

Marketing Bulletin

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Introducing the new Cat® 301 CR Hydraulic Micro Excavator



The introduction of the Cat® 301 CR Micro Hydraulic Excavator provides a simple, easy to buy, easy to use, easy to own, operator experience with a Caterpillar designed and manufactured offering.

Marketing Strategy

The 301 CR was designed based on feedback from customers in the field who have asked for a simple, value focused, uncomplicated micro excavator that helps them to be productive in a wide variety of jobsites.

The narrow width of the 301 CR enables operators to fit through doorways and entrances for indoor projects. Once the customer has accessed the jobsite, stability is enhanced by the standard expanding undercarriage enabling them to widen machine footprint to improve digging and lifting performance. In addition to working in landscaping and demolition applications, the 301 CR is ideal for both the dealer's rental and retail locations for those who have short-term projects or require a machine that will fit in tight spaces and is easier to transport.

Spec Comparison Chart

Model	301 CR	300.9D	Kubota U10-5^
Engine	Cat® C1.1*	Yanmar 31NV70	Kubota D722-E4
Net Power – kW (hp)	11.7 (15.7)	9.6 (13)	7.5 (10.1)
Gross Power – kW (hp)	12 (16.1)	13.7 (18)	7.7 (10.3)
Undercarriage Width, retracted – mm	730 (28.7)	711 (28)	750 (30)
Undercarriage Width, expanded – mm	1100 (43.3)	864 (32)	990 (39)
Dig Depth – mm (in)	1820 (71.7)	1731 (68)	1800 (71)
Maximum Reach at Ground Level –	3090 (121.7)	3023 (119)	3330 (131)
Maximum Operating Weight – kg (lb)	1230 (2712)	985 (2170)	1200 (2646)
Digging Force (standard stick) – kN	6.2 (1393.8)	4.5 (1011)	5.4 (1214)
Digging Force (bucket) – kN (lbf)	9.6 (2158.2)	8.9 (2000)	10.4 (2337)
Maximum Travel Speed – km/h (mph)	3.6 (2.2)	1.8 (1.12)	4.0 (2.5)

* Meets U.S. EPA Tier 4 Final/EU Stage V emission standards.

*^Competitor specifications are based on publicly available information believed to be current at the time of publication and are subject to change.

Key Features & Benefits

Feature	Benefit
Simplified gauge cluster	
	Key machine information is easy to locate, including the fuel level indicator.
Seat mounted pilot joysticks	
	Allows for comfortable, simple machine operation
Foldable certified ROPS bar	
	Protection for the operator as a safety frame, and foldable for access to tight spaces with low clearance. Operator can still use the linkage and the house swing with the ROPS bar stowed. Previous model was not useable with the ROPS bar down.

Feature	Benefit
Expandable undercarriage	
	Increased versatility for tight access when retracted and greater stability when expanded.
Expandable blade	
	Expandable blade can be easily folded back and stored. This mitigates loss of blade pieces and trying to keep up with extra parts.
Compact radius	
	Machine footprint is compact and ideal for working in tight spaces or near fixed structures
LED boom work light	
	Boom-mounted work light as standard.
Seatbelt reminder	
	Visual indicator on gauge cluster to remind operator to fasten seatbelt.

Feature	Benefit
Easy service access	
	Tilt up seat for easy access to engine bay and key service points
Adjustable vinyl seat	
	Vinyl seat with adjustable base, backrest and armrests as standard
Front guard	
	Optional polycarbonate front safety guard
Pattern control changer	
	With a turn of the knob, the operator can change between excavator pattern or backhoe loader pattern. Previous model required moving panels and accessing the linkage.
Two-way flow	Now standard in the US
Two-speed travel	More convenient for operators moving around the jobsite
2nd Auxiliary	Optional for certain hydro-mechanical attachments – also available as an aftermarket kit
VisionLink™	Provides insight into hours and location through applicable VisionLink services