

# CUSTOM DATABASE



## WHAT IS IT?

- Database of sales and production by company, by product, by year
- 20+ countries and 18 products available
- Five-year sales forecasts
- Choose only the products and countries of interest to you
- Suitable for niche manufacturers and nationally active companies

## APPLICATIONS

- Establish market sizes, trends and forecasts by product
- Market share analysis
- Competitor analysis
- Use production data to analyse and target OEM customers
- Estimate machine populations by type and OEM
- Identify market opportunities
- Use forecasts to inform strategic plans

# CUSTOM DATABASE

Niche manufacturers and nationally active companies such as distributors, dealers and aftermarket suppliers can benefit from Off-Highway Research's renowned databases of equipment sales and production through our custom service. We offer data sets on **single countries** or **single equipment types** in a range of granularity to suit specific market intelligence needs. This can range from basic single-country market-sizing tools to detailed multi-national data offering detailed market share and market structure information.

Databases are available on an annual subscription basis, and are priced according to the client's individual specifications. This provides a cost-effective solution with zero wastage for specialist suppliers.

In addition to drawing on our sales and production information for the larger and more established countries, data is also available from our special reports on key emerging markets in Southeast Asia and the Middle East.

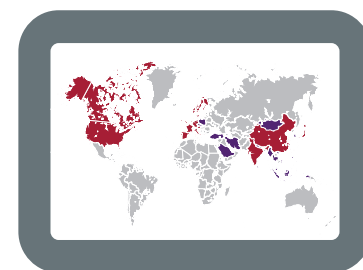
## ACCESSING THE SERVICE

Data is accessed via our online database, downloadable PC application for offline working or as a .CSV file. Our intuitive database package allows clients to quickly and easily build searches, making market analysis a fast and efficient task. Both the online and offline databases allow clients to manipulate data and export it directly as an Excel worksheet for easy integration with other analytical tools.

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.

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**Off-Highway Research's database services are available in Chinese, English, French, German, Italian, Japanese and Spanish.**



## 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
  - Rigid dump trucks
  - Rough terrain lift trucks
    - Masted
    - Telescopic (telehandlers)
  - Skid-steer loaders
  - Wheeled excavators
  - Wheeled loaders under 80 HP
  - Wheeled loaders over 80 HP
- \* - India, China and emerging markets only

## GEOGRAPHIC COVERAGE

- |           |                   |
|-----------|-------------------|
| ■ Austria | ■ Netherlands     |
| ■ Belgium | ■ Norway          |
| ■ China   | ■ North America   |
| ■ Denmark | ■ Portugal        |
| ■ Finland | ■ Spain           |
| ■ France  | ■ Sweden          |
| ■ Germany | ■ Switzerland     |
| ■ Ireland | ■ UK              |
| ■ Italy   | ... and many more |
| ■ Japan   |                   |

For more information and to request access to the trial version of our database, go to:

**[www.offhighwayresearch.com](http://www.offhighwayresearch.com)**

or contact:

**[mail@offhighwayresearch.com](mailto:mail@offhighwayresearch.com)**