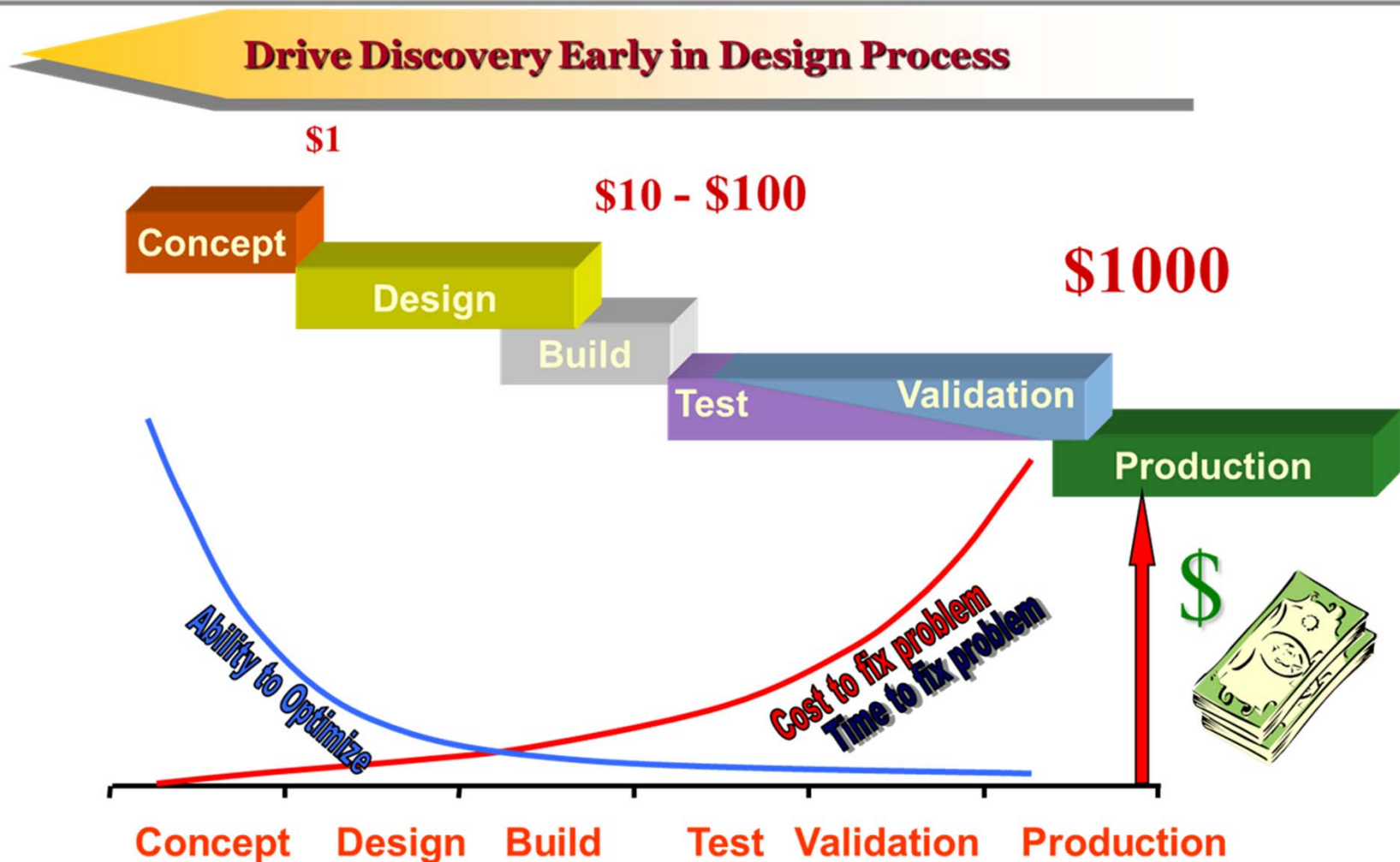
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CATERPILLAR®

The Product Development Challenge



The Product Development Challenge



Key 1: Customer

Safety

Sustainability



**Owning and
Operating Costs**



Ease of Use



Versatility

Technology

Service



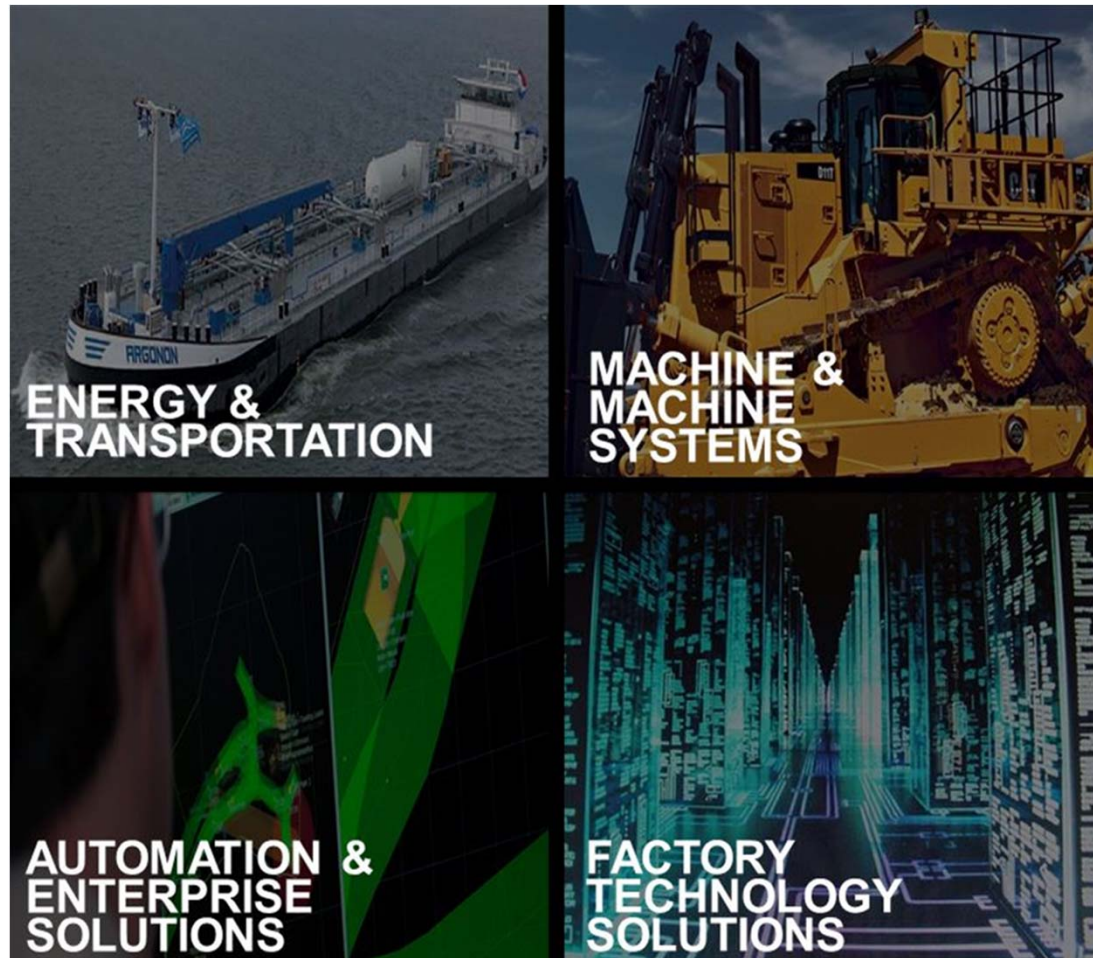
From our Chairman & CEO

"Our customers are *diverse*, but all have something in common – they all expect the best from Caterpillar. They expect the best quality, the best performance, the best productivity and more than anything, they expect the best value for the price they pay. We've got our work cut out for us to deliver on these expectations. That's why we have to set the bar high."



Doug Oberhelman, Chairman & CEO

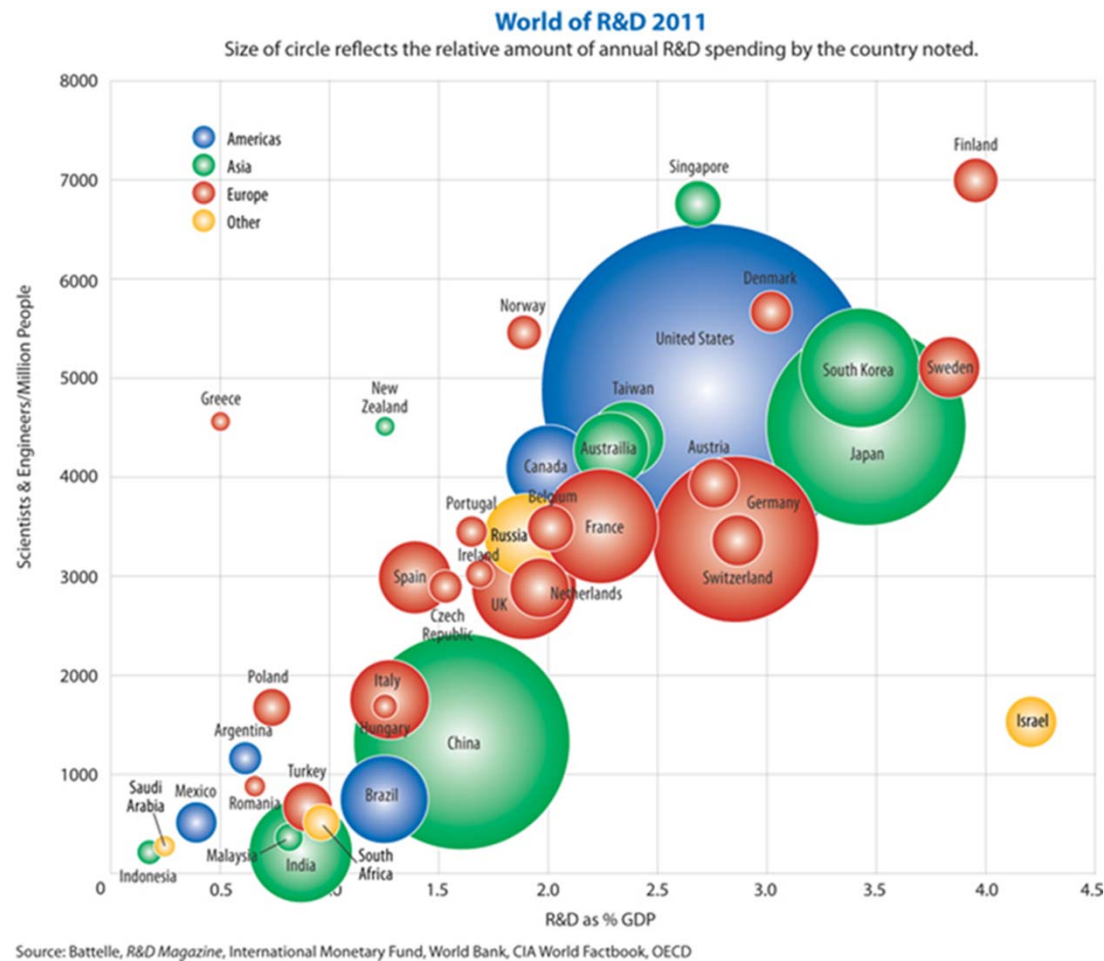
Key 2: Right Products & Solutions



Key 3: Deep Technical Expertise



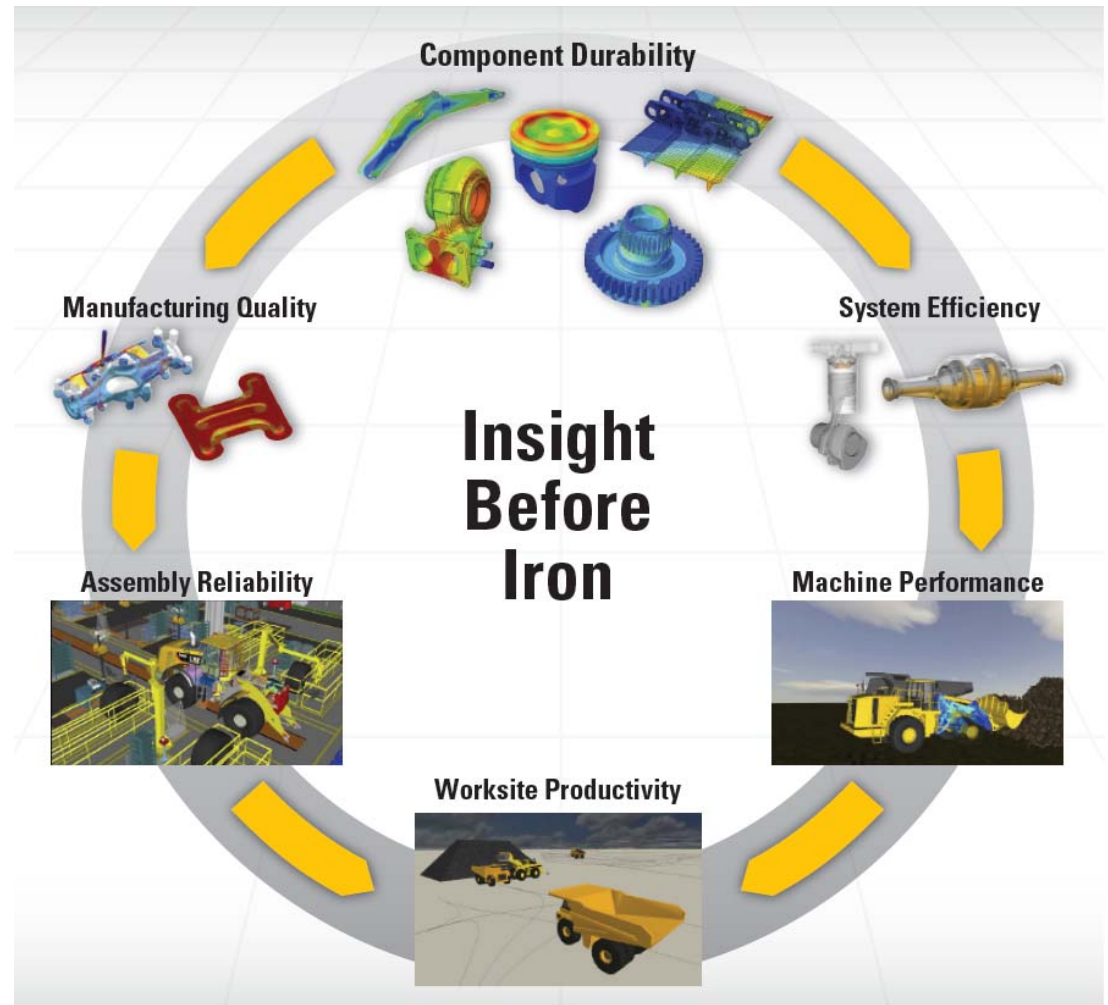
Key 4: Collaboration



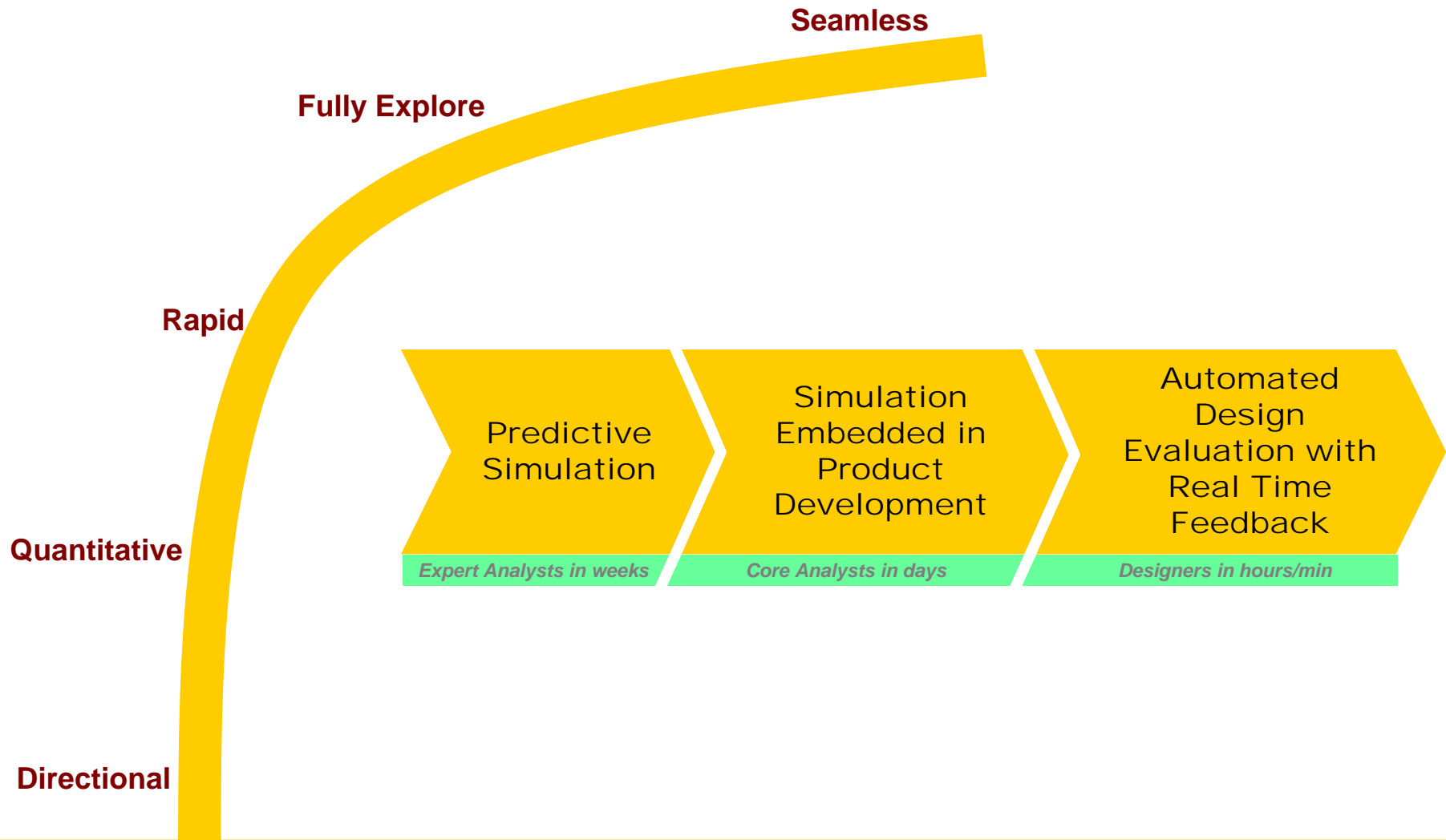
Key 5: Simulation

Benefits:

- Faster Product Development Cycle
- Fewer Prototypes
- Innovative Products
- Higher Quality
- Lower Cost
- Reduced Warranty

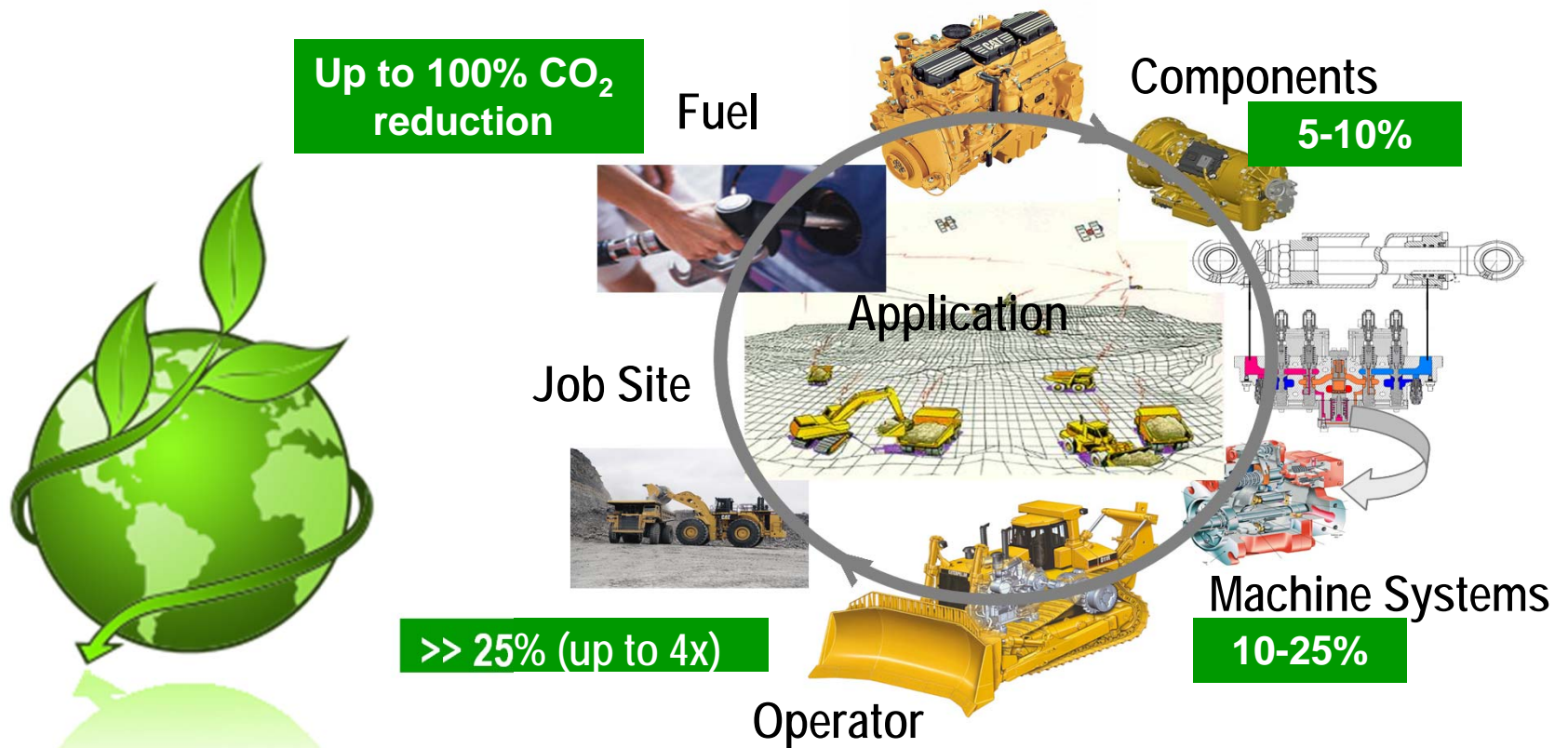


A Vision for Simulation



Key 6: System View Point

A Total Systems Perspective to Improve Fuel Efficiency and Reduce CO₂



PRODUCT DEVELOPMENT: KEYS FOR SUCCESS

Focus on the customer

Right Products & Solutions

People

Collaborate globally

Simulate early & often

Take a system viewpoint

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