

Cat On-Highway Trucks

By Marketing

New Strategy and Location

Caterpillar recently announced it will begin independently designing and manufacturing its vocational truck product family at its plant in Victoria, Texas, which currently produces hydraulic excavators. Caterpillar launched its first vocational truck, the CT660, in the North American market in 2011. Two more models have since been added to the lineup, the CT680 and CT681. To date, Caterpillar has worked with Navistar for the products' design and build, which are currently manufactured in Escobedo, Mexico.

“It’s been an interesting few years having a third-party involved in product quality and client support,” states Brett Burns, General Manager of Empire Truck & Trailer. “This experience has helped me better appreciate the added value of the Cat brand and how unique the Cat dealer support is in the marketplace.”

The transition process will begin immediately, with production expected to begin in the first half of next year. Caterpillar Victoria will continue to produce excavators, and the addition of the vocational truck production is expected to add around 200 new jobs at the facility.

The move to the Caterpillar factory in Texas will allow Cat to take full control over the design, engineering, manufacturing and support of on-highway trucks. This change will allow for an expansion of product offerings and configurations, which will allow Empire to create a population for future product support revenue. This factory change will occur in stages, with the expectation that all trucks will be built by Caterpillar within 18 months.

Empire will continue to sell and support Cat vocational trucks. If you have any questions, please contact [Brett Burns](#).