

## QUARTERLY REPORT - NORTH AMERICA

## Heavy Equipment Auction Market Trending

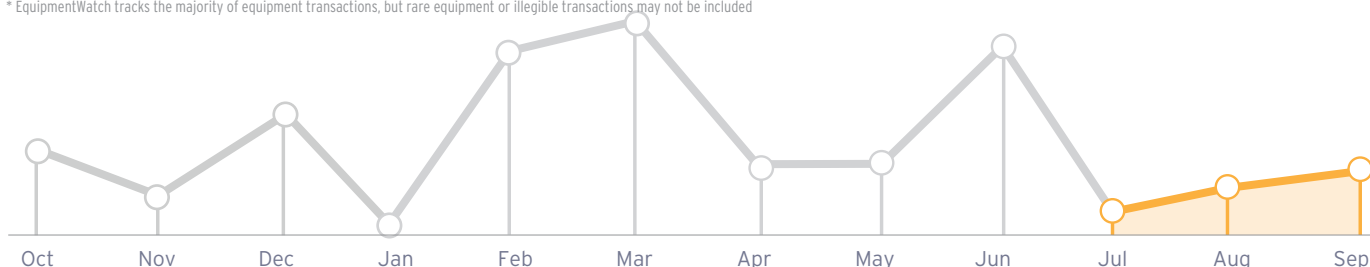
FALL 2014 | July 1, 2014 to September 30, 2014

Total Sales\*: \$1,623,329,128

Included Transactions\*: 42,933

Total Auctioneers: 13

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



## SUMMARY

Fall auction sales were down 38% compared to the second quarter, dropping to a six-month low in July. With a 16% gain in sales volume, the Southwest continued to dominate in terms of regional market share. The number of Electric Self Propelled Scissor Lifts sold at auction more than tripled year over year, bringing them to third place among top equipment types. In the same time period, aerial lift manufacturers Genie and JLG saw volume increase by 120% and 41%, respectively.

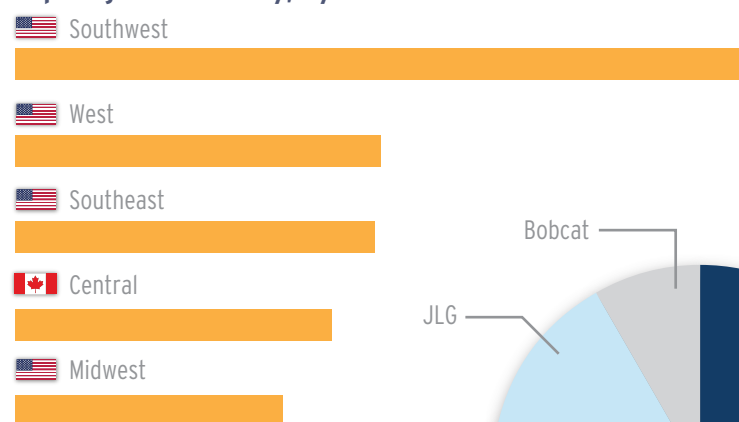
This analysis was conducted using data over the last 12 months from the Last Bid, an EquipmentWatch database. All currency shown is in U.S. Dollars. Regions were selected based upon the Bureau of Economic Analysis standards and the 4-Region Canadian model.

INSIDE:  
Equipment Analysis

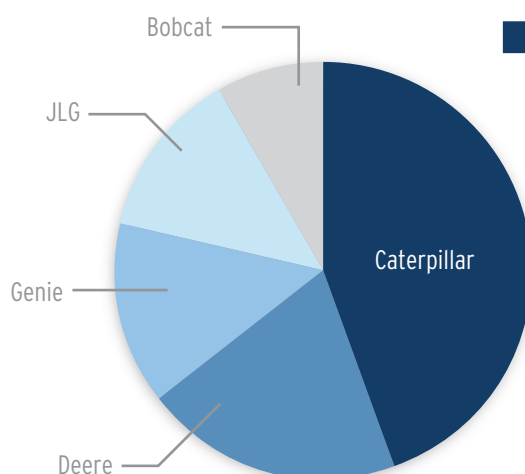
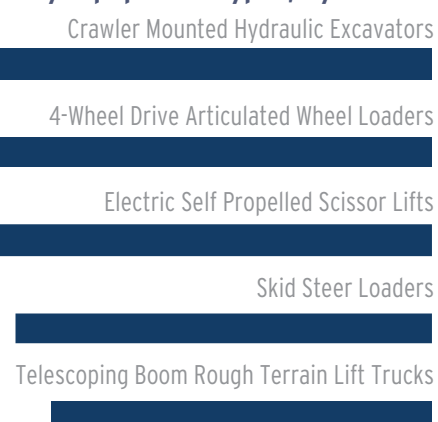
- 4-WD Articulated Wheel Loaders
- Crawler Mounted Hydraulic Excavators
- Skid Steer Loaders

## Fall 2014 AT A GLANCE

## Top Regional Activity, by Volume



## Top 5 Heavy Equipment Types, by Volume

Top 5 Manufacturers  
by Volume

## NEXT

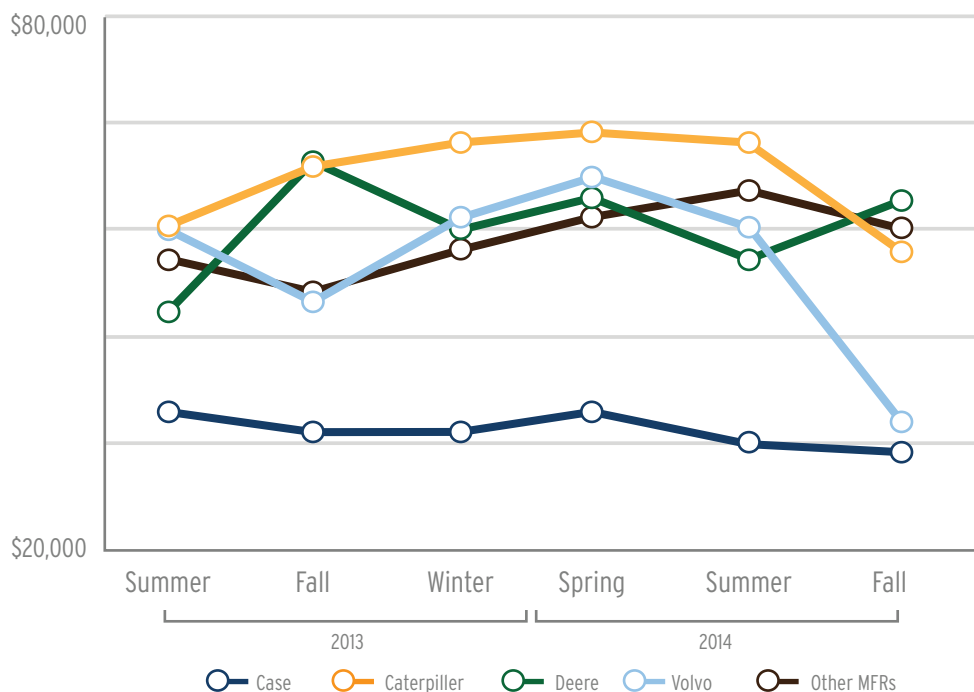
4-WD Articulated Wheel  
Loaders

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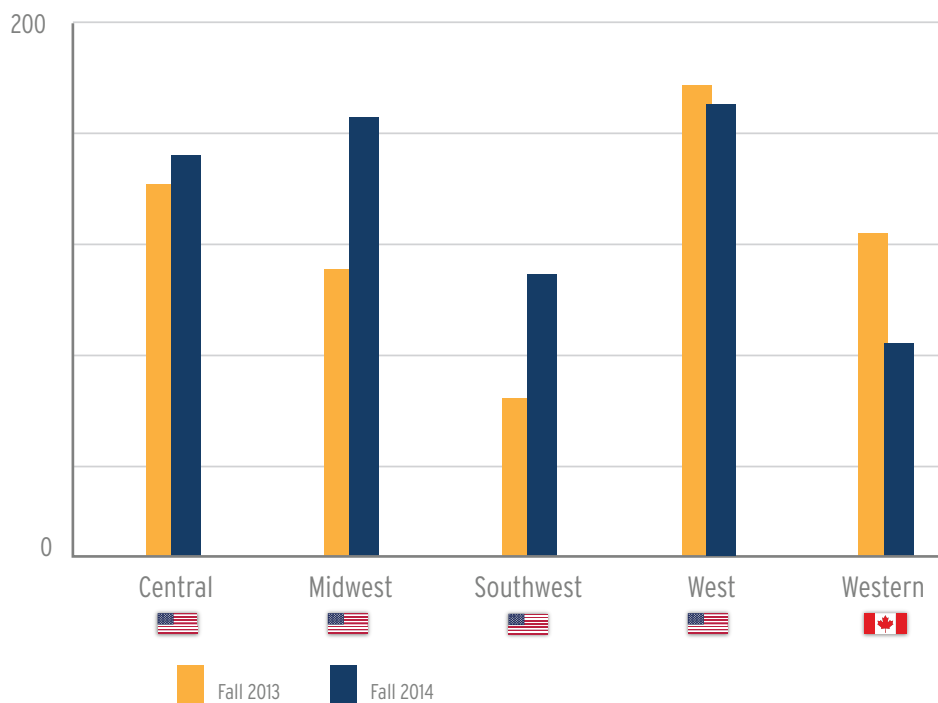
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## 4-WD ARTICULATED WHEEL LOADERS AVERAGE UNIT SALE PRICE, BY QUARTER



## 4-WD ARTICULATED WHEEL LOADERS TOP 5 REGIONS, TOTAL VOLUME



## NEXT

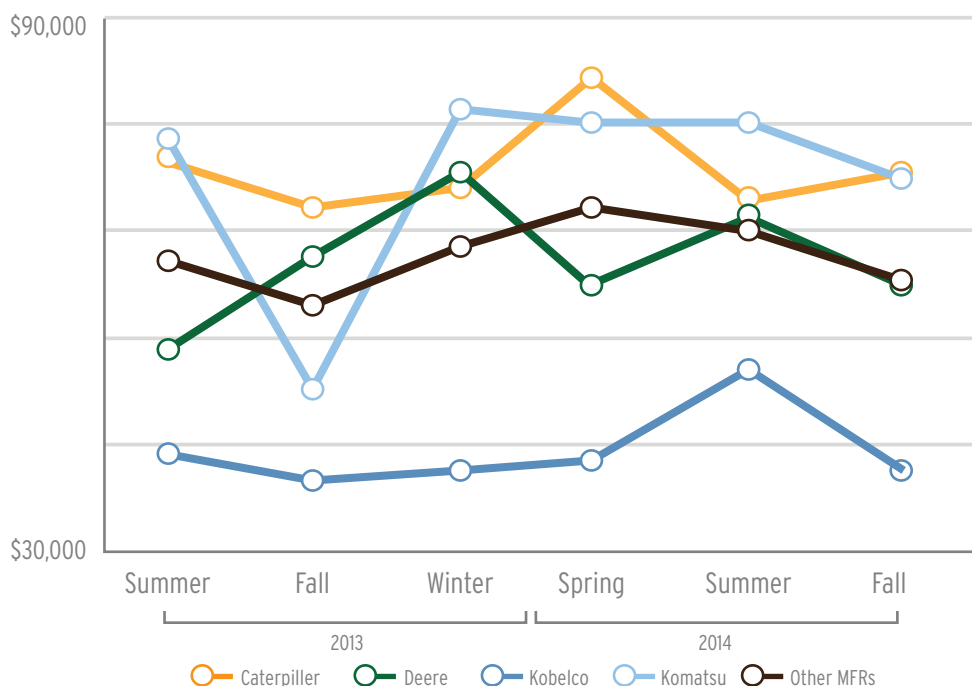
Crawler Mounted  
Hydraulic Excavators

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

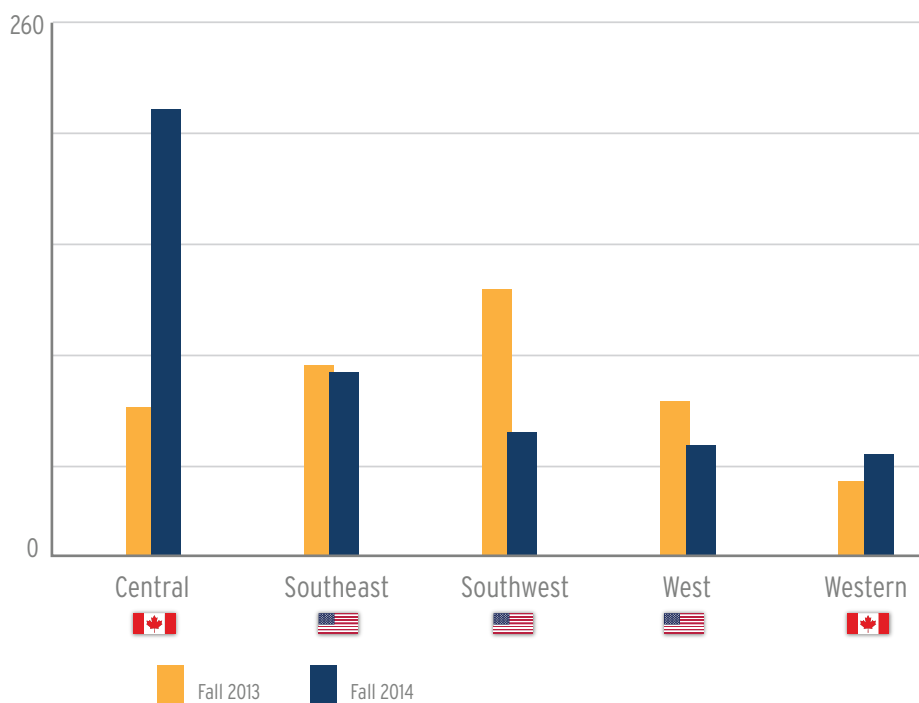


From summer to fall, auction prices for Crawler Mounted Hydraulic Excavators dropped 8%.

Kobelco's 25% decline was the most pronounced. Prices for Deere, Komatsu, and other makes fell at similar rates. Meanwhile, Caterpillar prices inched upward, and the manufacturer reclaimed the top position it lost to Komatsu last quarter.

\*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



With a 109% increase in volume year over year, Central Canada emerged as the largest market in the third quarter. Western Canada experienced more moderate gains.

In the top U.S. regions, overall volume fell 26% year over year, driven primarily by a steep decline in the Southwest.

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

**NEXT**

Skid Steer Loaders

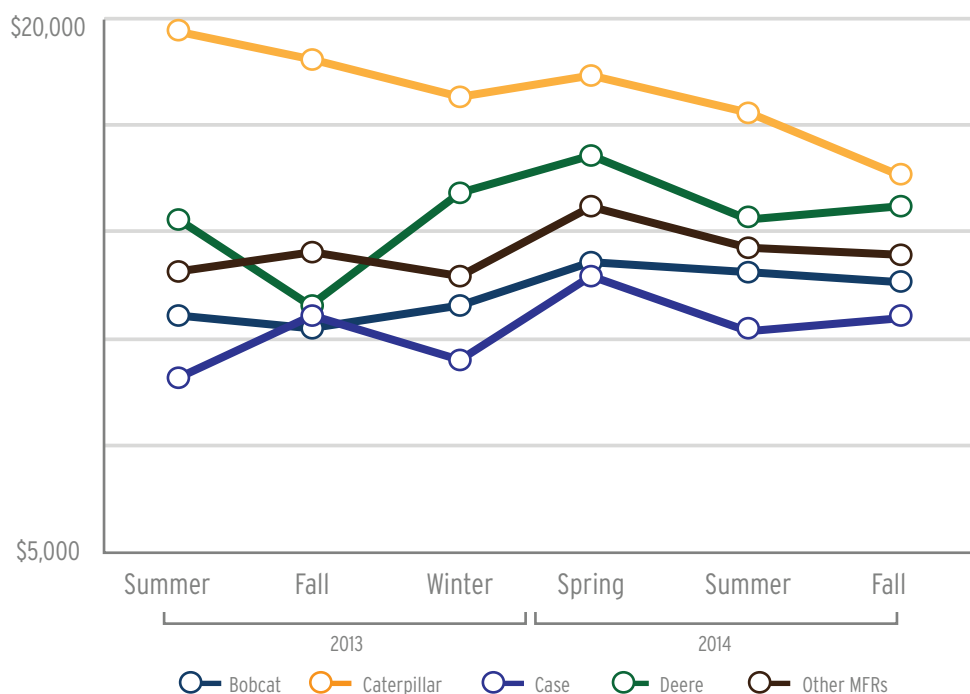


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## SKID STEER LOADERS AVERAGE UNIT SALE PRICE, BY QUARTER

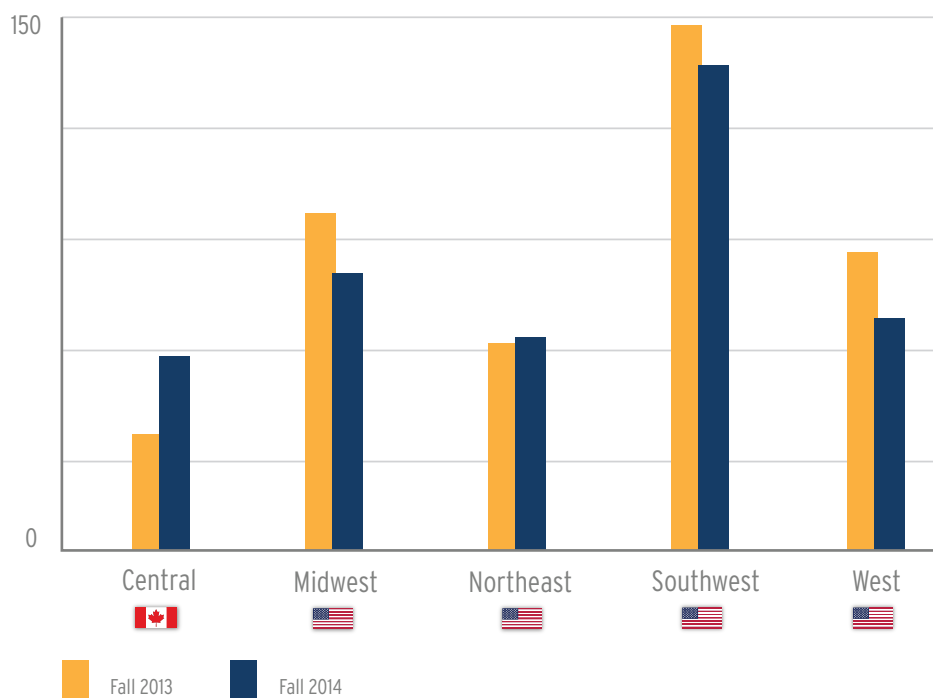


Caterpillar's prices continued to decline and have fallen 19% compared to Q3 2013. If auction prices continue on their current trajectory, Caterpillar risks being overtaken by Deere.

While Case saw a modest gain of 3%, prices for Bobcat and all other makes remained stable.

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## SKID STEER LOADERS TOP 5 REGIONS, BY QUARTER



Compared to Q3 2013, each of the top regions retained their relative positions in terms of sales volume.

In the U.S., only the Northeast made gains. Central Canada stood out with 51% growth year over year.

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**NEXT**  
Summary





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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**

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ph: 770-618-0201

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