

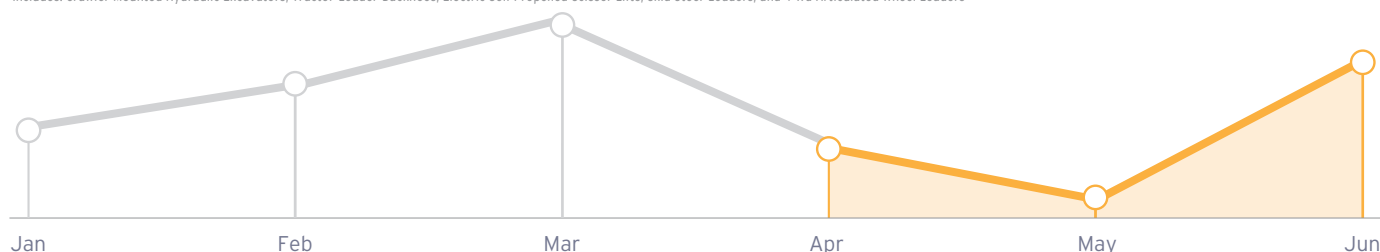
## QUARTERLY REPORT - NORTH AMERICA

## Heavy Equipment Resale Market Trending

Summer 2014 | April 1, 2014 to June 30, 2014

## AVERAGE ASKING PRICE TOP 5 SUBTYPES\*

\*Includes: Crawler Mounted Hydraulic Excavators, Tractor-Loader-Backhoes, Electric Self Propelled Scissor Lifts, Skid Steer Loaders, and 4-Wd Articulated Wheel Loaders



## SUMMARY

Due in large part to the substantial increase in number of Electric Self Propelled Scissor Lifts on the resale market, average resale asking prices saw a marked decrease throughout the months of April and May before rebounding in June. The Northeast took over second place this quarter, outperforming the Southeast by 23% in terms of market volume. Crawler Mounted Hydraulic Excavators slid all the way to third in market share after enjoying the number one spot in Q1.

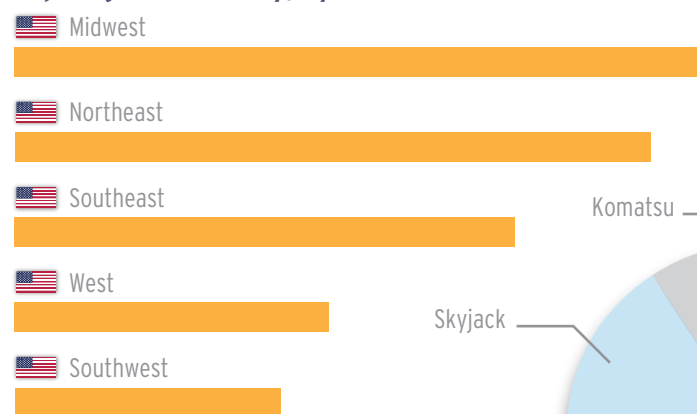
This analysis was conducted using data from the ValueTrend Engine<sup>SM</sup>, the EquipmentWatch valuation platform. All currency shown is in U.S. Dollars. Regions were selected based upon the Bureau of Economic Analysis standards and the 4-Region Canadian model.

INSIDE:  
Equipment Analysis

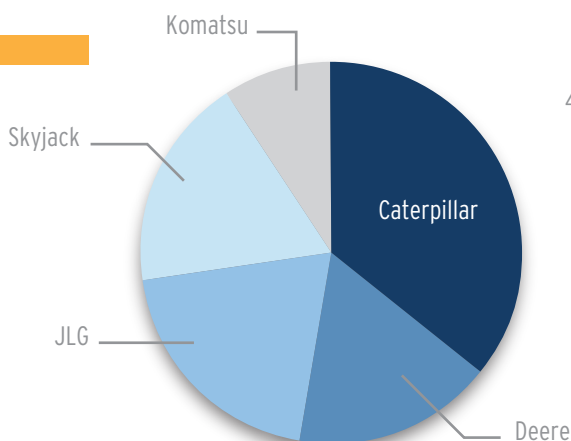
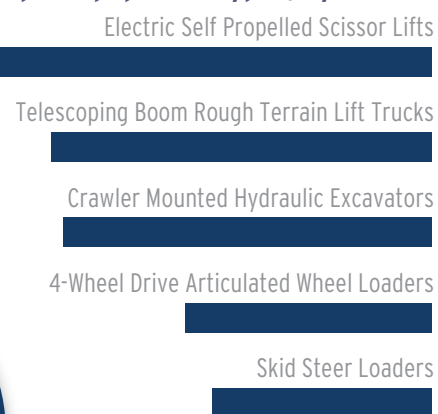
- 4WD Articulated Loaders
- Crawler Mounted Hydraulic Excavators
- Skid Steer Loaders

## SUMMER 2014 AT A GLANCE

## Top Regional Activity, by Volume



## Top 5 Equipment Types, by Volume

Top 5 Manufacturers,  
by Volume

## NEXT

4-Wheel Drive  
Articulated Wheel Loaders

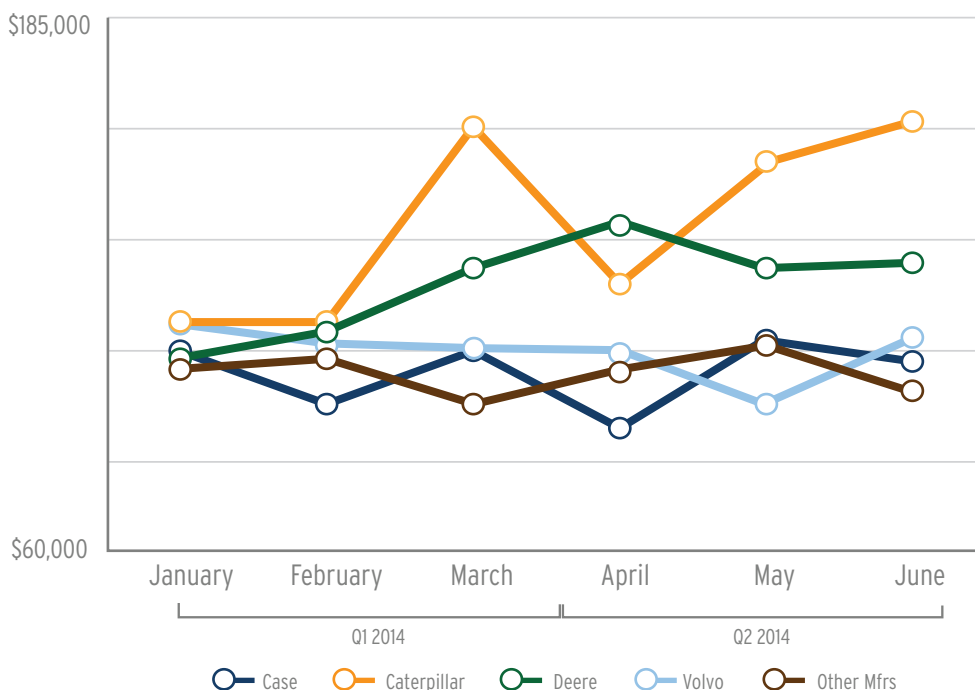


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## 4-WD ARTICULATED WHEEL LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

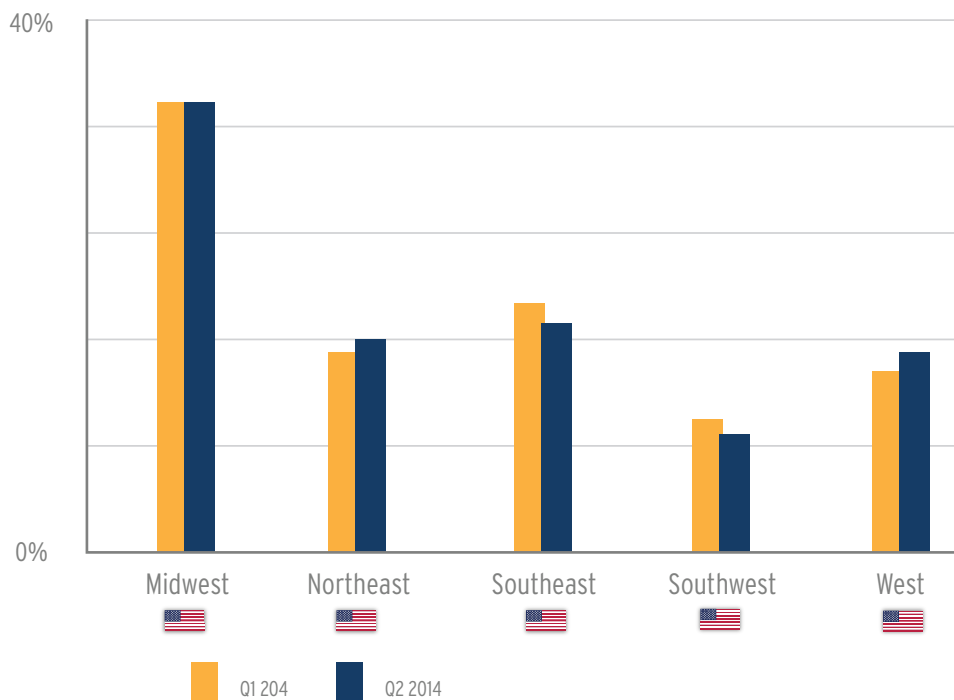


Caterpillar came back down to earth in April, but began to separate from the pack again and ended up where they started at the end of the quarter.

Prices remained remarkably steady quarter-to-quarter.

\*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



Not much movement in terms of regional activity this quarter, with the Northeast making the biggest jump of 1.36%.

Market share in the Southeast and Southwest declined.

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## NEXT

Crawler Mounted Hydraulic Excavators

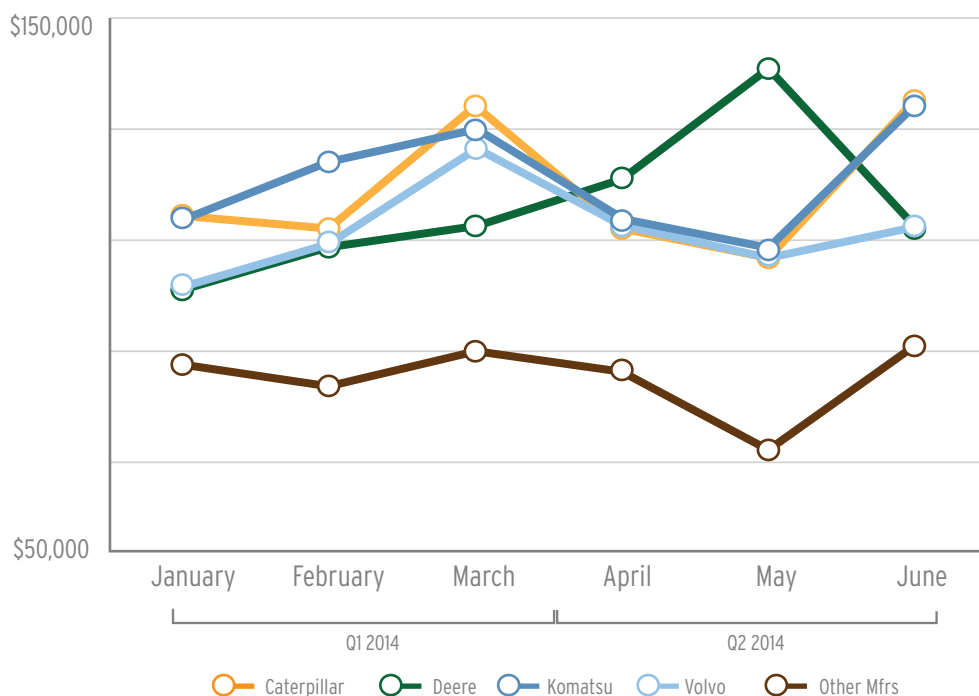


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## CRAWLER MOUNTED HYDRAULIC EXCAVATORS AVERAGE UNIT ASKING PRICE, BY MONTH

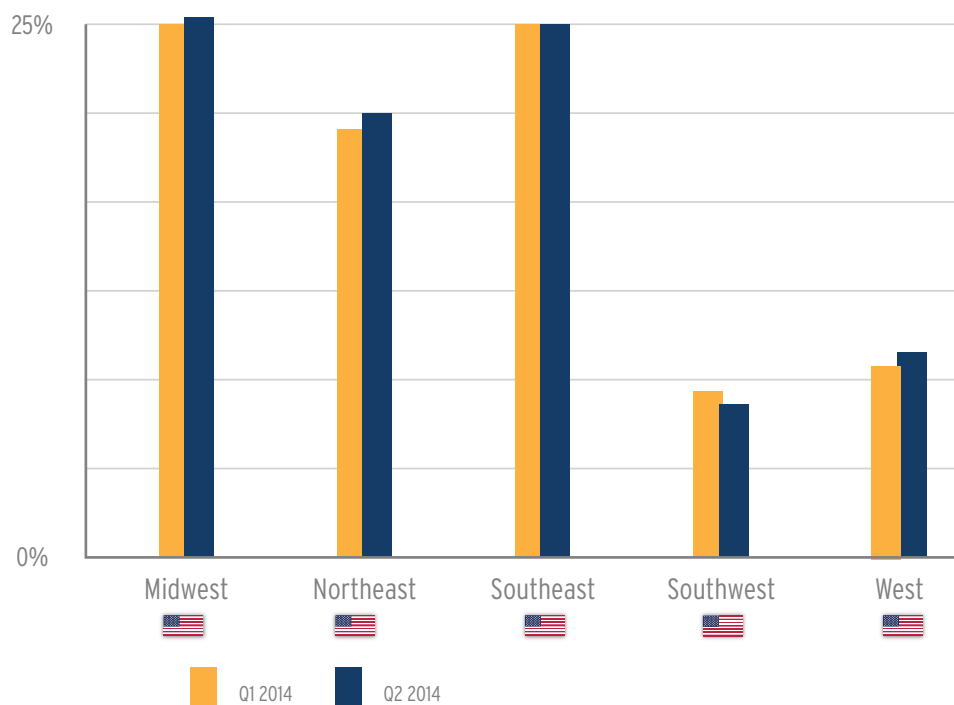


Deere enjoyed a brief surge in May, but Caterpillar once again ended up on top.

The top 4 manufacturers continue to hold the rest at bay.

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## CRAWLER MOUNTED HYDRAULIC EXCAVATORS PERCENT MARKET SHARE, TOP 5 REGIONS



Once again this quarter, the Northeast region is the top story, gaining another 1.7% of the market share.

The rest of the country either lost share or remained fairly steady.

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**NEXT**

Skid Steer Loaders

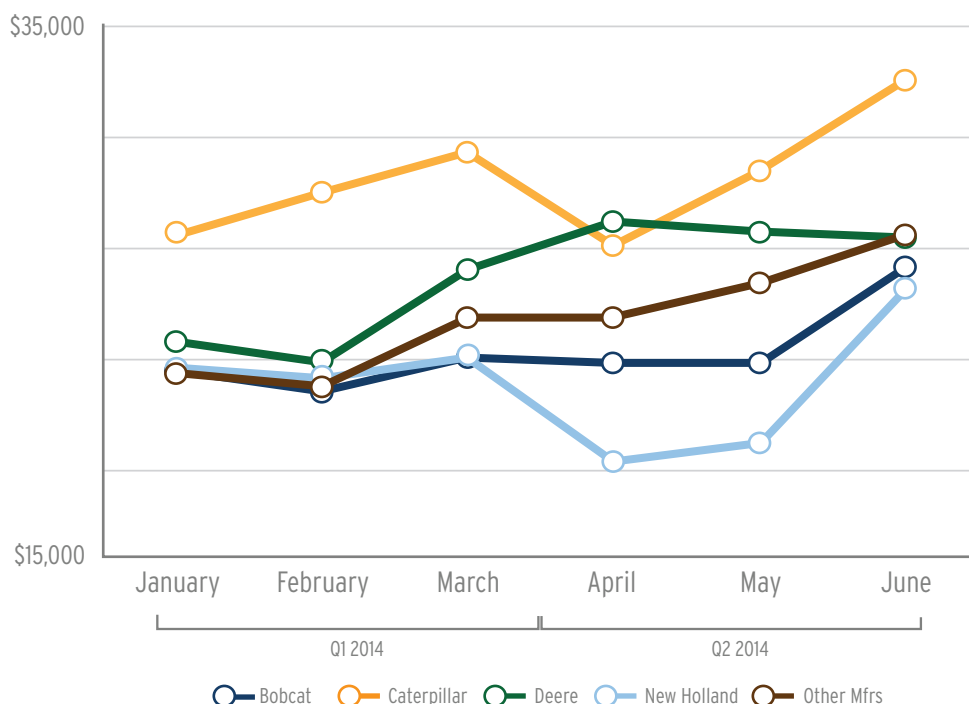


## QUARTERLY REPORT - NORTH AMERICA

## Heavy Equipment Resale Market Trending

Summer 2014 | April 1, 2014 to June 30, 2014

## SKID STEER LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

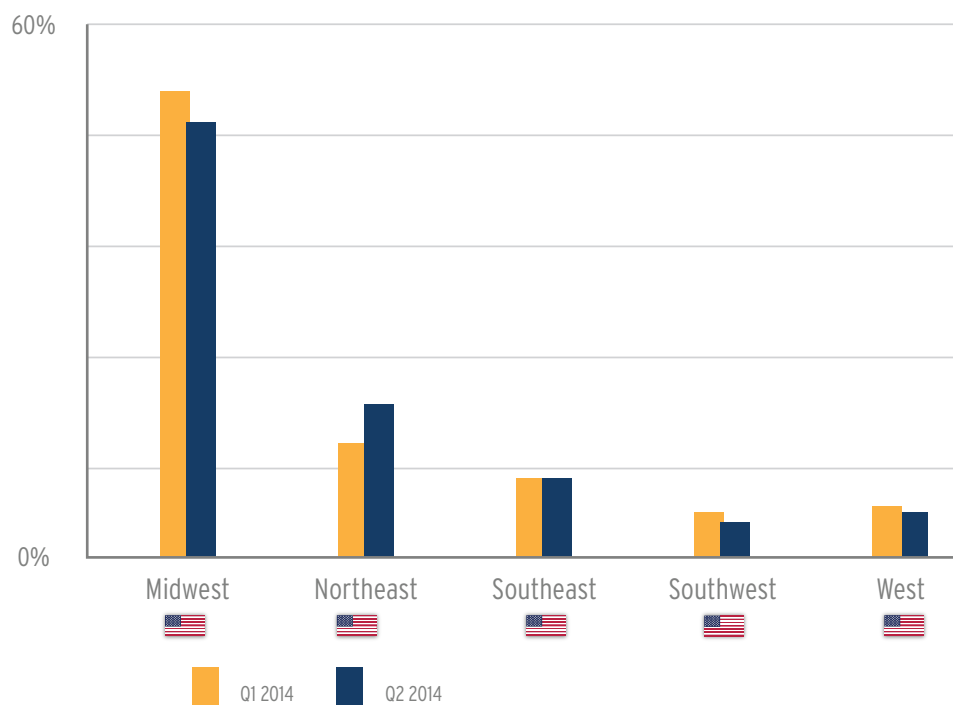


Skid Steer Loaders, as a whole, jumped 10% this quarter, with Caterpillar leading the charge.

All of the top 4 manufacturers gained headway at the end of a good quarter for Skid Steer Loaders.

\*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



Somewhat unsurprisingly, the Midwest lost market share this quarter to the Northeast, growing 4.31% in Q2.

The Southeast also made some small gains.

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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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