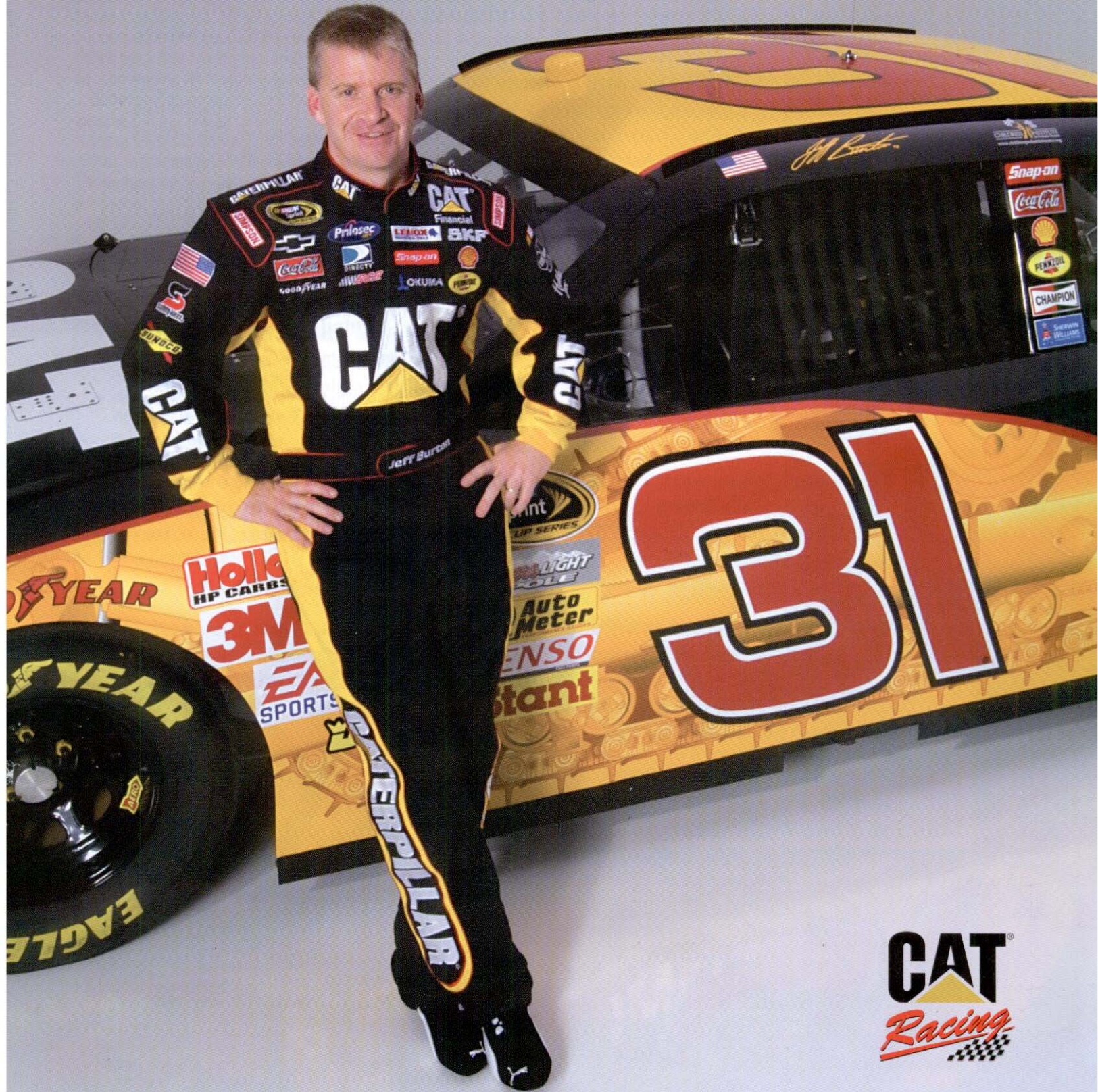


Inside **CAT[®] RACING** 2009



Great company, great sponsorship

Mike Coppock was turned on to NASCAR racing four years ago when Mustang Cat invited him to his first race at Texas Motor Speedway. He hasn't missed a Texas race since and watches most of the others on TV. "All of us who rely on Cat equipment every day to earn our livelihoods understand the great partnership we have with Caterpillar and our Cat Dealers," said Mike.

"With Richard Childress Racing and Jeff Burton, we now have a great

NASCAR sponsorship too. This new affiliation is very fitting for a company of Caterpillar's stature; a 180 degree turn from recent years.

"I encourage others who are involved with Cat equipment and are on the periphery of NASCAR like I was to attend a race. TV does not capture the magnitude of the event and the scope of the overall race experience like actually attending a race. There's just no substitute. NASCAR racing is an ideal fit for those who own, operate and maintain construction equipment. We talk about the last race on Monday and Tuesday and look forward to the next one on Wednesday, Thursday and Friday.

"Everyone knows Richard Childress is a legendary icon of the sport and Jeff Burton is an accomplished driver. Just look at the strong performance the three RCR teams have logged during the past three seasons. There's every reason to anticipate that upward trend will continue. The No. 31 Caterpillar car certainly has a legitimate shot at making the Chase. Once there, who knows, a championship could be in the making. All it takes is the consistency that Jeff Burton is known for, reliable and competitive race cars, and some outstanding teamwork."

Teamwork is also an important ingredient in the rapid rise of SER Construction Partners Ltd. Under the leadership of Mike's father, Eddie Ramos, and uncle, Rick Ramos, the firm has grown to 250 employees and annual revenues of approximately \$40 million to \$50 million in less than 10 years. The equipment spread is 75 percent Caterpillar. Hydraulic excavators and backhoe loaders are the workhorses for a range of underground utility work, storm drains, curb and gutter, concrete paving and other site preparation needs. The Woodland Waterway, just north of Houston, ranks at the top of an impressive list of completed projects.

Mike Coppock

Project Manager
SER Construction Partners, Ltd.
Pasadena, Texas

Talented driver, great expectations

Although he got into NASCAR racing rather slowly some 15 years ago, Dennis Cook has become a huge fan. "I'm really happy about the move to Richard Childress Racing and the availability of Jeff Burton to drive the No. 31," said Dennis. "He's an excellent choice, a very talented driver. The Cat Racing team has certainly stepped up and will be much more competitive. I'm expecting to see Jeff make the Chase, contend for wins and have a legitimate shot at the Sprint Cup championship. That's why Caterpillar sponsors the car, and that's why customers like me enjoy attending and watching on TV.

"I've always been a Cat Racing fan, particularly when Jeff's brother drove the car. Customers really appreciate Caterpillar sponsoring a car, and I can't say enough about the hospitality of Finning and Caterpillar. They team up to make these events memorable. Starting with the national anthem and continuing through the flyover, the cars firing up on pit road and the drop of the green flag, the hair on the back of my neck stands up every time."

A veteran of eight races seen in person, Dennis enjoyed the competition at Bristol the most, but likes to see trading paint, wherever it occurs. He does have a couple of suggestions for NASCAR. "Inside the last 10 laps, stop counting caution laps," encouraged Dennis. "Eliminate green-white-checked finishes. And to avoid becoming too much like the old IROC Series, give the engineers and crew chiefs a little more freedom to exercise their creativity."

Dennis has been engaged in forestry for more than 30 years, and has a solid working relationship with a Weyerhaeuser mill that produces dimensional lumber. For his stump-to-dump operation, he employs three Cat D7Gs, a pair of 966C Wheel Loaders and a 322 Log Loader. His firm accounts for more than 170,000 cubic meters of production annually. Dennis' son, Jordie, operates a Cat powered fleet of 10 trucks. Hauling includes logs for Dennis, as well as finished lumber leaving the mill.

Dennis Cook

Owner
Dennis Cook Holdings Ltd.
Princeton, British Columbia

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