

# THE CHINESE SERVICE



## WHAT IS IT?

- Library of 45 regularly updated research reports
- More than 2,500 pages of data, analysis, discussion and forecasts
- Plus monthly market reports
- Equipment analyses
- Company profiles
- Researched & written by industry experts
- **Available in English and Chinese**

## WHY SUBSCRIBE?

- Gain a deep understanding of market structure, trends and drivers
- Benefit from reports which are recognised for quality, thoroughness, attention to detail, rigorous analysis and accuracy
- Build your strategies based on expert insights and fact-based independent primary research

# THE CHINESE SERVICE

An annual subscription to Off-Highway Research's Chinese Service unlocks access to the full library of more than 45 regularly updated equipment analyses and company profiles. This puts more than 2,500 pages of data and expert analysis at your disposal. The Chinese Service also includes monthly market reports containing news and detailed analysis from the industry. The fully searchable archive goes back to 2002.

All reports are accessed in PDF format via Off-Highway Research's online portal and include embedded Excel files, which allow for easy extraction of data for further analysis. The service includes:

## EQUIPMENT ANALYSES

Rigorous analysis of the structure, demand and trends for a single product. Typical coverage includes:

- Economic and construction activity
- Market size and trends
- Domestic production
- Component sourcing
- Foreign trade
- Market shares
- Marketing and distribution
- Pricing
- Population and end-users
- Five-year forecasts
- Machines available
- Manufacturer and importer contact details

## COMPANY PROFILES

Objective analyses of major construction equipment manufacturers or component suppliers. Typical coverage includes:

- Company history, ownership and structure
- Financial analysis
- Manufacturing facilities
- Corporate strategy
- Production
- Sales and market share
- Marketing and distribution
- Product range

**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.**



## EQUIPMENT COVERAGE

- Agricultural tractors
- Asphalt finishers
- Backhoe loaders
- Compaction equipment
- Crawler dozers
- Dump trucks
- Hydraulic excavators
- Industrial forklift trucks
- Mini excavators
- Mobile cranes
- Motor graders
- Skid-steer loaders
- Wheeled loaders under 80 HP
- Wheeled loaders over 80 HP