



Global leader in construction equipment and power systems, Caterpillar employs some 90,000 people around the world directly, with a further 80,000 employed in its exclusive dealer organisations. Annual turnover is over \$40 billion and the corporation has assets of more than \$70 billion.

Mark Conway was taken on by HRO'C Public Relations Limited to handle all press and PR work for UK Caterpillar dealer Finning Ltd in the early 1990s. Over the next 16 years, the quality of this work not only meant that the Finning account was retained and grown significantly, but that other related clients – Finning customers - also employed his services and those of HRO'C:



Companies including RJB Mining (now UK Coal, which now owns British Coal), RMC Aggregates (the UK's largest operator of quarries and supplier of building materials to the construction sector), and Caterpillar itself quickly became clients on the strength of the successful, positive and pro-active communications campaigns carried out for Finning Ltd.



Working with senior Caterpillar personnel based in Geneva, Peoria Illinois and Kiel in Germany, HRO'C established itself as Caterpillar's global communications

company for a range of products including marine power systems – propulsion and auxiliary engines for commercial vessels and pleasure craft including mega yachts.



Work included organising Caterpillar's attendance of major shipping and yachting exhibitions around the world, including Düsseldorf, Genoa, Cannes, London, Rio de Janeiro and Oslo, production of above the line advertising and media buying, extensive press and PR activity including major press trips, a corporate newsletter and development of Caterpillar's now global 'voice programme' which was originated by Mark Conway.

### Cat unveils major upgrade to 3500B...

Caterpillar has unveiled a major upgrade to its market leader, range of marine Series, which includes higher ratings, new accessories, and improved fuel economy. The new 3500B series will be the most powerful propulsion engine to date. The new 3500B series will be the most powerful propulsion engine to date. The new 3500B series will be the most powerful propulsion engine to date.

**...with new operating speed options**

In addition, Caterpillar has developed a new range of performance options for the 3500B series of engines, specifically for use in dredging equipment, heavy haul and other applications. These new features, including 'wide operating range' (WOSR), allow operators to choose between two different engine speeds. The new WOSR allows operators to choose between two different engine speeds. The new WOSR allows operators to choose between two different engine speeds.

**ENGINE ROOM**

29

### Dredging Input Breeds More Purrfect Cat

Caterpillar introduced a major upgrade to its 3500B series range of marine propulsion and auxiliary engines at SMM in Hamburg last month. Designated the 3500B Series II, the new engines feature major enhancements to their electronic control, monitoring, display and cooling systems as well as new derating and operating speed options designed for specific applications.

**...with new operating speed options**

The new Wide Operating Speed Range (WOSR) will be of particular interest to MJ readers, as Caterpillar has worked with Dutch dredging contractor Boskalis to develop a new type of performance capability for the 3500B series of engines, specifically for use in dredgers, dredging equipment, tugs, fishing vessels and workboats. WOSR allows customers much greater flexibility in how they operate their engines in order to deliver measurably better overall efficiency. The new WOSR performance is achieved by using a nominal 1,600rpm rated speed engine but allowing power to be maintained at a very high level out to 1,800rpm in the governor overrun curve. The end result is a flat-line constant power curve from approximately 1,200 to 1,800rpm.

WOSR is well suited for dredge pump drives and vessels such as ferries, harbour tugs and shallow water towboats that do a lot of manoeuvring or fishing vessels that would ordinarily use a controllable pitch propeller to accommodate the different operating requirements of hauling heavy nets or running in open water. The concept was proposed to Caterpillar by Dick Korff of Boskalis, the world's largest dredging contractor, which has hundreds of Caterpillar engines in its worldwide fleet. Mr Korff, a senior production and development engineer at Boskalis, was looking for a way to increase the productivity of the company's

17531

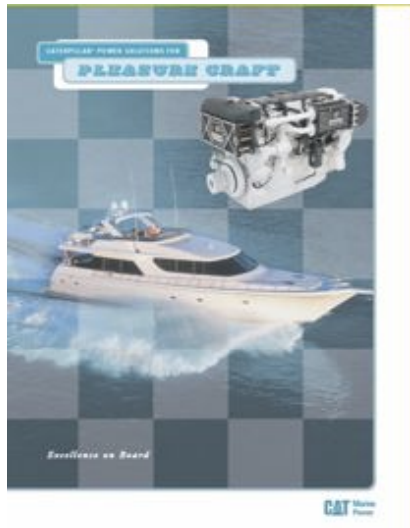
Major, highly credible and authoritative coverage in the world's shipping and marine media helped to establish Caterpillar as the leading supplier of propulsion and auxiliary power systems to the world's largest single industry.

In addition, attendance of exhibitions around the globe, coupled with a variety of advertising campaigns supported by stylish literature, ensured Caterpillar's dominance of the marketplace for several years under the guidance of Mark Conway and his team at HRO'C.



Caterpillar's turnover increased from \$12billion to well over \$40 billion in the 12 years in which HRO'C handled it's global communications work.





Literature, newsletter, exhibitions, video displays, presentations and speeches (written by Mark Conway) and a range of above-the-line advertising activity established Caterpillar as a global leader:

