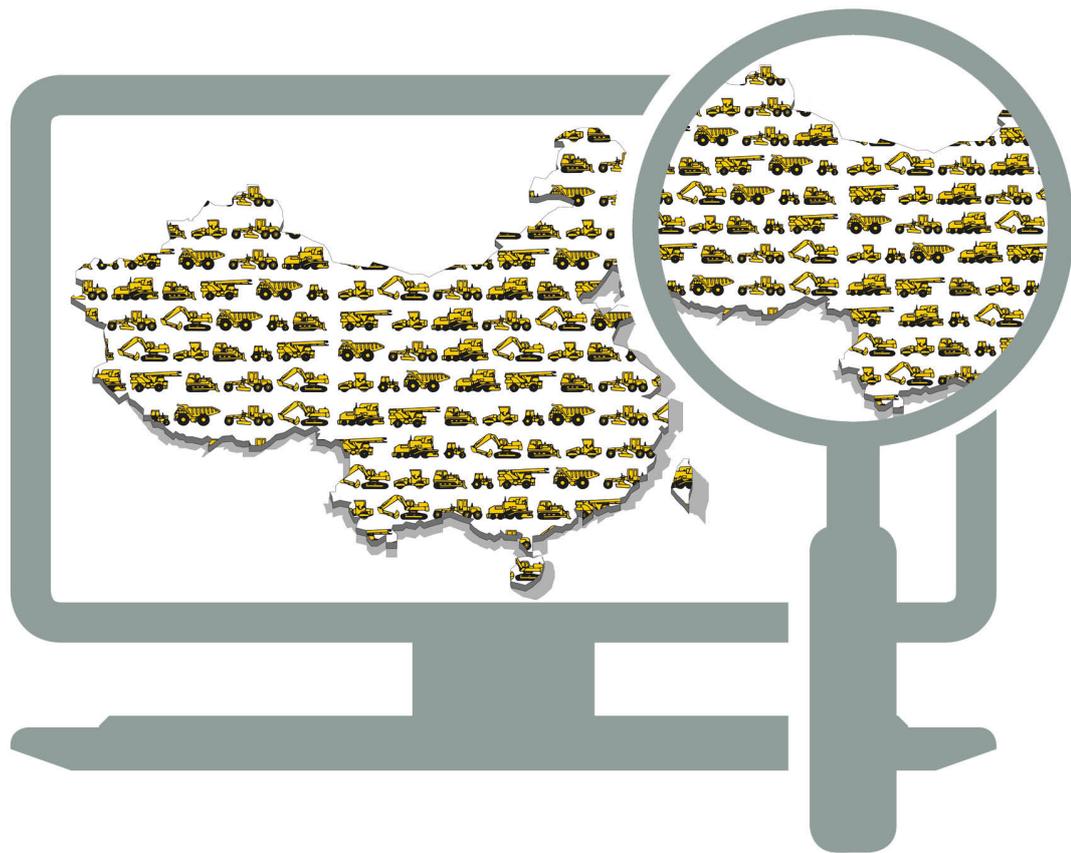


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Off-Highway Research

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# The Chinese Database Service



A Subscription Service



# THE CHINESE DATABASE SERVICE

Off-Highway Research's Chinese Database Service is available on an annual subscription basis, providing detailed analysis of the national equipment market. It provides sales and production data by OEM for 15 products.

Our intuitive database package allows clients to quickly and easily build searches, making market analysis a fast and efficient task. Data is updated and forecasts refined at least twice per year, giving subscribers access to the latest market intelligence and outlook.

Included in the Chinese Database Service is our Chinese Annual Review, which is published every April. This report, which sells to non-subscribers for more than US\$1,000, provides context and analysis to the wealth of information in the database. It is available in English or Chinese.

Our standard single-site licence allows for up to five individual users based in one location. If you require further access rights, please enquire about our multi- and global-site licence packages.

## THE SERVICE OFFERS:

- Sales by company, by product since 1998
- Production by company, by product since 1998
- Five-Year sales forecast by product

## APPLICATIONS

- Establish market sizes, trends and forecasts by product type
- Analyse market shares
- Competitor analysis
- Component manufacturers use production data to target their customers – the OEMs
- Identify market opportunities
- Create machine population models

## ACCESSING THE SERVICE

Access to Off-Highway Research's databases is via our online client portal. The databases are also available as a bespoke PC software download for offline working. Both versions allow clients to manipulate data and export it directly as an Excel worksheet or as a delimited flatfile for easy integration with other analytical tools.

Off-Highway Research's Database Services are available in Chinese, English, French, German, Japanese, Italian and Spanish.

## EQUIPMENT COVERAGE

Agricultural Tractors  
Articulated Dump Trucks  
Asphalt Finishers  
Backhoe Loaders  
Compaction Equipment  
Crawler Dozers  
Crawler Excavators  
Mini Excavators  
Mobile Cranes  
Motor Graders  
Rigid Dump Trucks  
Skid-Steer Loaders  
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## CONTACT

Visit [www.offhighway.co.uk](http://www.offhighway.co.uk) or contact [mail@offhighway.co.uk](mailto:mail@offhighway.co.uk) for more information and to request access to the trial version of our database.

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

