

# Caterpillar Unveils Cat<sup>®</sup> Rewards and Rebrands Cat Card to Cat Commercial Account at CONEXPO-CON/AGG 2026

- Cat Rewards offers broader eligibility, status tiers and expanded earnings across equipment, services and solutions.
- Cat Card has been rebranded as Cat Commercial Account, a flexible purchasing and cash-flow solution that lets eligible Cat Rewards members earn 1% on qualifying purchases.

**LAS VEGAS, March 1, 2026** – At CONEXPO-CON/AGG 2026, Caterpillar Inc. (NYSE: CAT) is reshaping what's possible for customers by unveiling significant updates to its customer appreciation and purchasing ecosystem with a refreshed rewards program and the rebrand of its unsecured, revolving line of credit.

Designed with customer experience at the center, these updates reflect Caterpillar's continued investment in delivering simpler, more rewarding ways for customers to choose the Cat<sup>®</sup> brand for all their needs. Whether purchasing equipment, parts, services or solutions, Caterpillar is solving customers' toughest challenges.

## A more rewarding experience with Cat Rewards

More than just a new name, Cat Rewards (formally known as Cat Vantage Rewards) is a reimagined program to make earning and using rewards easier, more intuitive and more valuable. Guided by customer feedback, the enhanced program simplifies participation while expanding opportunities to recognize a broader range of customer needs across the Cat ecosystem.

## What's new with Cat Rewards includes:

- **Broader Eligibility:** More customers are eligible to join Cat Rewards than ever before and enrollment has been simplified.
- **Expanded Program Design:** The introduction of status tiers provides differentiated benefits, expanding the program beyond aftermarket purchases to recognize a wider range of customer engagement.
- **More Ways to Earn:** Earning opportunities now extend beyond aftermarket purchases to include equipment, services and solutions.
- **Earn 1% with Cat Commercial Account:** Eligible Cat Rewards members can continue to earn 1% on eligible purchases made with Cat Commercial Account.
- **Global Platform:** Available now for customers in U.S., Canada and Mexico, plans for global expansion are underway.

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## **Cat Card rebrands to Cat Commercial Account**

Complementing the evolution of Cat Rewards, Caterpillar has rebranded its unsecured line of credit to Cat Commercial Account, reinforcing its role as a flexible, convenient purchasing solution that helps customers manage cash flow while earning rewards on eligible purchases.

Together, Cat Rewards and Cat Commercial Account support customers with greater flexibility, clearer value, and seamless integration across Caterpillar's digital and dealer channels.

## **Reshaping what's possible for customers**

"These enhancements demonstrate how Caterpillar continues to transform what's possible by simplifying how customers do business with us," said Dave Walton, senior vice president of Caterpillar Inc. "By creating a more connected, rewarding experience, we're helping customers save time and focus where it matters most – getting the job done."

Visitors at CONEXPO-CON/AGG 2026 can sign up and learn more about Cat Rewards and Cat Commercial Account by visiting the Caterpillar exhibit and connecting with dealers onsite.

**Learn more about Cat Rewards, Cat Commercial Account and a variety of financial solutions for customers at [cat.com](https://cat.com).**

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## NOTE TO EDITORS

### About Caterpillar:

For more than a century, Caterpillar has helped build a better, more sustainable world. With 2025 sales and revenues of \$67.6 billion, Caterpillar Inc. is shaping the future as the world's leading manufacturer of construction and mining equipment, off-highway diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. Backed by one of the largest independent global dealer networks and financing services through Cat Financial, the company's primary business segments: Power & Energy, Construction Industries and Resource Industries are solving customers' toughest challenges through commercial excellence and advanced technology, driven by a highly skilled, dedicated global team. Learn more at [www.caterpillar.com](http://www.caterpillar.com).

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.

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