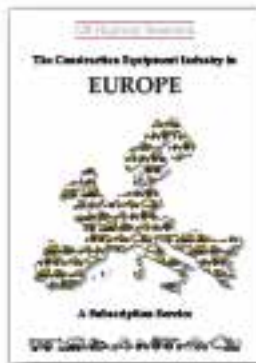
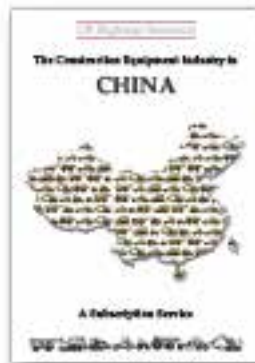


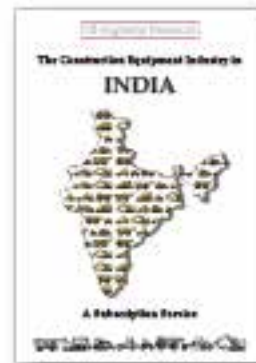
## Services on the Construction Equipment Industry



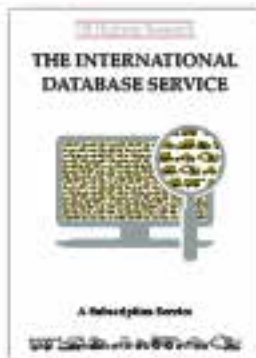
**EUROPEAN  
SERVICE**



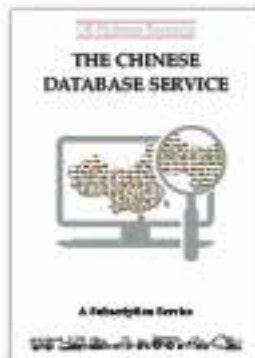
**CHINESE  
SERVICE**



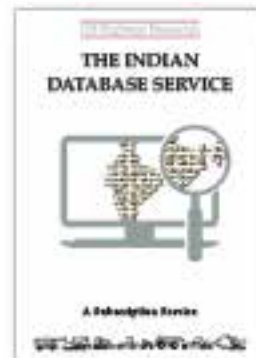
**INDIAN  
SERVICE**



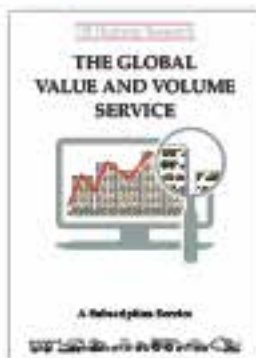
**INTERNATIONAL  
DATABASE  
SERVICE**



**CHINESE  
DATABASE  
SERVICE**



**INDIAN  
DATABASE  
SERVICE**



**GLOBAL VOLUME  
AND VALUE  
SERVICE**



**MULTI-CLIENT  
STUDIES**



**PRIVATE CLIENT  
RESEARCH**





## The Specialists in Global Construction Equipment Research

Off-Highway Research is a management consultancy that specialises in the research and analysis of international construction and agricultural equipment markets, and is the largest of its kind in the world. The consultancy was formed in 1981 as a division of The Economist Intelligence Unit (EIU), and is now privately owned.

Off-Highway Research offers a unique level of international research expertise to the construction, earthmoving, mining, industrial and agricultural equipment industries.

This specialist capability, offered by offices in the UK, China, India, Japan and the USA, is available through a combination of Subscription Services and Private Client Research. The company is staffed by industry specialists with a wide range of industry, language and consultancy skills, and is supported by a unique database of information.

Over the last five years, Off-Highway Research has worked for over 800 clients in over 40 countries.

<b>CONTENTS</b>	<b>PAGE</b>
<b>European, Chinese and Indian Services</b>	<b>4</b>
<b>Databases</b>	<b>6</b>
– <b>International</b>	
– <b>Chinese</b>	
– <b>Indian</b>	
– <b>Global Volume and Value Service</b>	<b>7</b>
<b>Multi-Client Studies</b>	<b>8</b>
<b>Private Client Research</b>	<b>9</b>
<b>Clients</b>	<b>10</b>
<b>Price list</b>	<b>11</b>



# EUROPEAN, CHINESE AND INDIAN SERVICES

These Services are available on an annual subscription basis, and provide subscribers with detailed analyses of equipment markets and the major manufacturers of equipment. Alternatively, reports can be bought individually.



## EACH ANNUAL SUBSCRIPTION CONSISTS OF:

	EUROPEAN ANNUAL FREQUENCY	CHINESE ANNUAL FREQUENCY	INDIAN ANNUAL FREQUENCY
Equipment Analyses	16	8	8
Company Profiles	6	4	4
Country Analyses*	4	-	-
Market Reports	12	12	12
Free Enquiry Facilities	Ongoing	Ongoing	Ongoing

## EACH SERVICE CONSISTS OF

### EQUIPMENT ANALYSES

Rigorous analyses of the structure and development of demand for one product in one country.

Typical coverage includes:

- Construction Activity
- Market Shares
- Market Size and Trends
- Marketing and Distribution
- Domestic Production
- Population and End-Users
- Component Supply
- Forecasts
- Foreign Trade
- Machines Available
- Pricing
- Importers

### COMPANY PROFILES

Objective analyses of major construction equipment manufacturers or component suppliers.

Typical coverage includes:

- Company Structure
- Ownership
- Financial Analysis
- Manufacturing Facilities
- Marketing and Distribution
- Production
- Component Sourcing
- Research and Development
- Employees

### COUNTRY ANALYSES\*

In-depth reviews of market activity for 18 equipment types in smaller countries, together with profiles of leading manufacturers and distributors.

Typical coverage includes:

#### EQUIPMENT ANALYSES

- Market Size and Trends
- Domestic Production
- Market Shares
- Forecasts

#### DISTRIBUTOR PROFILES

- Ownership
- Sales by Product
- Financial Analysis
- Distribution
- Franchises
- Future Developments

\* Available only in the European Service.



## PRICE LIST

### EUROPEAN, CHINESE AND INDIAN SERVICES

	EUROPEAN	CHINESE	INDIAN
Full Service*, per year	£9,000	£6,950	£6,950
Market Reports only, per year	£1,800	£1,800	£1,800
Company Profiles, each	£ 725	£ 725	£ 725
Equipment Analyses, each	£ 725	£ 725	£ 725
Country Analyses**, each	£ 975	-	-
Annual Reviews, each	£ 650	£ 650	£ 650
Additional Users, per year	£ 650	£ 650	£ 650

\* Market Reports, Company Profiles, Equipment and Country Analyses

\*\* European Service only

#### MARKET REPORTS

Monthly publications monitoring important regional developments. Topics include:

- Mergers and Joint Ventures
- Company Profiles
- Product and Market Trends
- New Products
- Financial Results
- Economic Trends

#### FREE ENQUIRY FACILITIES

Full subscribers have free access to the research teams and are encouraged to ask questions and discuss developments in the market. These facilities enable subscribers to draw on the consultants' expertise and maximise the value of their subscription.

To see our full list of services visit:

[www.offhighway.co.uk](http://www.offhighway.co.uk)

To buy online visit:

[www.offhighway-store.com](http://www.offhighway-store.com)

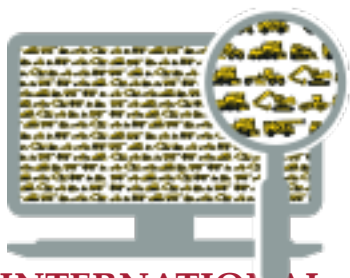
If you need further information please email:

[mail@offhighway.co.uk](mailto:mail@offhighway.co.uk)



# DATABASE SERVICES

These three database services provide unique statistical analyses into key equipment markets. Available electronically through Off-Highway Research's Internet Access Service, and provided in Excel, the customised computer programme allows clients to manipulate data according to their needs, with regular updates being available over the internet.



**INTERNATIONAL**



**CHINESE**



**INDIAN**

## EACH DATABASE OFFERS THE FOLLOWING ELEMENTS

■ Sales by Company x Product, since 1998\*

■ Production by Company x Product, since 1998\*

■ Forecast Sales by Country x Product, next 5 years

\* For India, since 2002

## EACH DATABASE SERVICE CONSISTS OF

### EQUIPMENT COVERAGE

- Agricultural Tractors
- Articulated Dump Trucks
- Asphalt Finishers
- Backhoe Loaders
- Compaction Equipment\*
- Crawler Dozers
- Crawler Excavators
- Crawler Loaders
- Mini Excavators
- Mobile Cranes\*
- Motor Graders
- Motor Scrapers
- Rigid Dump Trucks
- Rough Terrain Lift Trucks
  - Masted
  - Telescopic
- Skid-Steer Loaders
- Wheeled Excavators
- Wheeled Loaders

\* Only for the Chinese and Indian Database Services

### COUNTRY COVERAGE

#### THE INTERNATIONAL DATABASE SERVICE: WESTERN EUROPE, NORTH AMERICA, JAPAN

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- Japan
- Netherlands
- North America
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom

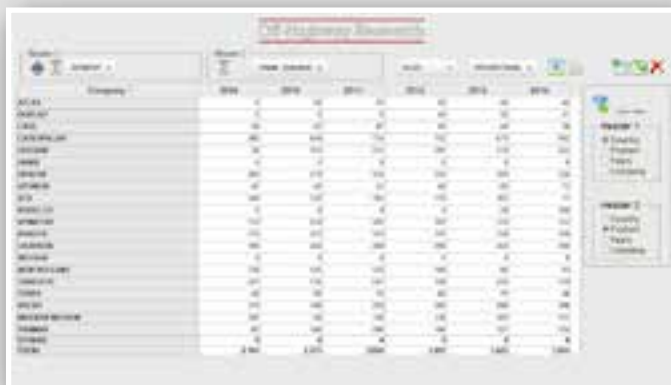
#### CHINA

#### INDIA

### EXAMPLES



PRODUCTION CRAWLER EXCUVATORS CHINA 2009-2014



SALES CRAWLER EXCUVATORS GERMANY 2009-2014





## GLOBAL VOLUME AND VALUE

The Volume and Value Service provides clients with a unique regional breakdown of global sales, broken down by units and \$ value. Data is available in Word and Excel.

## VOLUME AND VALUE COVERAGE

### REGIONAL COVERAGE

- China
- Europe  
- by country
- Japan
- North America
- Rest of the World

### EQUIPMENT COVERAGE

Same as other databases, see left

### PERIOD COVERAGE

History: 5 years  
Forecast: 5 years

### VALUES

These are expressed in US\$, with the exchange rate being fixed on 1 January each year.

### UPDATES

Twice a year in April and September.

## PRICE LIST DATABASE SERVICES

	Single user per year
<b>INTERNATIONAL</b>	£ 2,850
<b>CHINESE</b>	£ 2,100
<b>INDIAN</b>	£ 2,100
<b>GLOBAL VOLUME AND VALUE</b>	£ 1,400

Additional users can be added for £525 each

To see our full list of services visit:  
[www.offhighway.co.uk](http://www.offhighway.co.uk)

To buy online visit:  
[www.offhighway-store.com](http://www.offhighway-store.com)

If you need further information  
please email:  
[mail@offhighway.co.uk](mailto:mail@offhighway.co.uk)



# MULTI-CLIENT STUDIES



Several times a year Off-Highway Research publishes in-depth studies which cover topics outside those covered in other, Subscription Services. These Multi-Client Studies are based on lengthy periods of field research and are generally regarded as being the most comprehensive and wide-ranging on the subject under review.

## TITLES

The following are either currently available, or are being researched at the time of writing:

COUNTRY	PUBLICATION DATE	PRICE
■ <b>Mobile Cranes: Global</b>	September 2016	£3,050
■ <b>Diesel Engines: India</b>	September 2016	£3,050
■ <b>Iran</b>	September 2016	£3,050
■ <b>Sri Lanka</b>	September 2016	£3,050
■ <b>Turkey</b>	September 2015	£2,950
■ <b>Indonesia</b>	September 2015	£2,950
■ <b>Nepal</b>	October 2014	£2,950
■ <b>Philippines</b>	September 2014	£2,950
■ <b>Thailand</b>	September 2014	£2,950
■ <b>Saudi Arabia</b>	September 2014	£2,950

To see a full list of Multi Client Studies please visit [www.offhighway.co.uk](http://www.offhighway.co.uk)

## TYPICAL COVERAGE FOR EACH COUNTRY INCLUDES:

### ANALYSIS

- Market Size and Trends
- Market Shares
- Domestic Production
- Component Sourcing
- Distribution
- Forecasts
- Manufacturer Profiles
- Distributor Profiles
- Machines Available

### PRODUCTS

- Agricultural Tractors
- Asphalt Finishers
- Backhoe Loaders
- Compaction Equipment
- Crawler Dozers
- Crawler Loaders
- Dump Trucks
- Hydraulic Excavators
- Mini Excavators
- Mobile Compressors
- Mobile Cranes
- Motor Graders
- Rough Terrain Lift Trucks
- Skid-Steer Loaders
- Wheeled Loaders

To see our full list of services visit:

[www.offhighway.co.uk](http://www.offhighway.co.uk)

To buy online visit:

[www.offhighway-store.com](http://www.offhighway-store.com)

If you need further information please email:

[mail@offhighway.co.uk](mailto:mail@offhighway.co.uk)





# PRIVATE CLIENT RESEARCH



Many clients need to address a problem which is outside the scope of one of the Services outlined earlier, and turn to the specialist skills of Off-Highway Research on a private and confidential basis.

## THE BRIEF

If you think that your research needs can be met by our consultancy skills, the first step is to arrange a meeting with a consultant of Off-Highway Research to discuss your research needs with him and to provide him with a full brief.

## THE PROPOSAL

Based on the briefing given at the meeting, a proposal will be submitted setting out the purpose and objectives of the work, the scope, methods to be employed, personnel to be used, time and cost. There is no charge for a proposal unless, by prior arrangement, a long initial diagnostic study is needed. Proposals are flexible and can be readily amended to meet a client's needs more fully.

## THE RESEARCH PROGRAMME

The Managing Director of Off-Highway Research is personally responsible for each assignment. He briefs the staff required, arranges for any outside services needed and directs the project. He and the staff concerned are available for consultation and discussion at all stages. Close communication with the client is essential to the success of a project and for the client to obtain maximum value from it.

## CONFIDENTIALITY

Unless the client wishes otherwise, all work is strictly confidential to the client who has commissioned it. Copyright, however, remains with Off-Highway Research. Publication of the results of any assignment to third parties is subject to the prior written agreement of the Off-Highway Research.

## EXAMPLES OF CONSULTANCY PROJECTS

Various types of ad-hoc research and consultancy projects are as follows:

- Market research and analysis;
- Market feasibility studies;
- End-user surveys;
- Technological and market forecasts;
- Planning and marketing strategy studies;
- Diversification and acquisition studies;
- Financial studies.

### Examples include:

- The appointment of dealers in the UK and France.
- The European market for teeth systems in backhoe loaders.
- Requirements of backhoe loader operators.
- Potential for a fast travel, multi-purpose tractor.
- The European market for skid-steer loaders.
- Financing and leasing in European construction equipment markets.
- The relationship between OEMs and their suppliers.
- Component sourcing for construction equipment manufacturers.
- Competitive OEM strategies
- The viability of plant hire in 5 European countries.
- An assessment of the European earthmover tyre market.
- Diesel engine forecasts for Uzbekistan.
- Trends in cab design and OEMs' requirements.
- Selecting a dealer in China.
- The Chinese market for compact equipment.
- Identifying JV partners in China.

## THE COST OF PRIVATE CLIENT RESEARCH

The consultancy does not begin any assignment before timing, fees and costs are agreed with the client. A firm fee will be quoted for a specified job, or if preferred, on a daily, weekly or contract basis. This is assessed on the cost of the inputs budgeted for the job. The quoted costs are never exceeded unless, by agreement, the scope of the work has been altered.

To discuss your private client research requirements, please contact: David C A Phillips, Managing Director  
[mail@offhighway.co.uk](mailto:mail@offhighway.co.uk)



# OUR CLIENTS

Any organisation whose interests lie in the areas of construction, earthmoving, agricultural or industrial equipment could benefit from one or more of the Services offered by Off-Highway Research. Below is a representative selection of more than 800 organisations with which the company has worked over the last 15 years:

## EQUIPMENT MANUFACTURERS

- Ashok Leyland
- Atlas Copco
- Ausa
- Belaz
- Bell Equipment
- Beml
- Bomag
- Case
- Caterpillar
- CNH
- Deere
- Doosan
- Dynapac
- Escorts
- Furukawa
- Hanix
- Hiab
- Hidromek
- Hitachi
- Hyundai
- JCB
- JLG
- Kato Works
- Kawasaki
- Kobelco
- Komatsu
- Kubota
- Liebherr
- Liugong
- Ljungby
- Mahindra & Mahindra
- Manitou
- Manitowoc
- Merlo
- Moxy
- Sany
- Shantui
- Steyr
- Sumitomo Heavy Industries
- Sunward
- Tadano
- Terex
- Terra
- TIL
- Valtra
- Volvo
- Wacker Neuson
- Wirtgen
- XCMG
- Xiangong
- Yanmar

## COMPONENT SUPPLIERS

- Allison Transmission
- Berco
- Bergstrom
- BKT
- Bonfiglioli
- Borg Warner
- Bosal-Sekura
- Bosch Rexroth
- Brueninghaus Hydromatic
- Brevini
- Bridgestone
- Carlisle
- Commercial Vehicle Group
- Carraro
- Comer
- Comoplast Solideal
- Continental
- Corning
- Cummins
- Dalmine
- Dana
- Danfoss
- Delphi
- Denison Hydraulics
- Deutz
- Donaldson
- Dunlop
- Eaton
- Esco
- Fina
- Foton
- Fritzeier
- Gates Rubber
- GKN
- Goetze
- Goodyear
- Grammer
- Graziano
- Haldex
- Husco
- Hyco
- HydraForce
- Italtractor
- KAB Seating
- Kayaba
- Kirloskar
- Lemmerz
- Lombardini
- Lubrizol
- Mann & Hummel
- Meritor

- Metalogenia
- Michelin
- Mobil
- Nabtesco
- Oerlikon Graziano
- Parker
- Perkins Engines
- Poclain Hydraulics
- Rolls Royce
- Sauer Danfoss
- Sears Seating
- Shell
- SIAC
- Siemens
- SKF
- Soosan
- SSAB
- ST Kinetics
- Tata Steel
- TC Industries
- Thyssen Krupp
- Topcon
- Trimble
- Total
- Wipro
- ZF

## FINANCIAL INSTITUTIONS

- ABN AMRO
- Bank of America
- Bernstein
- BMO Capital
- BNP Paribas
- Citigroup
- Credit Suisse
- De Lage Landen
- Deloitte
- Deutsche Bank
- Evercore ISI
- GE Capital
- Glenview
- Goldman Sachs
- JP Morgan
- KPMG
- Merrill Lynch
- Mitsui
- Mizuho Bank
- Morgan Stanley
- Nomura Securities
- Sanwa Bank
- SREI
- Sumitomo Mitsui Banking

## DISTRIBUTION & RENTAL COMPANIES

- Bakheet
- Dozco
- Finning
- Geveke
- Gmmco
- Hertz Equipment
- Itochu
- Kanematsu
- Kanoo
- Loxam
- Marubeni
- Mitsubishi
- Mitsui
- Olayan
- Robert Aebi
- Terra
- TIL
- Zeppelin

## TRADE ASSOCIATIONS, EXHIBITION AND CONFERENCE ORGANISORS, & OTHERS

- AEM (US)
- Bauma
- British Army
- British Fluid Power Association
- CCMA (China)
- CECE (EU)
- Construction Equipment Association (UK)
- Department of Trade & Industry (UK)
- DLR (France)
- Duxes (China)
- European Commission
- Financial Times
- ICEMA (India)
- Imder (Turkey)
- Intermat
- IronPlanet
- Jetro
- National Fluid Power Association (US)
- Ritchie Bros
- VDMA (Germany)



# PRICE LIST

## EUROPEAN, CHINESE AND INDIAN SERVICES

	EUROPEAN	CHINESE	INDIAN
Full Service*, per year	£9,000	£6,950	£6,950
Market Reports only, per year	£1,800	£1,800	£1,800
Company Profiles, each	£ 725	£ 725	£ 725
Equipment Analyses, each	£ 725	£ 725	£ 725
Country Analyses**, each	£ 975	-	-
Annual Reviews, each	£ 650	£ 650	£ 650
Additional Users, per year	£ 650	£ 650	£ 650

\* Market Reports, Company Profiles, Equipment and Country Analyses

\*\* European Service only

## DATABASE SERVICES

	Single user per year
INTERNATIONAL	£ 2,850
CHINESE	£ 2,100
INDIAN	£ 2,100
GLOBAL VOLUME AND VALUE	£ 1,400

To see our full list of services visit:

[www.offhighway.co.uk](http://www.offhighway.co.uk)

To buy online visit:

[www.offhighway-store.com](http://www.offhighway-store.com)

If you need further information  
please email:

[mail@offhighway.co.uk](mailto:mail@offhighway.co.uk)

## MULTI-CLIENT STUDIES

COUNTRY	PUBLICATION DATE	PRICE			
Mobile Cranes: Global	September 2016	£3,050	Indonesia	September 2015	£2,950
Diesel Engines: India	September 2016	£3,050	Nepal	October 2014	£2,950
Iran	September 2016	£3,050	Philippines	September 2014	£2,950
Sri Lanka	September 2016	£3,050	Thailand	September 2014	£2,950
Turkey	September 2015	£2,950	Saudi Arabia	September 2014	£2,950



---

# Off-Highway Research

---

**FOR FURTHER DETAILS, PLEASE CONTACT:**

## **UNITED KINGDOM: HEAD OFFICE**

**David C.A. Phillips**  
Managing Director  
Off-Highway Research Limited  
Southfields, Southview Road,  
Wadhurst, East Sussex,  
TN5 6TP, United Kingdom  
T: +44 (0)1892 786 270  
F: +44 (0)1892 784 086  
E: mail@offhighway.co.uk  
www.offhighway.co.uk

**Simon Battersby**  
Sales Account Manager  
Off-Highway Research Limited  
Southfields, Southview Road,  
Wadhurst, East Sussex,  
TN5 6TP, United Kingdom  
T: +44 (0)1892 786 232  
F: +44 (0)1892 784 086  
E: simon.battersby@offhighway.co.uk  
www.offhighway.co.uk

## **CHINA**

**SHI Yang**  
Off-Highway Research Ltd.  
Beijing Representative Office  
Room 2102, Air China Plaza  
No.36 Xiaoyun Road,  
Chaoyang District  
Beijing 100027  
China  
T: +86 10 8447 5877  
F: +86 10 8447 5878  
E: mail@offhighway.com.cn  
www.offhighway.co.uk

## **FRANCE & BELGIUM**

**Hamilton Pearman**  
32 Rue de las 8 Mai 1945  
94510 La Queue en Brie  
Paris  
France  
T: +33 1 45 93 08 58  
E: hpearman@wanadoo.fr

## **ITALY**

**Fabio Potesta**  
Mediapoint and Exhibitions  
Corte Lambruschini  
Corso Buenos Aires, 8  
V Piano-Interno 7  
16129 Genova  
Italy  
T: +39 010.5704948  
F: +39 010.5530088  
E: info@mediapointsrl.it  
www.mediapointsrl.it

## **INDIA**

**Samir Bansal**  
Off-Highway Research India  
Private Limited  
Flat No. 111,  
Chiranjiv Tower  
43, Nehru Place  
New Delhi – 110019  
India  
T: + 91 11 4652 5671 - 73  
F: +91 11 4652 5674  
E: mail@offhighway.co.in  
www.offhighway.co.uk

## **JAPAN**

**M Kawahara**  
Rayden Research Limited  
Yurakucho Denki Bldg.,  
North Tower 15F  
1-7-1 Yurakucho  
Tokyo 100-0006  
Japan  
T: + 81 3 3212 3671  
F: + 81 3 3212 3675  
E: kawahara@ff.ij4u.or.jp  
www.rayden.jp

## **NORDIC COUNTRIES**

**Peter Gilmore**  
57 Keyes House  
Dolphin Square  
London  
SW1V 3NA  
T: +44 (0)20 7834 5559  
E: pgilmores@aol.com

## **TURKEY**

**Emre Apa**  
Apa Yayıncılık Ltd  
Fener Kalamış Cad. Atlas Apt.  
No: 12/11 Kızıltoprak 34726,  
Kadıköy-Istanbul  
Türkiye  
T: +90 216 302 53 82  
F: +90 216 302 08 10  
E: emre.apa@apayayincilik.com.tr

## **USA**

**Trevor Pease**  
KHL Group Americas LLC  
3726 East Ember Glow Way,  
Phoenix,  
AZ 85050, USA  
T: +1 480 659 0578  
F: +1 480 659 0678  
americas@khl.com

## **Charles R. Yengst**

Yengst Associates  
PO Box 781, Wilton  
Connecticut 06897-0781  
USA  
T: + 1 203 762 8096  
F: + 1 203 762 8330  
E: mail@yengstassociates.com  
www.yengstassociates.com

**www.offhighway.co.uk**

