

Cat RentalsSM makes it easier for customers to find their local dealer, rent and manage equipment online

- More intuitive rental digital experience
- Enhanced search feature makes finding and managing rental equipment fast and easy
- Advanced technology like integrated Cat[®] AI Assistant[™] will help guide customers through the rental process

IRVING, Texas, February 25, 2026 – Launching at CONEXPO-CON/AGG 2026, the brand refresh and updated digital tools for Cat RentalsSM helps deliver a modernized, more seamless experience for rental customers across the Cat[®] dealer network. The digital enhancements offer more streamlined communication with a dealer, and integration of telematics information provides better visibility into machine data for enhanced rental fleet management.

“It’s all about making the rental process easier and offering better visibility, so Cat Rentals digital tools can help our customers meet their toughest challenges more efficiently,” says Phil Kelliher, senior vice president, Cat Rental & Used. “What’s changing is the brand’s design and the way customers will experience it. What’s not changing is our commitment to customers, backed by local roots and global strength.”

Enhanced digital experience

Coming later this year, the Cat Rentals digital experience will continue to evolve to support a growing rental customer base more efficiently. The new catrentals.com makes it easier than ever for customers to find their local dealer, rent the right equipment for the job and manage their rentals online. Its enhanced search feature makes locating equipment fast and easy.

An improved customer dashboard shows past, current and upcoming rentals for easier oversight. Enhancing equipment management efficiency, the self-service feature helps customers to manage equipment call-offs, service events and transfers. The site’s rental detail view provides customers with valuable insights on utilization, telematics and billing, complete with the ability to customize notifications and alerts for improved fleet and business management.

Cat Rentals is now part of a connected experience ecosystem that integrates with cat.com and VisionLink[™]. The redesigned rental management experience will also integrate the new Cat AI Assistant later this year to further help customers easily navigate the rental process. Ultimately, Cat Rentals will help enable more rental opportunities and insights for customers, providing a smarter, consistent rental digital experience.



TRADE PRESS RELEASE

New Service Introduction

Same commitment to customers

The new Cat Rentals identity is about helping customers show up with the right equipment at the jobsite and getting the project done, no matter the size or complexity. From quick, single equipment rentals to major projects, Cat Rentals delivers more than machines. It provides the know-how to help customers rent the right equipment, fast support and equipment that's ready to work as hard as its customers.

"The Cat Rentals brand refresh begins at CONEXPO and will roll out new features and advanced technologies, such as the Cat AI Assistant, throughout the year," adds Kelliher. "The future of Cat Rentals is now."

More information on Cat Rentals can be found by visiting a Cat dealer or catrentals.com.

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NOTE TO EDITORS

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Release Number: 28PR26 — February 2026

For Release: Worldwide

