

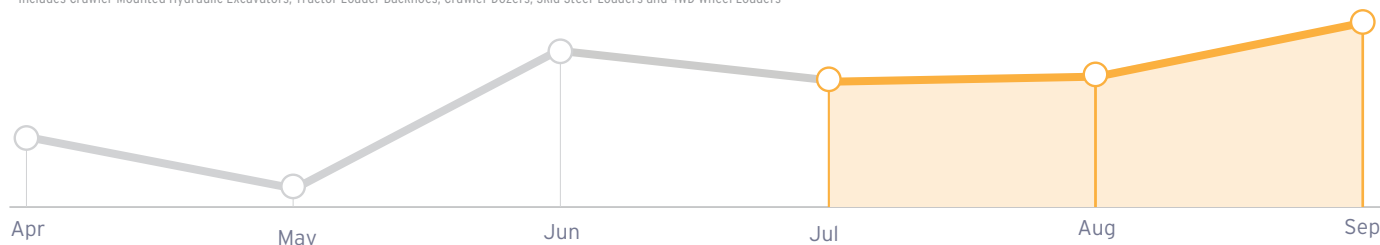
QUARTERLY REPORT - NORTH AMERICA

Heavy Equipment Resale Market Trending

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

AVERAGE ASKING PRICE TOP 5 SUBTYPES*

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



SUMMARY

After a brief dip in July, prices for the most popular 5 subtypes continued on a steady rise, with September's increase driven mainly by Crawler Mounted Excavators and 4-Wd Articulated Wheel Loaders. The Midwest took over a large part of the market share, with more than double the share of the next largest region, the Southeast. Similarly, Electric Self Propelled Scissor Lifts made huge gains, increasing its dominance over the rest of the field.

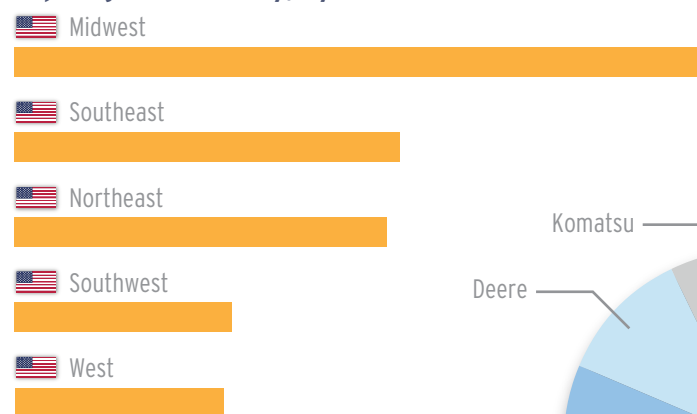
This analysis was conducted using data from the ValueTrend EngineSM, the EquipmentWatch valuation platform. All currency shown is in U.S. Dollars. Regions were selected based upon the Bureau of Economic Analysis standards and the 4-Region Canadian model.

INSIDE:
Equipment Analysis

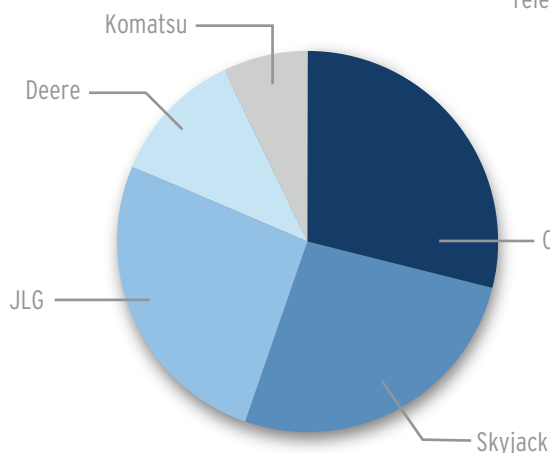
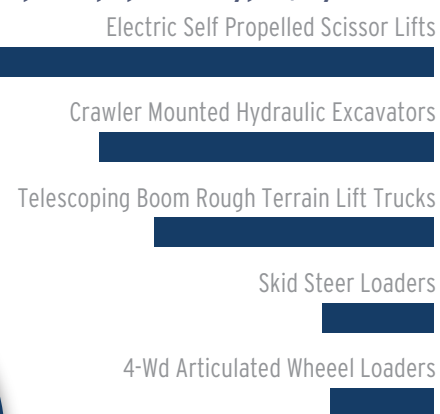
- 4-WD Articulated Wheel Loaders
- Crawler Mounted Hydraulic Excavators
- Skid Steer Loaders

FALL 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

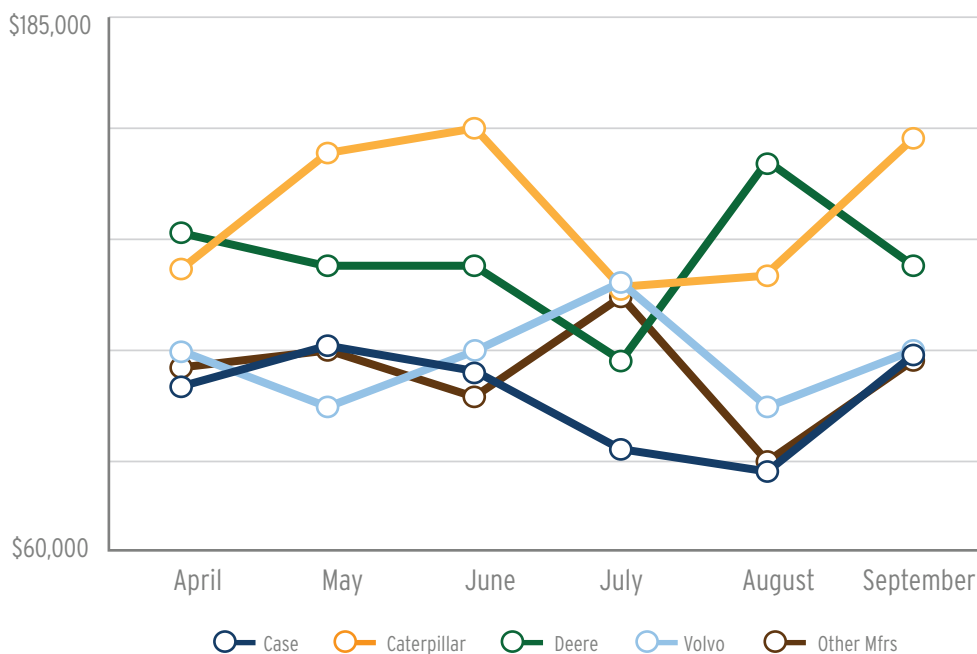


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4-WD ARTICULATED WHEEL LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

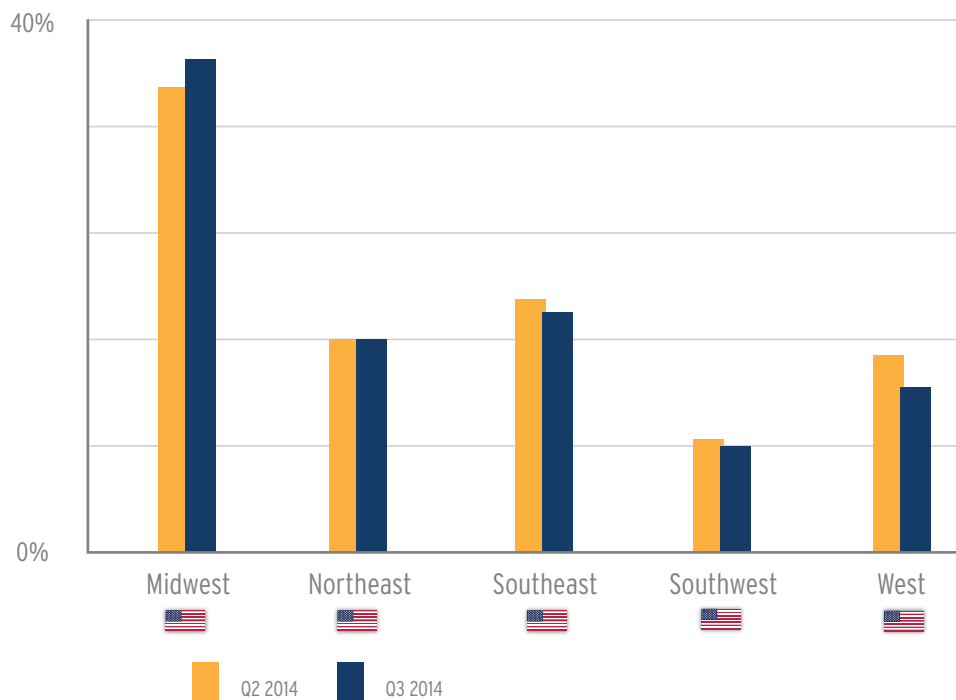


Caterpillar lost their price premium in the 4-WD Articulated Wheel Loader market in July, but was able to regain it in September.

Case also dropped below the rest of the field before rebounding in September.

*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



The most substantial movement in the market took place in the West and Southwest, each losing about 1% of the market share.

The Midwest made gains in this market, along with others.

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NEXT

Crawler Mounted Hydraulic Excavators

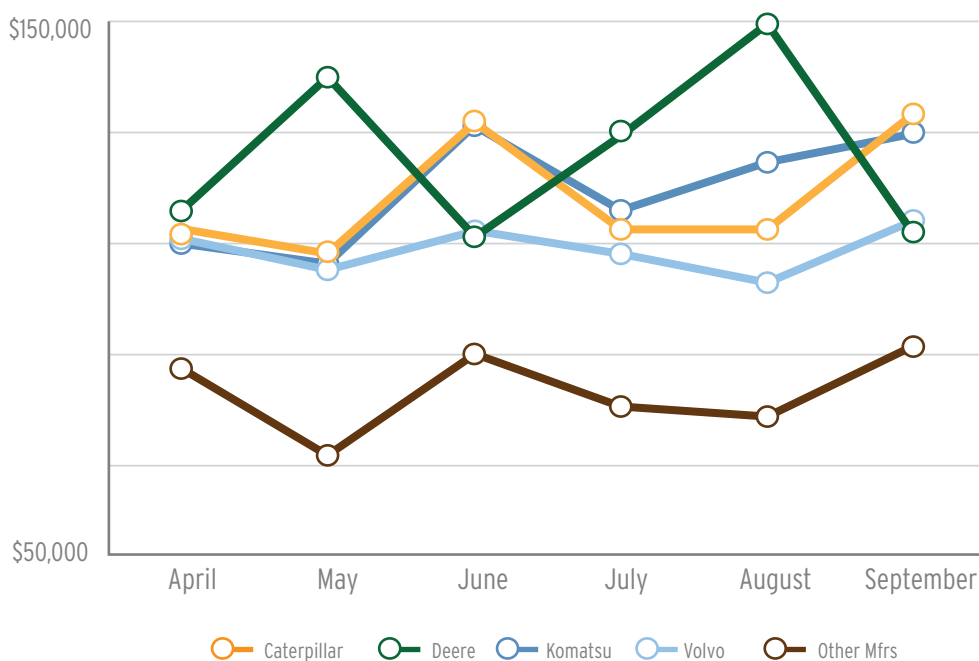


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CRAWLER MOUNTED HYDRAULIC EXCAVATORS AVERAGE UNIT ASKING PRICE, BY MONTH

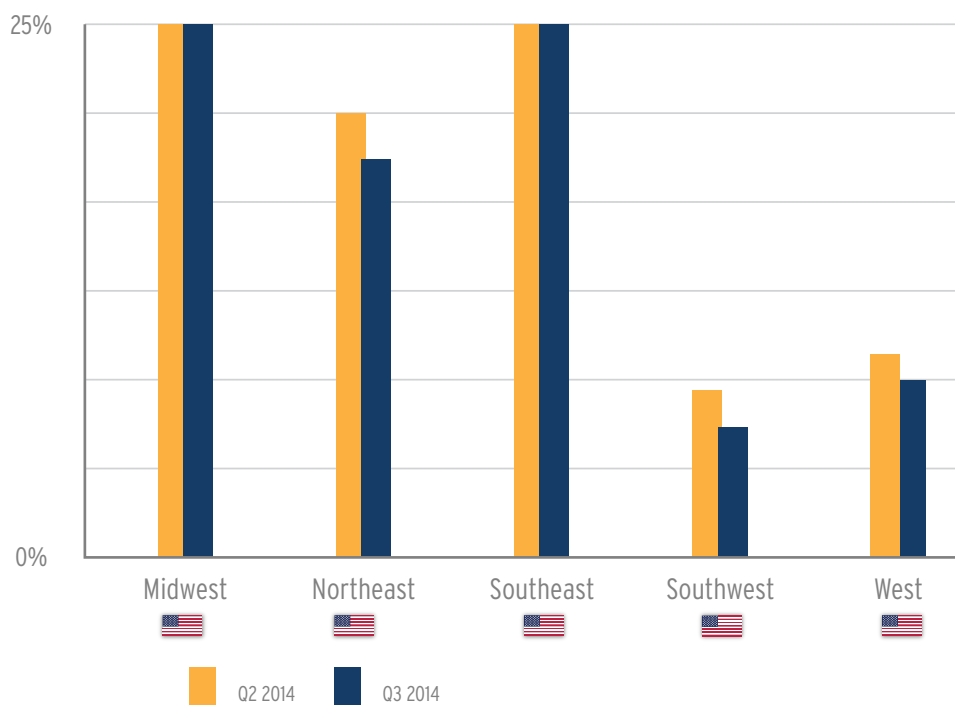


Deere came close to establishing a price premium in the market a couple times over the last two quarters, but came back down to the rest of the pack in September.

With Deere's fall, Caterpillar rose to the top for the second time in the past two quarters in September.

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CRAWLER MOUNTED HYDRAULIC EXCAVATORS PERCENT MARKET SHARE, TOP 5 REGIONS



The Northeast lost market share in the third quarter after the gains of Q2.

The Midwest and the Southeast both remained remarkably steady in terms of market share.

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NEXT

Skid Steer Loaders

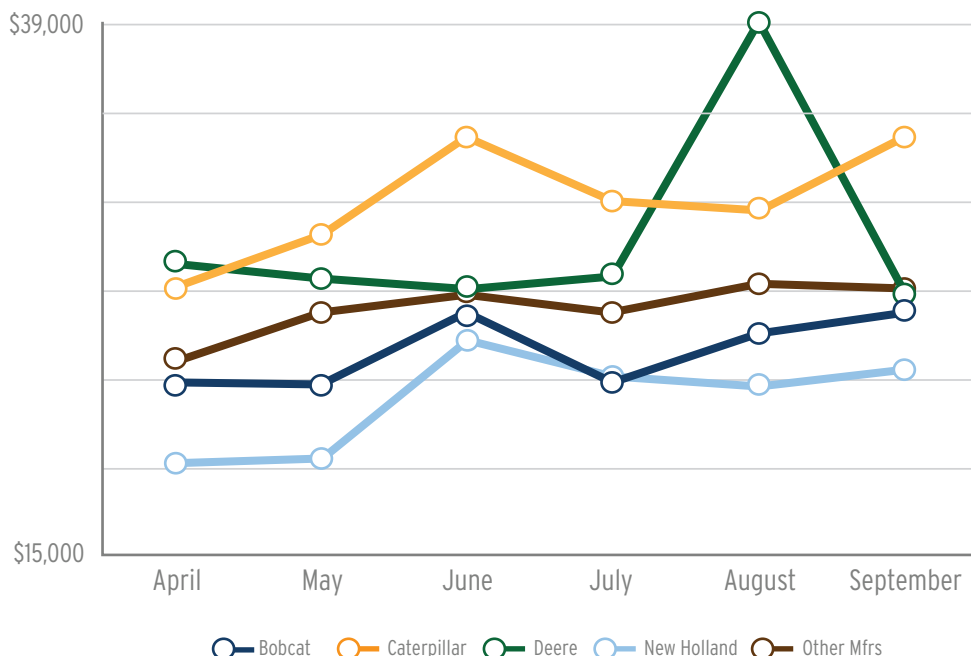


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SKID STEER LOADERS AVERAGE UNIT ASKING PRICE, BY MONTH

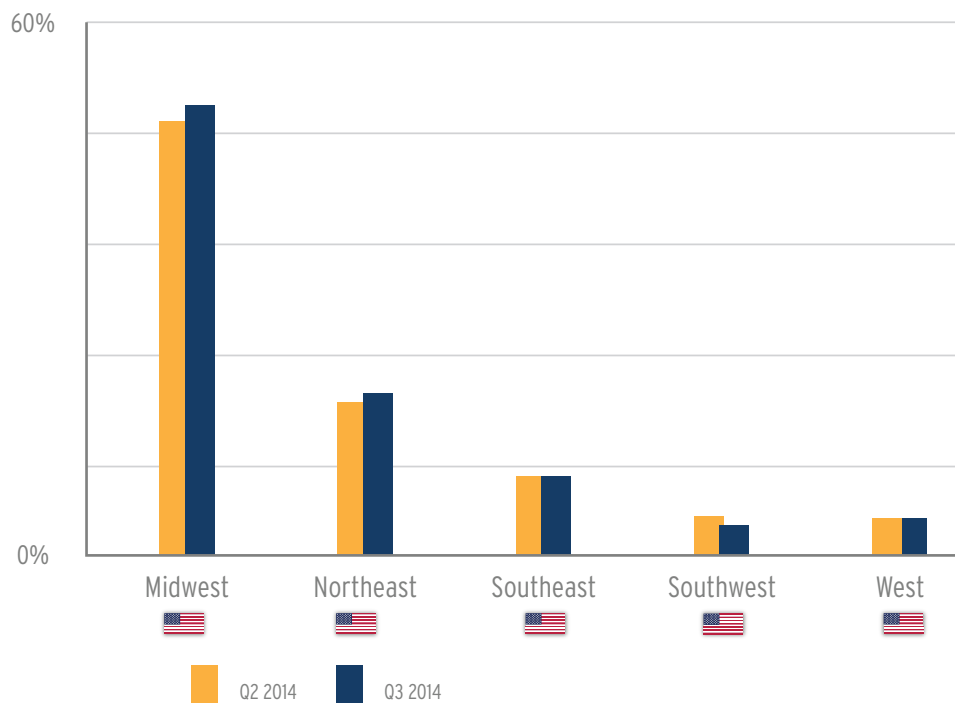


The massive surge in August displayed by Deere appears to have been just an anomaly, as they dropped well below Caterpillar the very next month.

Deere's august total notwithstanding, Caterpillar led the pack for most of the last six months.

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SKID STEER LOADERS PERCENT MARKET SHARE, TOP 5 REGIONS



No region gained or lost more than 1% of the market share, but the Midwest made the largest gains at 0.7%.

The Southwest was the biggest loser with -0.78% of the market share.

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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+

TO FIND OUT HOW TO BRING THIS ONLINE PRODUCT TO YOUR ORGANIZATION, CONTACT:

Brian Dewey

brian.dewey@equipmentwatch.com

ph: 770-618-0201

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