

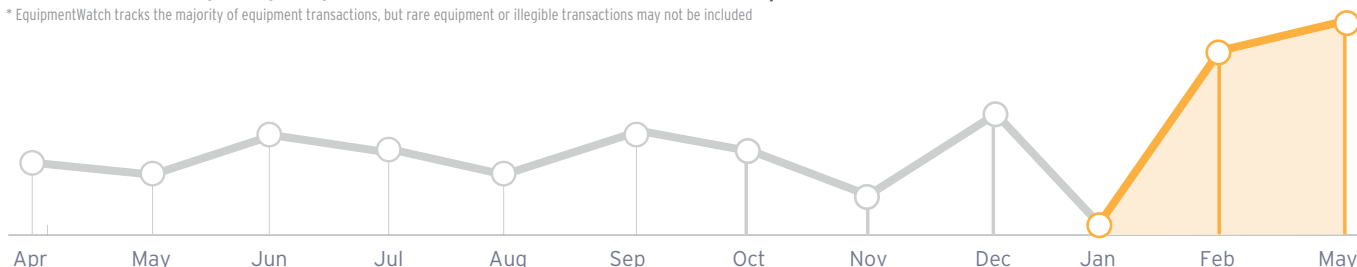
## QUARTERLY REPORT - NORTH AMERICA

## Heavy Equipment Auction Market Trending

SPRING 2014 | January 1, 2014 to March 31, 2014

Total Sales\*: \$1,744,219,434   Included Transactions\*: 47,129   Total Auctioneers: 17

\* EquipmentWatch tracks the majority of equipment transactions, but rare equipment or illegible transactions may not be included



## SUMMARY

January represented the calm before the storm as February saw the highest levels of auction activity, only to be outmatched by March. Still, Q1 2014 saw an overall decline of 9% vs. Q1 2013. Crawler Mounted Hydraulic Excavators remained the most popular equipment type, while Skid Steer Loaders lost ground to Tractor-Loader-Backhoes. Volvo beat Genie for a spot in the top five manufacturers, and Deere continued to gain auction market share.

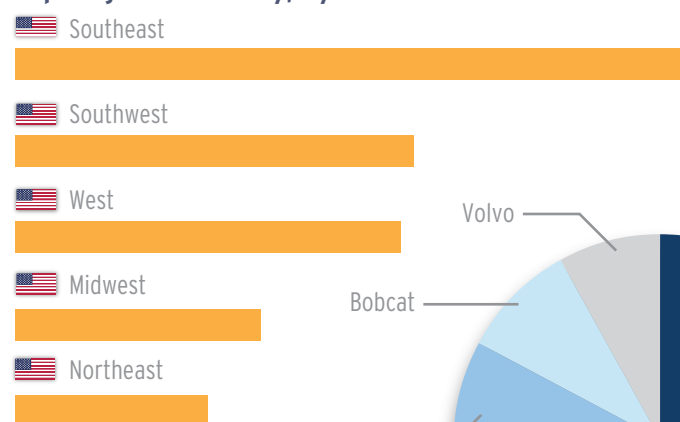
This analysis was conducted using data over the last 12 months from the Last Bid, an EquipmentWatch database. All currency shown is in U.S. Dollars. Regions were selected based upon the Bureau of Economic Analysis standards and the 4-Region Canadian model.

INSIDE:  
Equipment Analysis

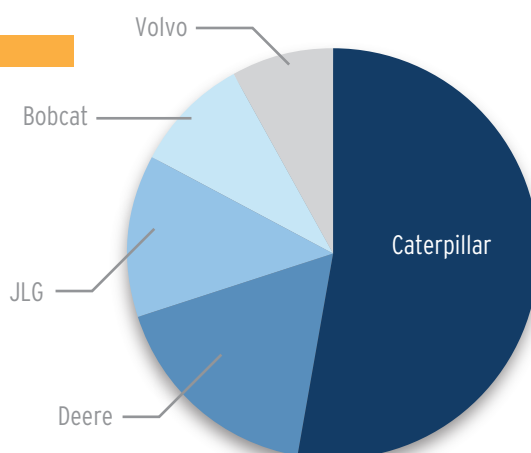
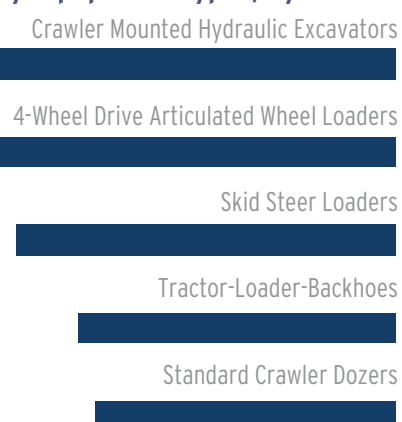
- 4-WD Articulated Wheel Loaders
- Crawler Mounted Hydraulic Excavators
- Skid Steer Loaders

## SPRING 2014 AT A GLANCE

## Top Regional Activity, by Volume



## Top 5 Heavy Equipment Types, by Volume

Top 5 Manufacturers  
by Volume

## NEXT

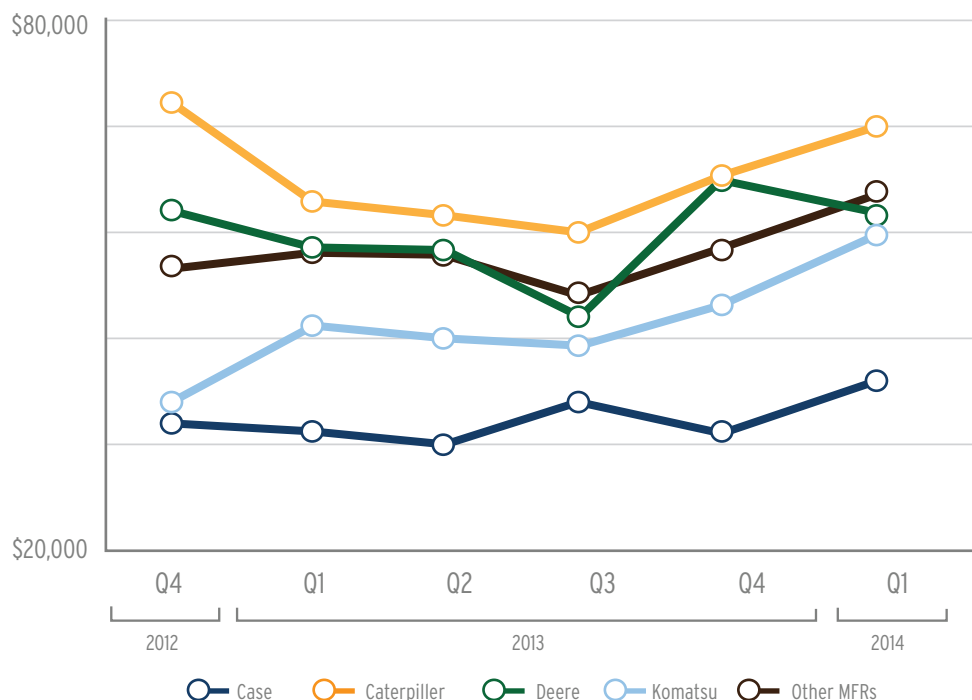
4-WD Articulated Wheel  
Loaders

## QUARTERLY REPORT - NORTH AMERICA

## Heavy Equipment Auction Market Trending

SPRING 2014 | January 1, 2014 to March 31, 2014

## 4-WD Articulated Wheel Loaders AVERAGE UNIT SALE PRICE, BY QUARTER

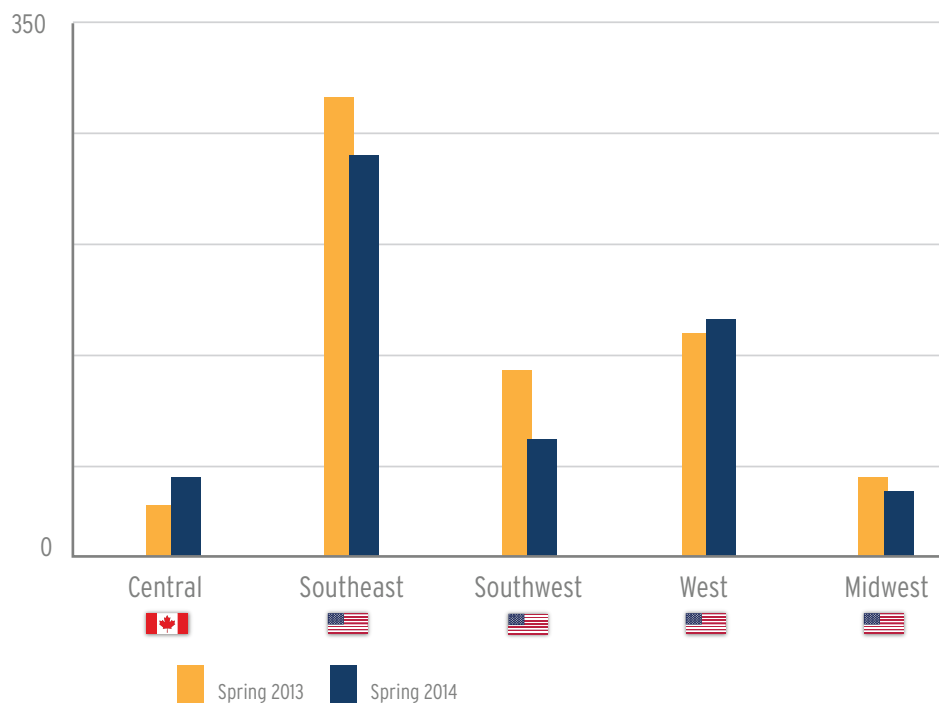


Building upon gains seen in Q4 2013, wheel loader auction prices rose 17% year over year.

After matching Caterpillar's prices in Q4 2013, the average sale price for Deere 4-WD Articulated Wheel Loaders dropped 5% this quarter. Other major manufacturers saw increases ranging from 14% to 18%.

\*This analysis was conducted using auction result data from Last Bid, a database product offered by EquipmentWatch.

## 4-WD Articulated Wheel Loaders TOP 5 REGIONS, TOTAL VOLUME



Across the top 5 regions, market activity was 10% lower than Q1 2013. Central Canada bucked the declining trend with a 62% increase in sales volume.

Declines in the Southeast, Southwest, and Midwest U.S. were all in line with the larger trends seen in these regions.

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## NEXT

Crawler Mounted Hydraulic Excavators

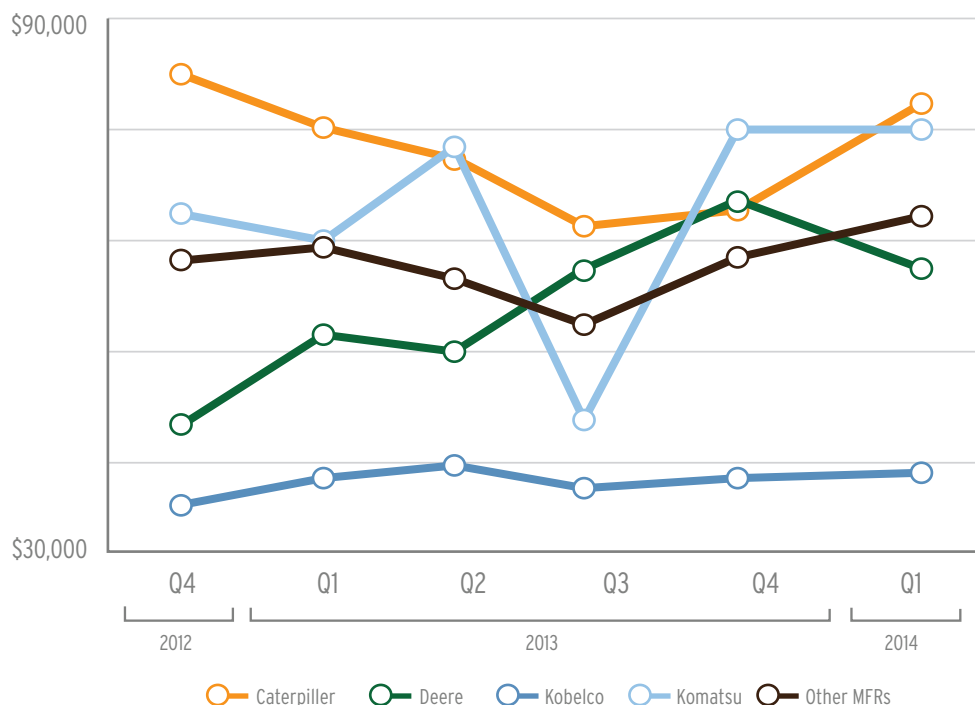


## QUARTERLY REPORT - NORTH AMERICA

## Heavy Equipment Auction Market Trending

SPRING 2014 | January 1, 2014 to March 31, 2014

## CRAWLER MOUNTED HYDRAULIC EXCAVATORS AVERAGE UNIT SALE PRICE, BY QUARTER

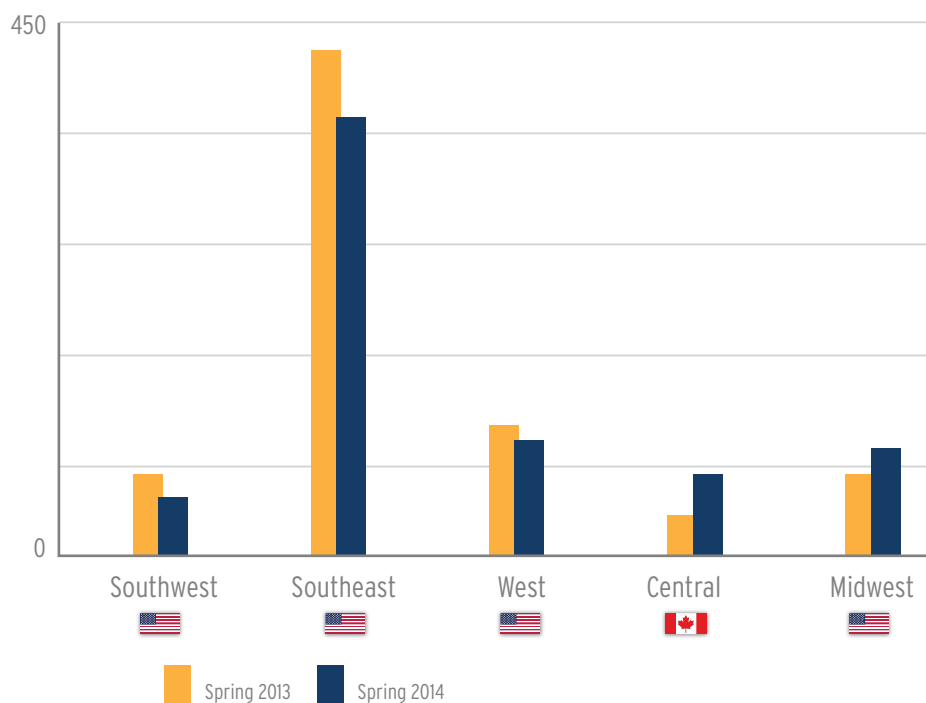


Overall, average sale prices were up 10% over Q1 2013. Caterpillar regained its earlier price premium as Komatsu prices remained steady after a year of volatility.

Deere prices dropped 14% from Q4 2013 to Q1 2014 but were still higher year over year thanks to a surge in the second half of 2013.

\*This analysis was conducted using auction result data from Last Bid, a database product offered by EquipmentWatch.

## CRAWLER MOUNTED HYDRAULIC EXCAVATORS TOP 5 REGIONS, TOTAL VOLUME



Total sales volume fell by 12%, with changes in market activity varying significantly from region to region.

The most substantial growth was seen in Central Canada, which had a 72% gain. In the Southeast U.S., volume dropped 13%, an adjustment that in no way altered its position as the strongest market for Crawler Mounted Hydraulic Excavators.

\*This analysis was conducted using auction result data from Last Bid, a database product offered by EquipmentWatch.

NEXT

Skid Steer Loaders

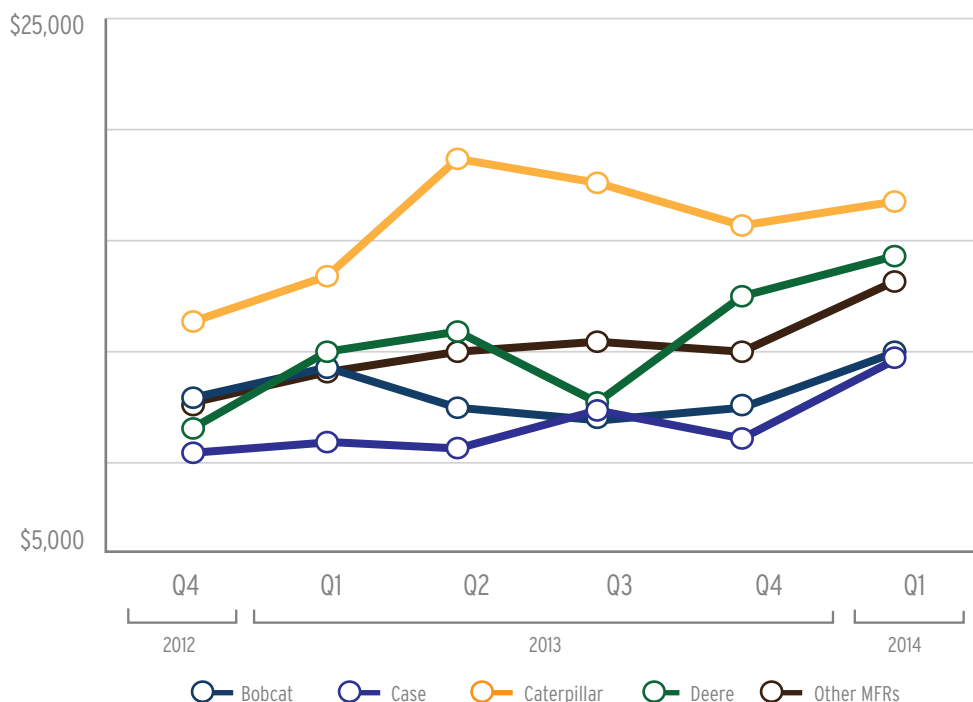


## QUARTERLY REPORT - NORTH AMERICA

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## SKID STEER LOADERS AVERAGE UNIT SALE PRICE, BY QUARTER

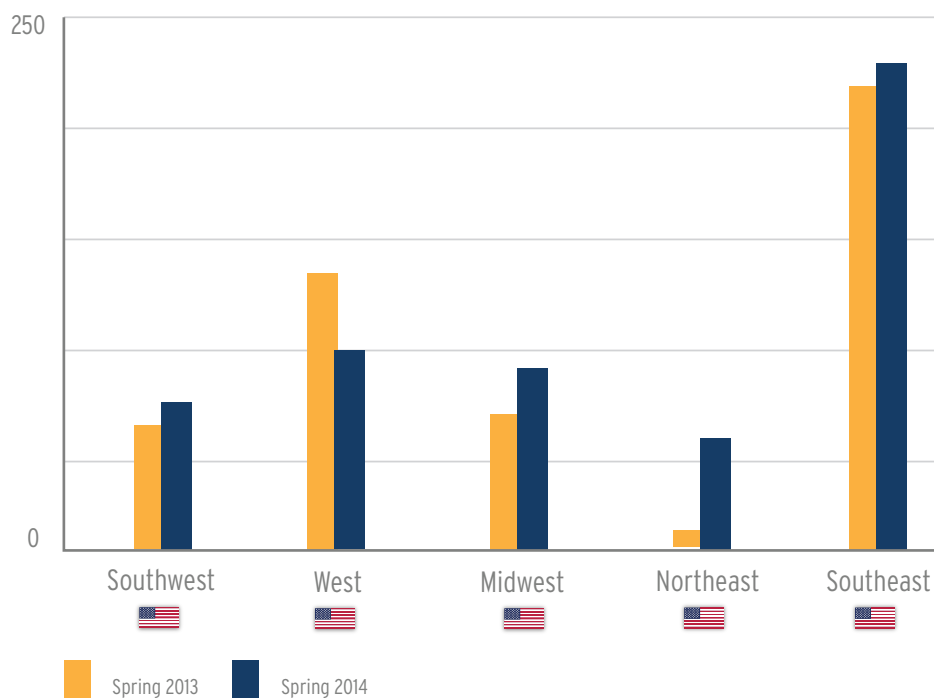


Each of the top manufacturers exhibited price increases compared to the previous quarter. Across the board, prices were up year over year.

The gap between Caterpillar and Deere prices continued to narrow this spring. Since Q3 2013, unit sale prices for Deere equipment rose by 37%, making it a stronger competitor for the top spot.

\*This analysis was conducted using auction result data from Last Bid, a database product offered by EquipmentWatch.

## SKID STEER LOADERS TOP 5 REGIONS, BY QUARTER



The Northeast U.S. stands out from the crowd as sales volume rose a whopping 430% year over year, accounting for a large part of the region's overall growth in market activity.

Growth in the Southwest and Southeast was far less dramatic. Compared to Q1 2013, total volume for Skid Steer Loaders rose 7%.

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**NEXT**  
Summary



## QUARTERLY REPORT - NORTH AMERICA

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SPRING 2014 | January 1, 2014 to March 31, 2014

TOTAL EQUIPMENT TYPES  
COVERED IN THIS REPORT

3

TOTAL EQUIPMENT TYPES  
AVAILABLE IN THE LAST BID DATABASE

1,400+

**LAST BID DATABASE: 1.3+ MILLION RECORDS**

TO FIND OUT HOW TO BRING THIS DATABASE TO YOUR ORGANIZATION, CONTACT:

**Brian Dewey**

brian.dewey@equipmentwatch.com

ph: 770-618-0201

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