

QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Resale Market Trending

Winter 2014 | October 4, 2014 to December 31, 2014

AVERAGE ASKING PRICE TOP 5 SUBTYPES*

* Includes Crawler Mounted Hydraulic Excavators, Tractor Loader Backhoes, Crawler Dozers, Skid Steer Loaders and 4WD Wheel Loaders



SUMMARY

Quarter 4 finished strong with an average price trend for the 5 most popular subtypes. If this trend continues, the used market should have a strong start for 2015. There was a big dip in November. A contributing factor to the dip was a 3% increase in volume from November to December. Furthermore, there was a strong upward trend in 4-Wd Articulated Wheel Loaders among the top 5 manufacturers. The Midwest continued its dominance in the used Heavy Equipment market with a 32% market share among the regions. Electric Self Propelled Scissor Lifts have flooded the market in Quarter 4. This subtype accounted for almost 60% among the top 5 Subtypes in Q4.

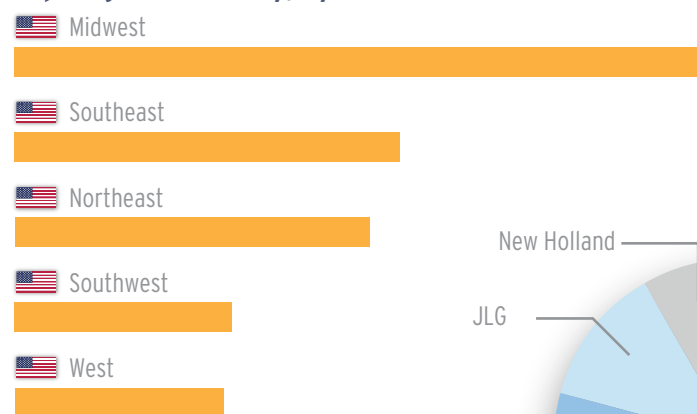
This analysis was conducted using data from the ValueTrend Engine, the EquipmentWatch valuation platform. All currency shown is in U.S. Dollars. Regions were selected based upon the Bureau of Economic Analysis standards and the 4-Region Canadian model.

INSIDE:
Equipment Analysis

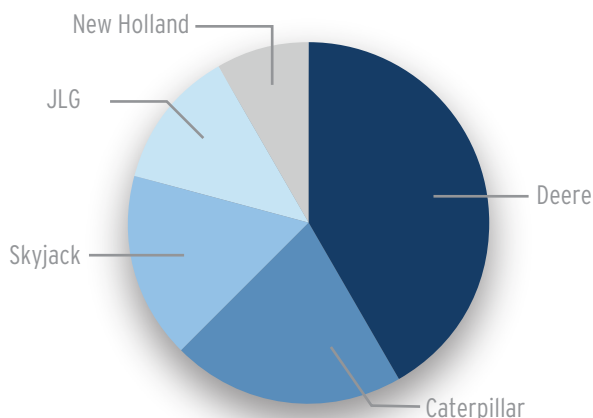
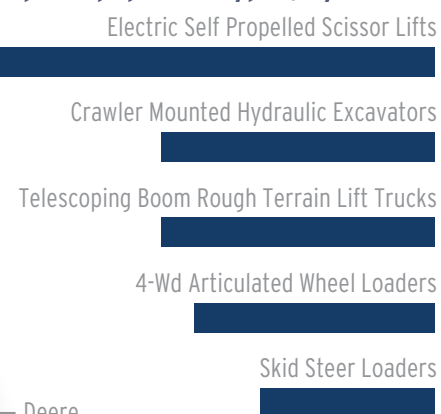
- 4-WD Articulated Wheel Loaders
- Crawler Mounted Hydraulic Excavators
- Skid Steer Loaders

WINTER 2014 AT A GLANCE

Top Regional Activity, by Volume



Top 5 Equipment Types, by Volume

Top 5 Manufacturers,
by Volume

NEXT

4-WD Articulated Wheel Loaders

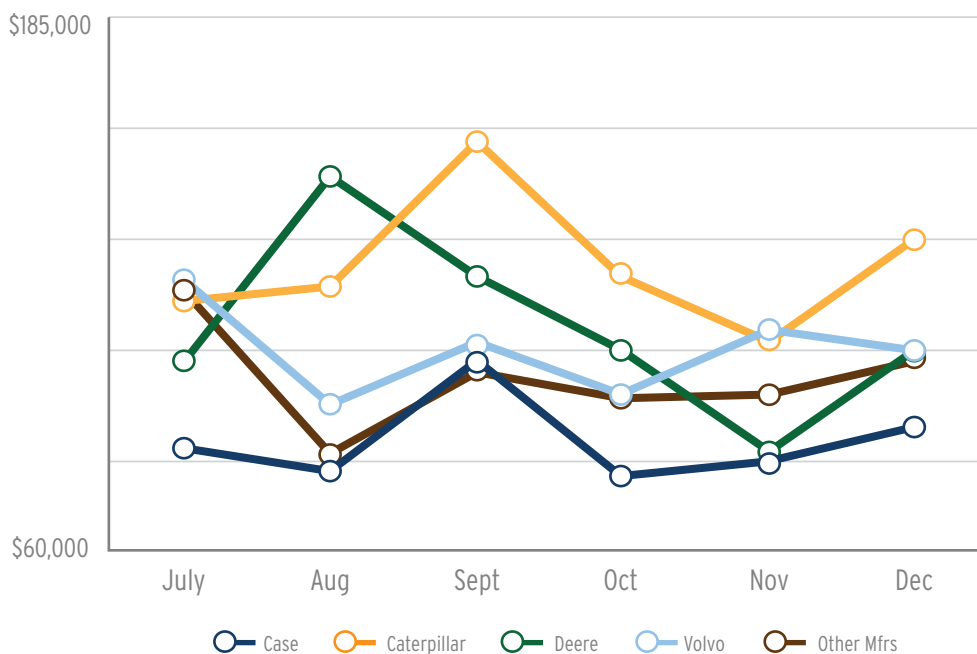


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4-WD ARTICULATED WHEEL LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

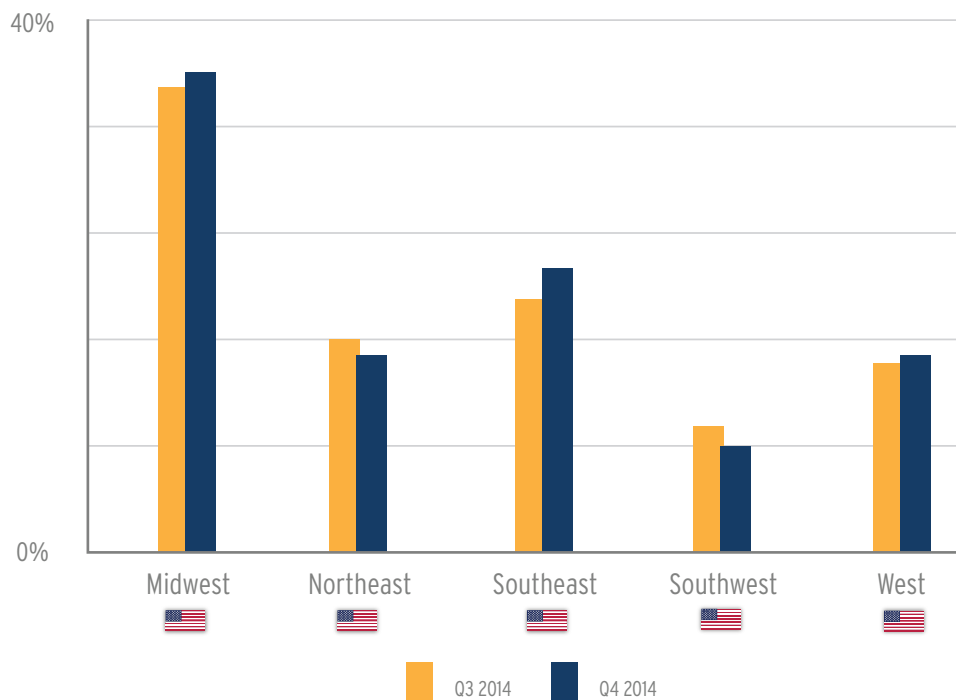


All manufacturers had a dip in prices in October, but made a strong upward trend towards the end of the year.

Volvo is the only Manufacturer in the top volume to have a price decrease in December.

*This analysis was conducted using a proprietary database of resale market activity, not currently being sold.

4-WD ARTICULATED WHEEL LOADERS PERCENT MARKET SHARE, TOP 5 REGIONS



The most substantial movement in the market took place in the Southwest and Northeast, each losing about 1.5% of their market share.

The Southeast gained 2% in this market, more than any other region.

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NEXT

Crawler Mounted
Hydraulic Excavators

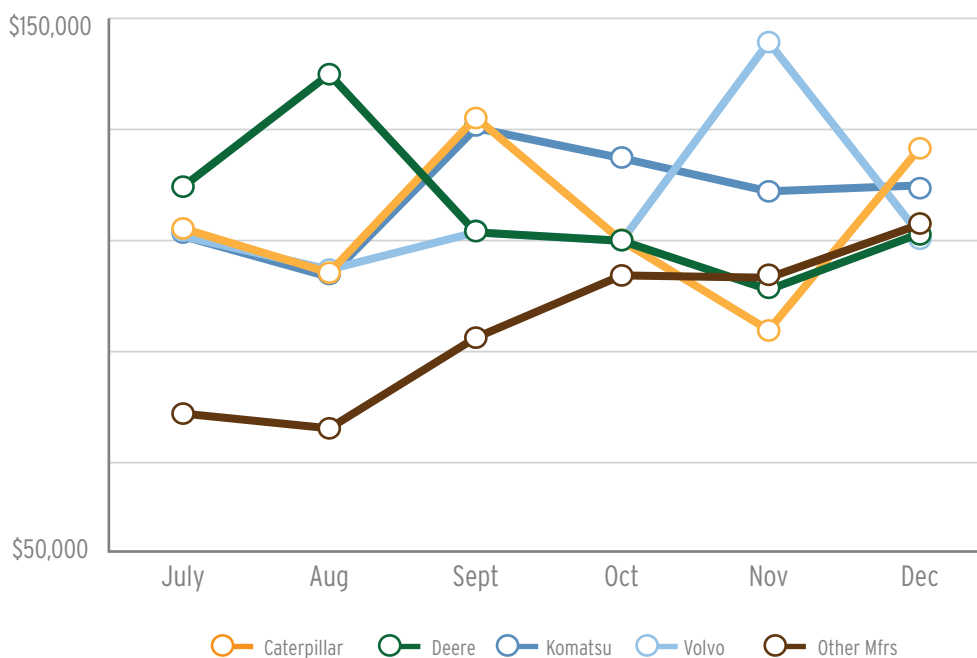


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CRAWLER MOUNTED HYDRAULIC EXCAVATORS AVERAGE UNIT ASKING PRICE, BY MONTH

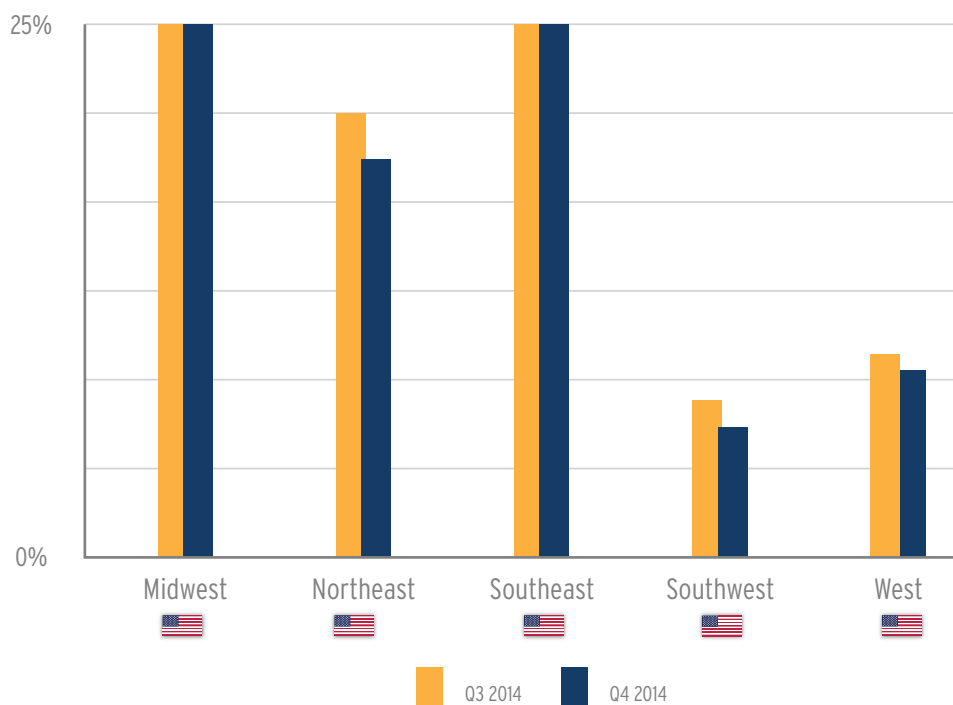


Volvo showed an impressive gain in November by drastically increasing its price in Crawler Mounted Hydraulic Excavators.

This trend did not continue for them in December, where their price fell to the group average.

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CRAWLER MOUNTED HYDRAULIC EXCAVATORS PERCENT MARKET SHARE, TOP 5 REGIONS



The Northeast is losing more of its market share, dropping 3% in Q4.

This is the second straight quarter in which the Northeast is losing its share among Crawler Mounted Hydraulic Excavators. Both the Midwest and Southeast gained in its share.

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NEXT

Skid Steer Loaders

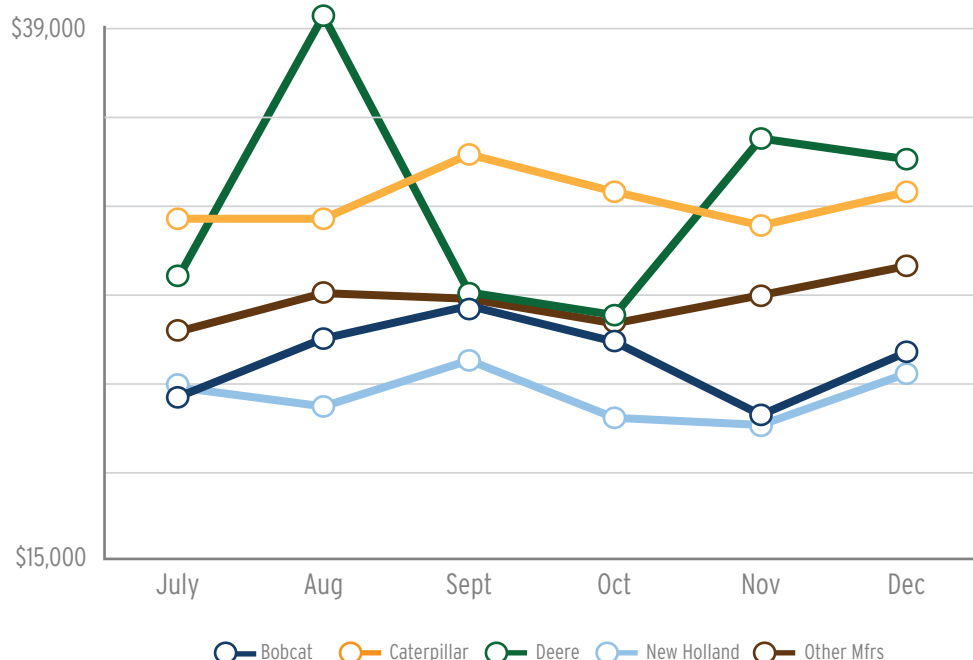


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SKID STEER LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

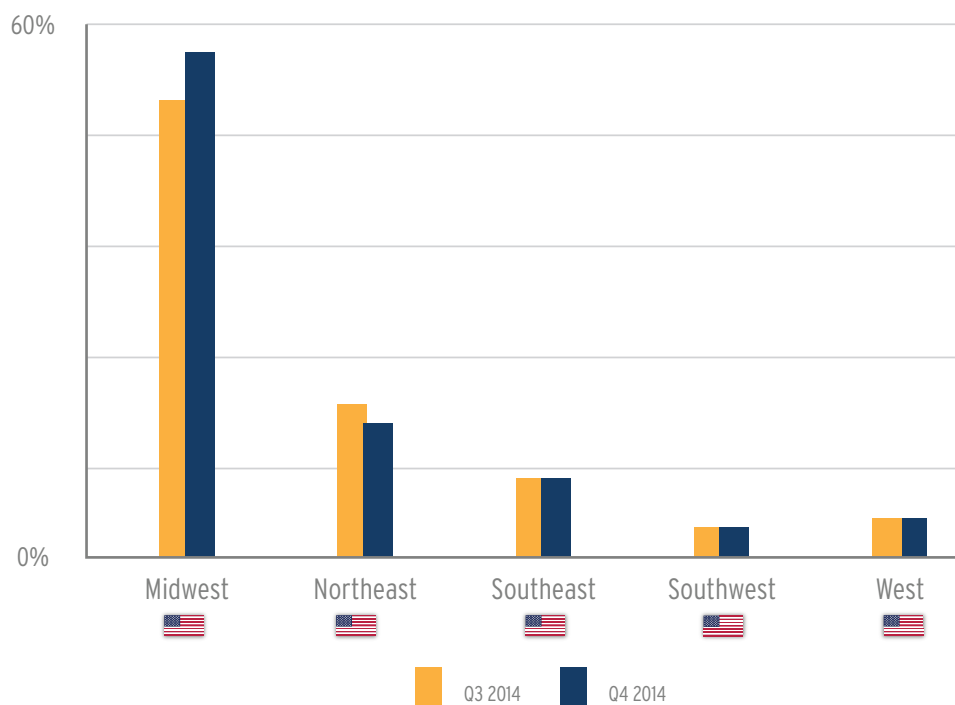


The volatility among Deere in the Skid Steer market continues. They were the only manufacturer in Q4 to have a price increase.

They did not continue to see this trend in December, but still maintained its price premium over their competitors.

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SKID STEER LOADERS PERCENT MARKET SHARE, TOP 5 REGIONS



The Midwest continued to dominate the Skid Steer market.

The Midwest jumped almost 6% in its control of Skid Steer Loaders while all other regions fell by 1%.

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NEXT
Summary



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TOTAL EQUIPMENT TYPES
COVERED IN THIS REPORT

3

TOTAL EQUIPMENT TYPES
AVAILABLE IN THE GREEN GUIDE PRODUCT

1,400+

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