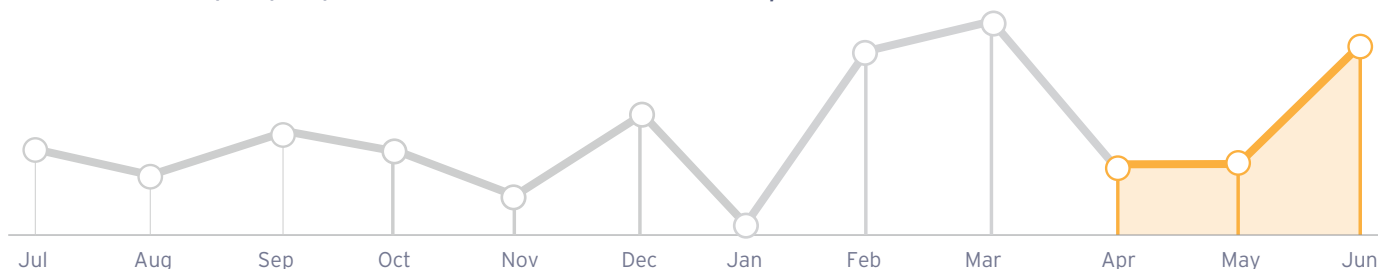


QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Auction Market Trending

2014 | April 1, 2014 to June 30, 2014

Total Sales*: \$2,128,013,852 Included Transactions*: 56,302 Total Auctioneers: 16



SUMMARY

After February's surge, auction sales dipped in April but have been on a positive trajectory since May. Overall, Q2 2014 sales outpaced Q1 levels by 6%. Fracking activity drew market activity to climb 46% YoY in Western Canada. Softening sales brought Skid Steer Loaders and Tractor-Loader-Backhoes to a tie for last place among the top heavy equipment types sold. Caterpillar made impressive gains in market share and represented 32% of transactions, up from 25% in the previous quarter.

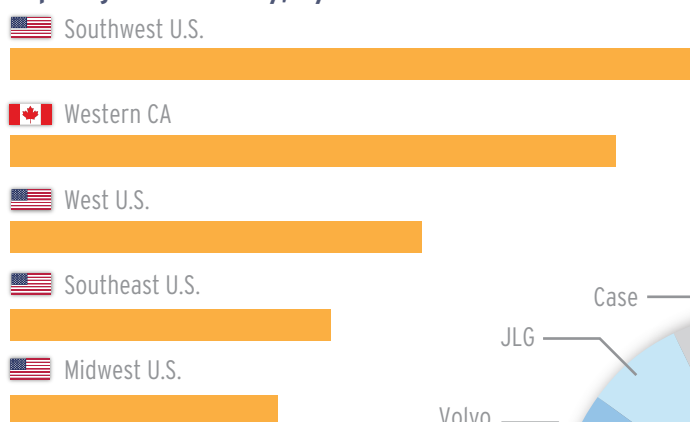
This analysis was conducted using data from the Last Bid, an EquipmentWatch database. All currency shown is in U.S. Dollars. Regions were selected based upon the Bureau of Economic Analysis standards and the 4-Region Canadian model.

INSIDE:
Equipment Analysis

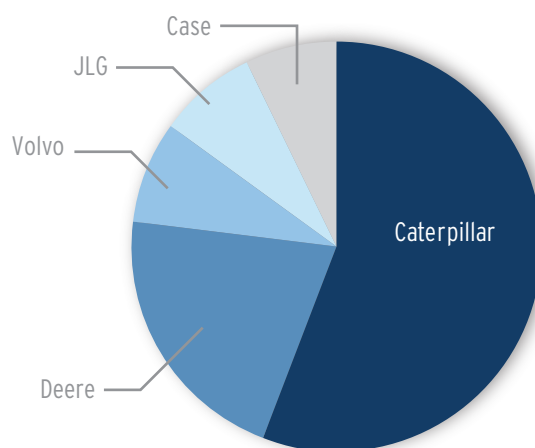
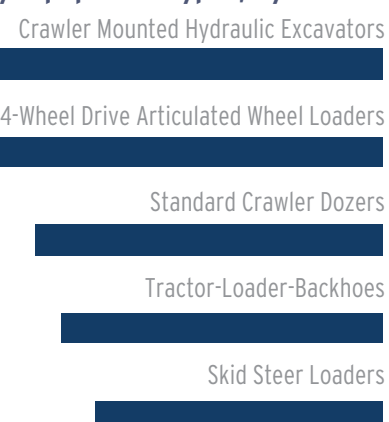
- 4WD Articulated Loaders
- Crawler Mounted Hydraulic Excavators
- Skid Steer Loaders

Summer 2014 AT A GLANCE

Top Regional Activity, by Volume



Top 5 Heavy Equipment Types, by Volume

Top 5 Manufacturers,
by Volume

NEXT

4-Wheel Drive
Articulated Wheel Loaders

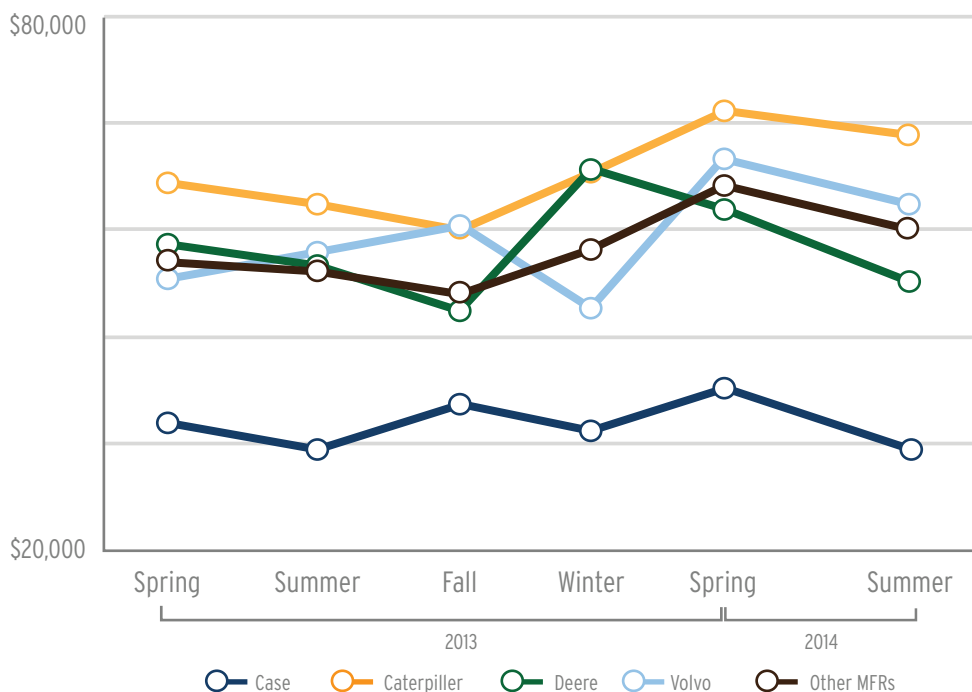


QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Auction Market Trending

2014 | April 1, 2014 to June 30, 2014

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

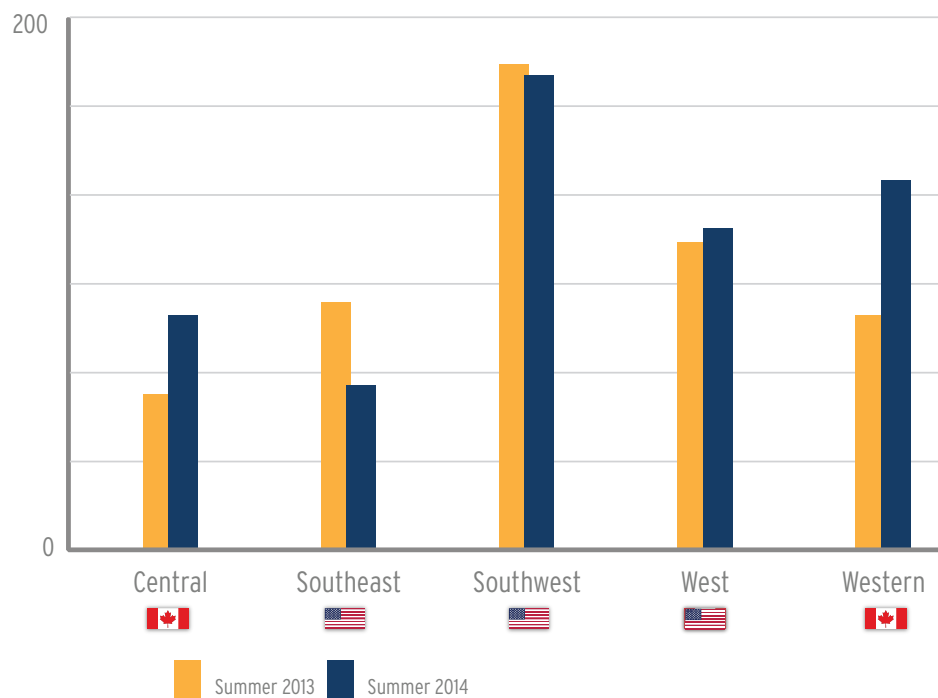


Compared to Q1, prices fell across the board in Q2 2014. Case exhibited the most significant change from spring to summer due to a 17% drop in average sale price.

With the exception of Deere, Q2 prices for each of the top manufacturers were still higher year over year.

*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 five regions, sales volume was 11% higher than in Q2 2013. Growth was driven almost exclusively by the upturn in market activity in Central and Western Canada.

The Southwest U.S. remained the dominant market. However, volume in this region was 7% higher than in the next largest market, a much tighter gap than the 27% difference seen last year.

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

NEXT

Crawler Mounted Hydraulic Excavators

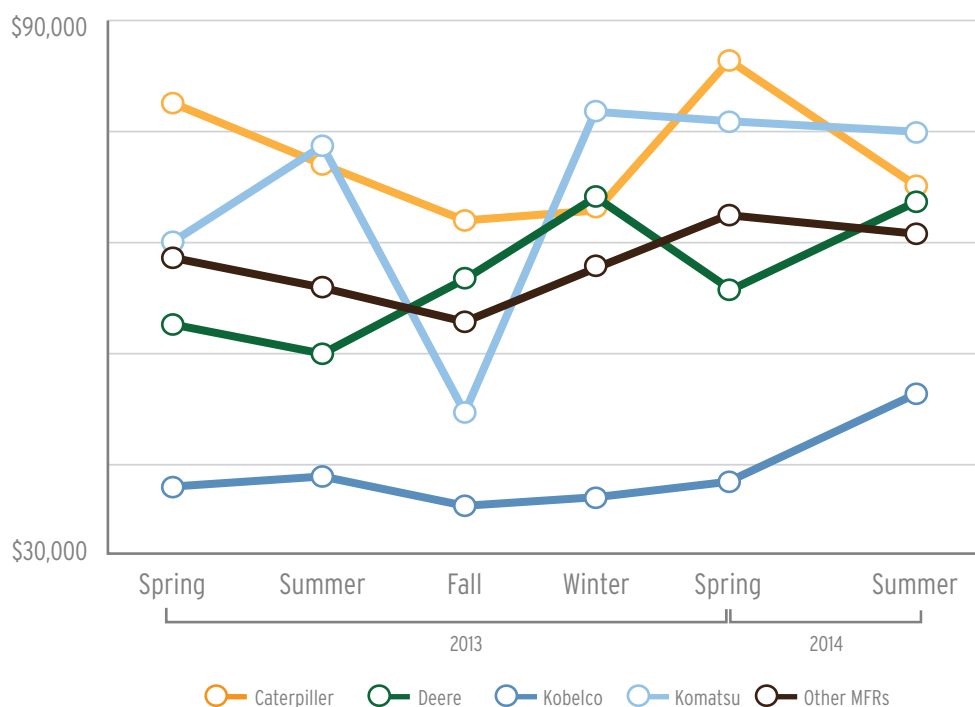


QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Auction Market Trending

2014 | April 1, 2014 to June 30, 2014

CRAWLER MOUNTED HYDRAULIC EXCAVATORS AVERAGE UNIT SALE PRICE, BY QUARTER

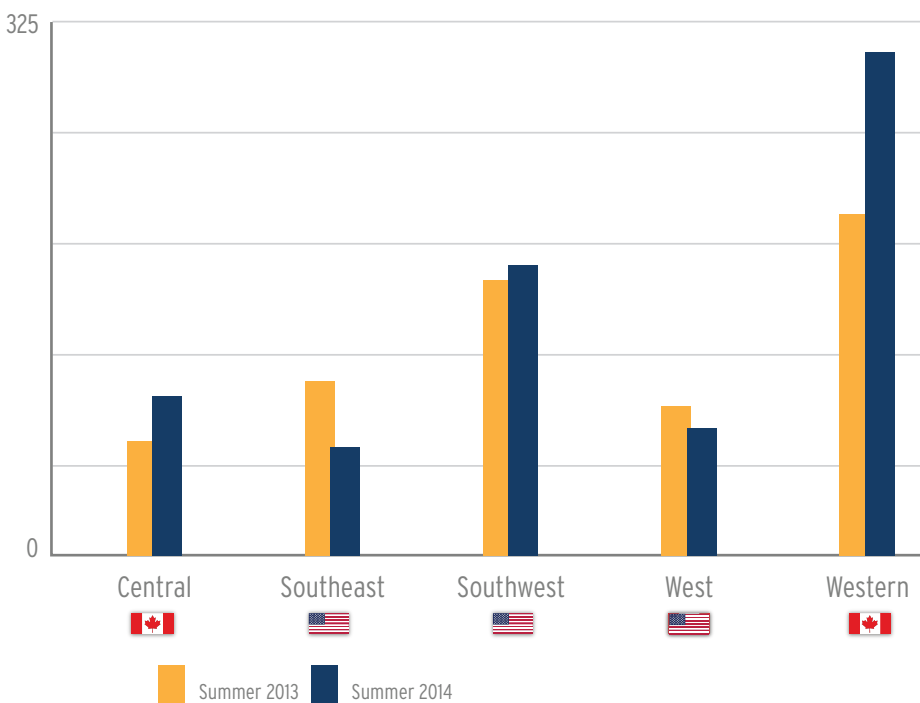


Once again, Komatsu took the top spot for average sale prices. Although their prices were flat this quarter, Caterpillar's decline allowed Komatsu to overtake their strongest competitor.

Year over year, Deere and Kobelco exhibited substantial gains of 32% and 23%, respectively.

*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



The theme of explosive market activity in Canadian regions continued with Crawler Mounted Hydraulic Excavators. Year over year, sales volume rose 44% in Western Canada and 27% in Central Canada.

In the U.S., volume increased slightly in the Southwest, but the Southeast experienced a major decline.

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

NEXT

Skid Steer Loaders

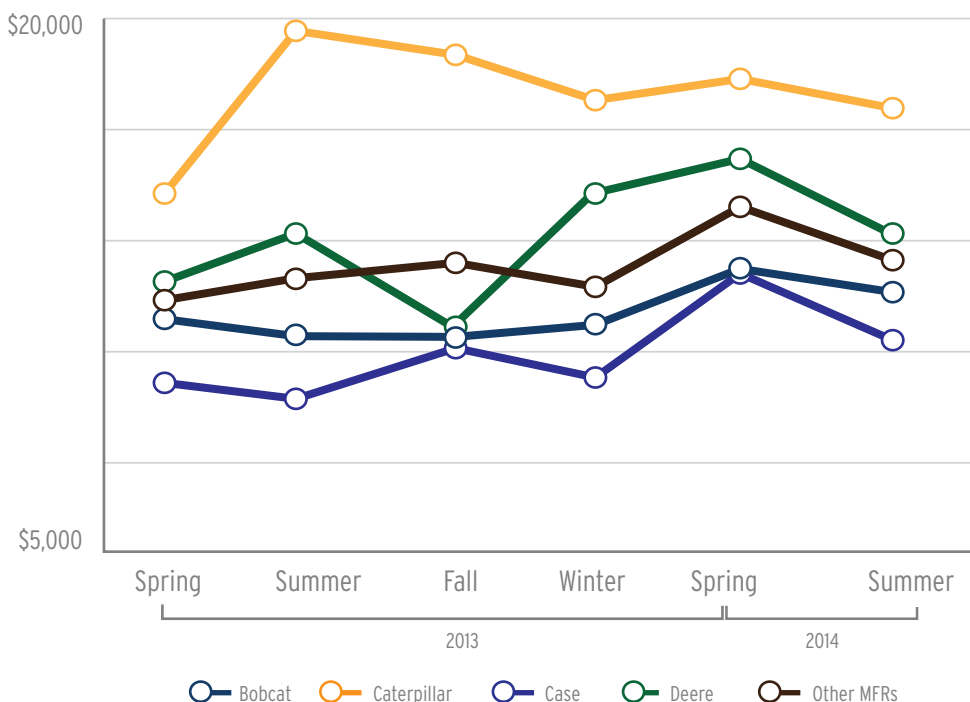


QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Auction Market Trending

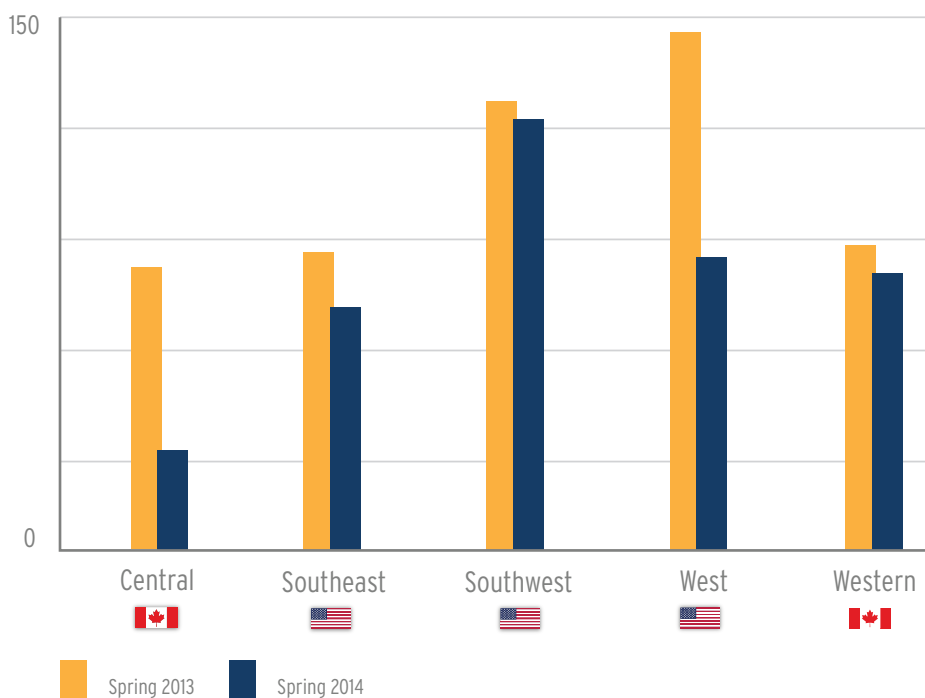
2014 | April 1, 2014 to June 30, 2014

SKID STEER LOADERS AVERAGE UNIT SALE PRICE, BY QUARTER



*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



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

NEXT
Further Analysis



QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Auction Market Trending

2014 | April 1, 2014 to June 30, 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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