

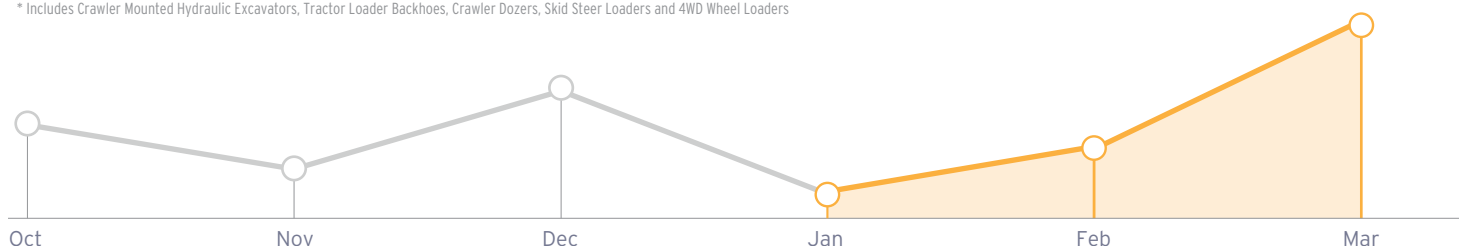
QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Resale Market Trending

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

AVERAGE RESALE ASKING PRICE TOP 5 SUBTYPES*

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



SUMMARY

Resale asking prices dipped substantially in January, but saw a healthy rebound of 16% by the end of March. While the Midwest remained the leading region in terms of market share, the Southeast leapfrogged over the Northeast. Skid Steer Loaders lost market share to Telescoping Boom Rough Terrain Lift Trucks, whose resurgence was not mirrored in the auction market (see separate report). Komatsu continues to move up, coming in this quarter in the 5th spot of top manufacturers by volume.

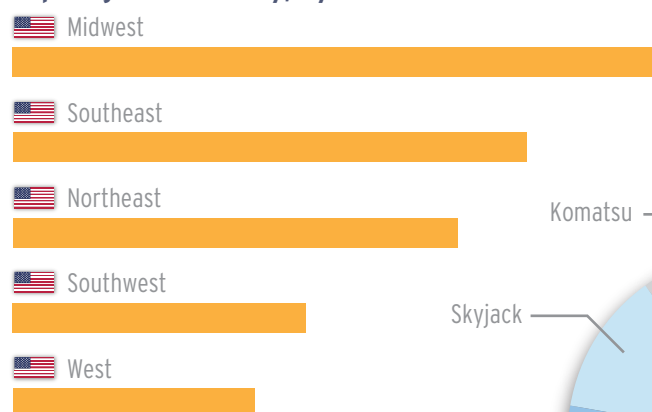
This analysis was conducted using data from the ValueTrend Engine, the EquipmentWatch valuation platform. All currency shown is in U.S. Dollars. Regions were selected based upon the Bureau of Economic Analysis standards and the 4-Region Canadian model.

INSIDE:
Equipment Analysis

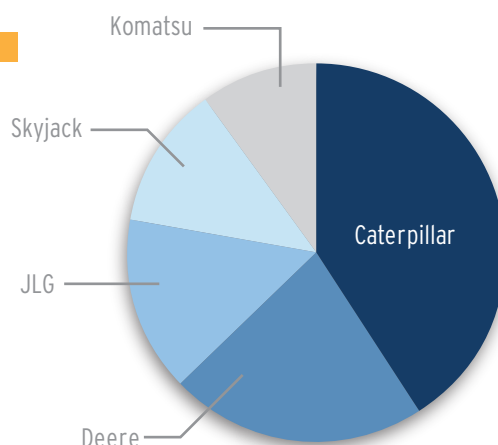
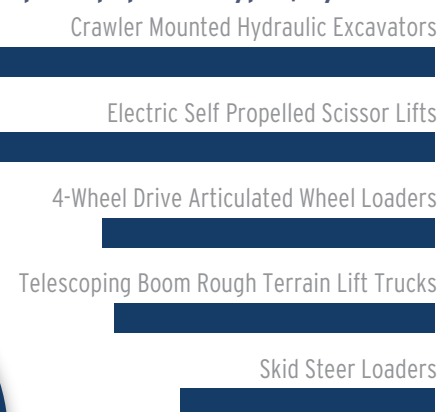
- 4-WD Articulated Wheel Loaders
- Crawler Mounted Hydraulic Excavators
- Skid Steer Loaders

SPRING 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

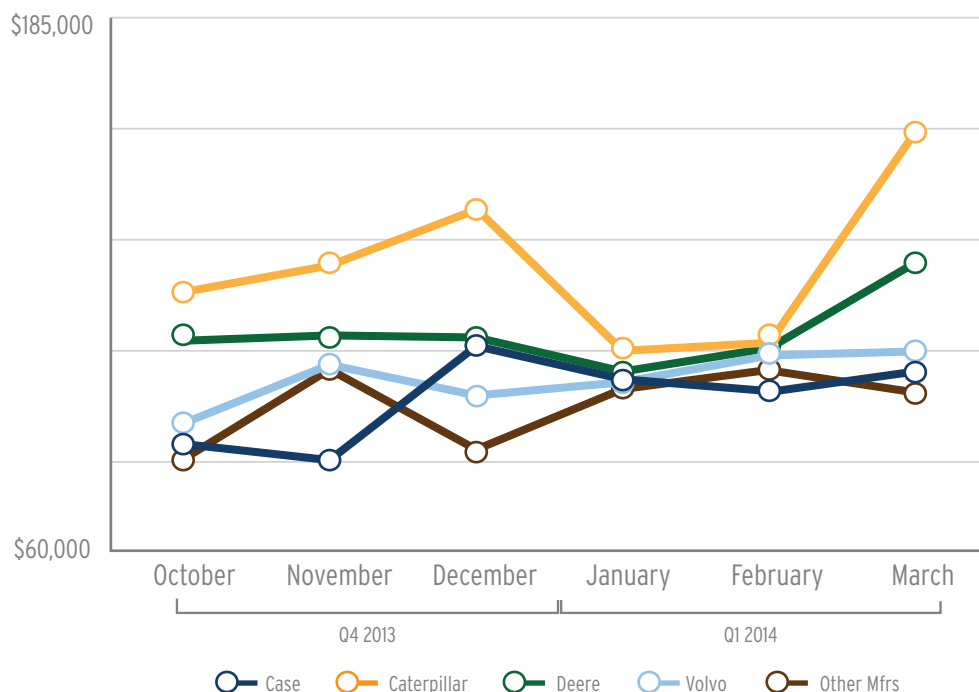


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4-WD ARTICULATED WHEEL LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

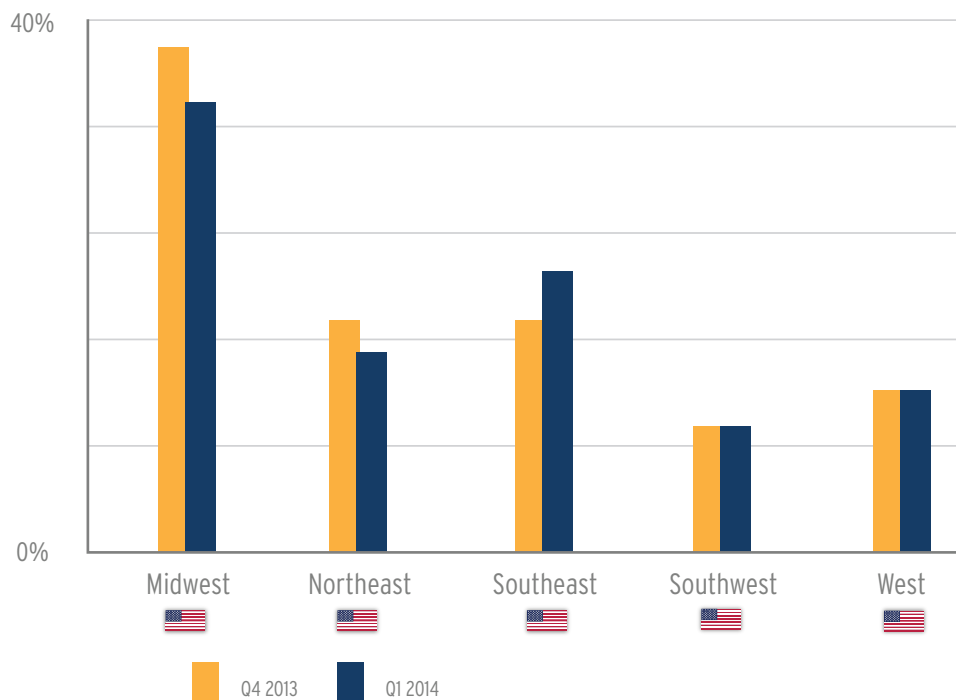


While prices remained flat in January and February, March saw a surge in Caterpillar and Deere prices.

Overall, prices are up 18% from last October.

*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



After the Midwest shot up in market share last quarter, it's come a bit back down to earth in Q1 2014.

As in the overall market, the Southeast made some headway in the market for 4-Wd Articulated Wheel Loaders.

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NEXT

Crawler Mounted Hydraulic Excavators

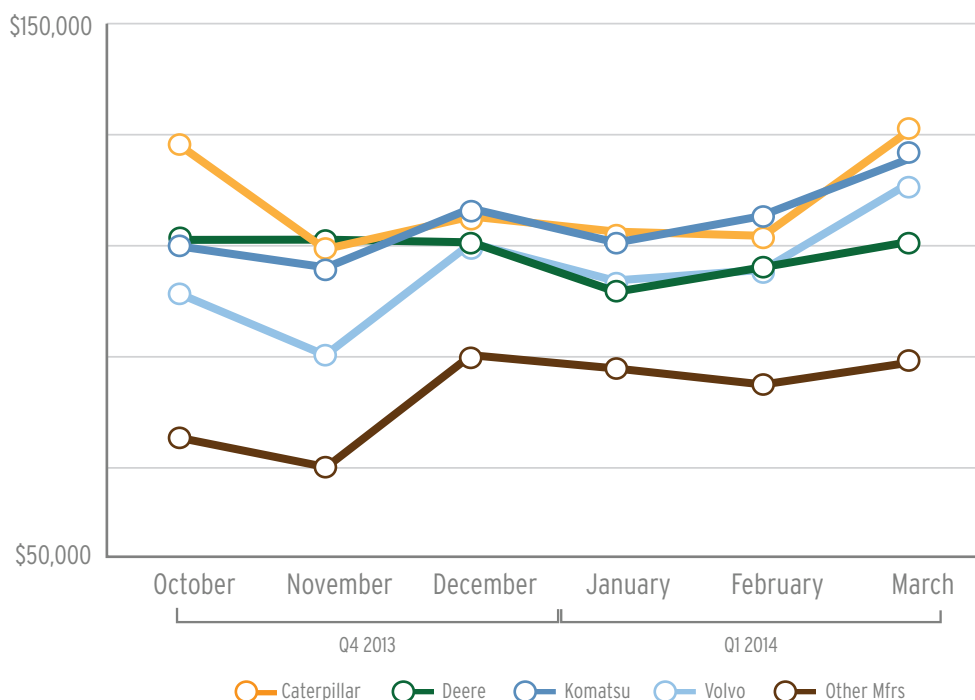


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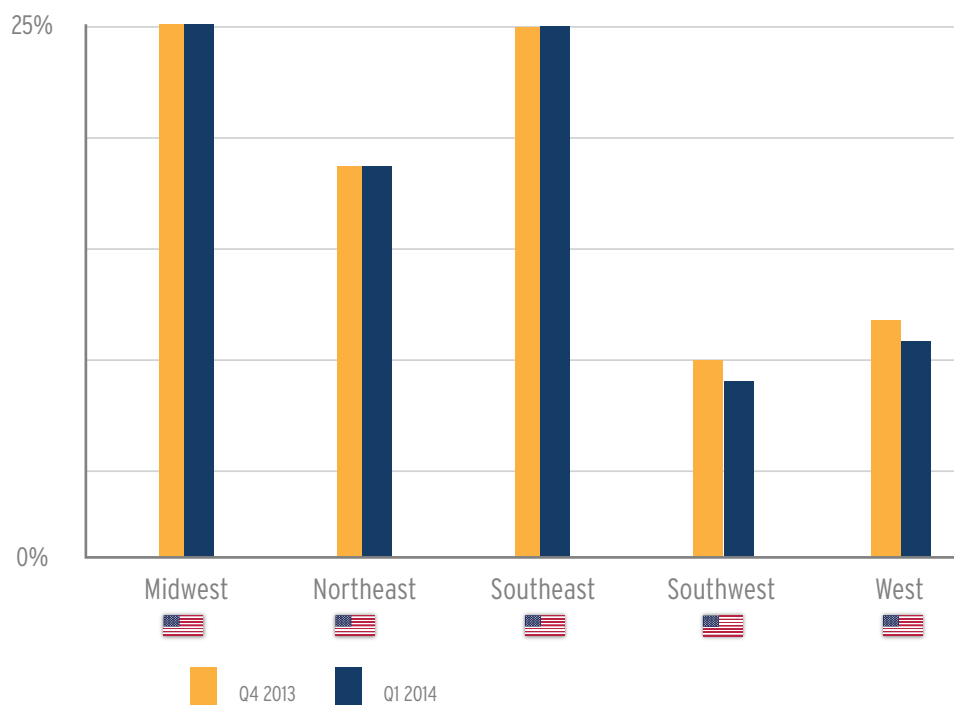
Heavy Equipment Resale Market Trending

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

CRAWLER MOUNTED HYDRAULIC EXCAVATORS AVERAGE UNIT ASKING PRICE, BY MONTH



CRAWLER MOUNTED HYDRAULIC EXCAVATORS PERCENT MARKET SHARE, TOP 5 REGIONS



NEXT

Skid Steer Loaders

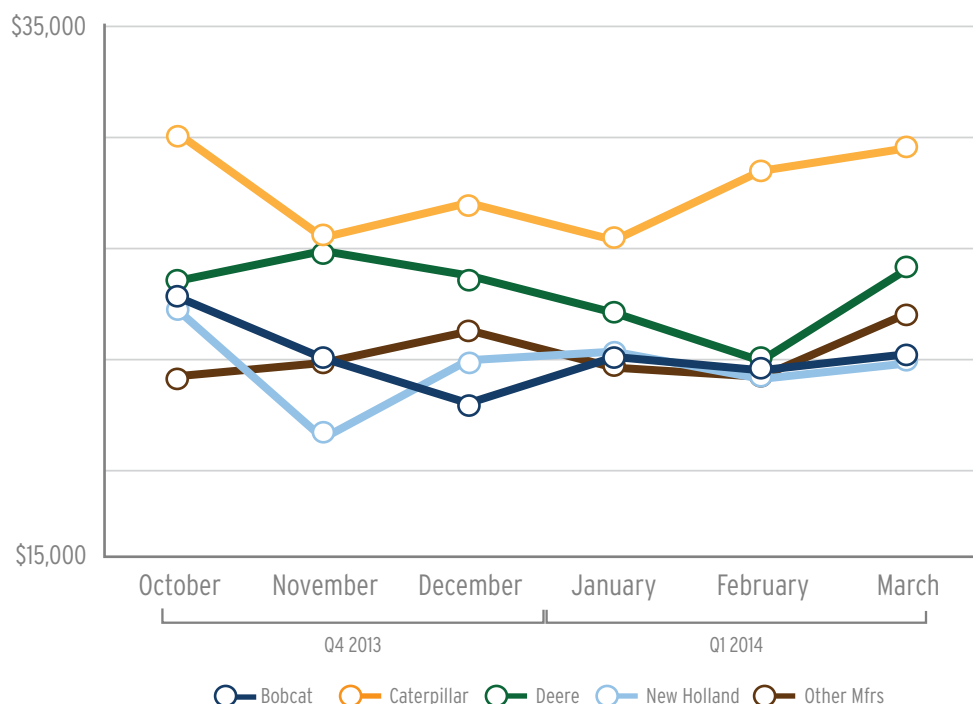


QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Resale Market Trending

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SKID STEER LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

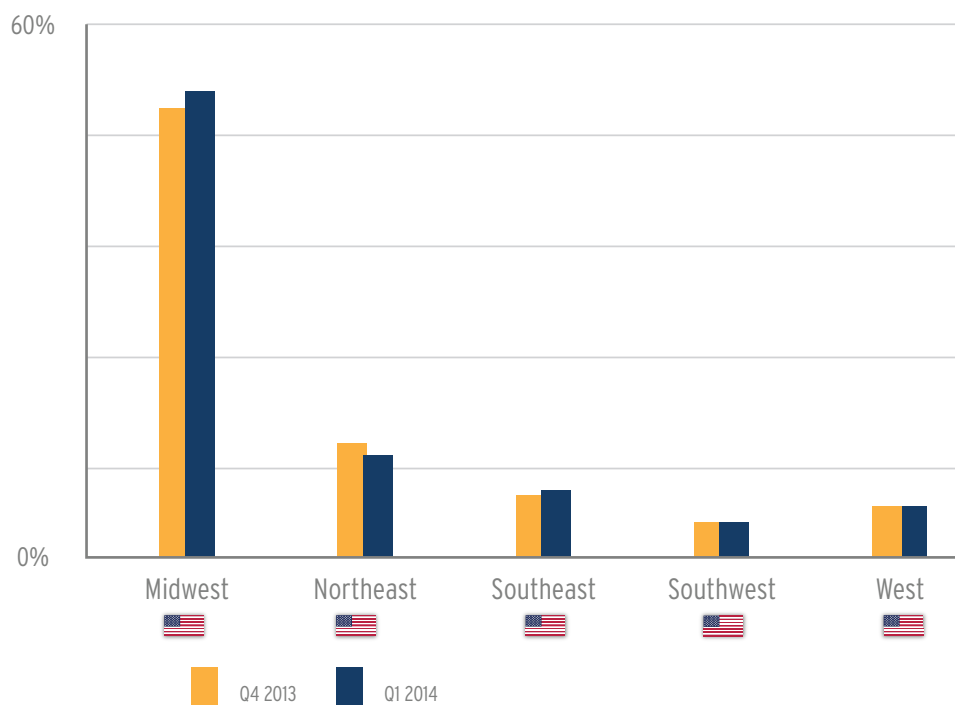


Caterpillar Skid Steers are still clearly at the head of the pack in terms of price premium.

In February, the separation between Cat and the next highest competitor was 26.5%, though Deere closed the gap somewhat in March.

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

SKID STEER LOADERS PERCENT MARKET SHARE, TOP 5 REGIONS



The Midwest still maintained and gained market share dominance for Skid Steer Loaders.

The Southeast also experienced gains, but resale activity was hampered by substantial increase in Q1 auction activity.

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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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Brian Dewey

brian.dewey@equipmentwatch.com

ph: 770-618-0201

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