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Off-Highway Research

INDUSTRY NEWSLETTER

1ST QUARTER 2017

New titles for 2017

Off-Highway Research will publish three new Multi-Client Studies in 2017. The reports will cover the Polish and South Korean construction equipment markets, and there will also be a global study on the hydraulic excavator segment.

The studies on Poland and South Korea will include detailed analysis of the market for some 15 individual types of construction equipment. As well as this sales analysis, they will look in-depth at construction equipment production, data by machine type and manufacturer, along with detailed manufacturer profiles. Further sections will include distributor profiles and pertinent background information on the national economies. Both will include a five-year market forecast.

Meanwhile, the report on the global excavator industry – covering crawler, wheeled and mini excavators – will feature a global overview and individual chapters on key markets such as China, Europe, Japan, India and North America. Each section will look at excavator sales by type and weight class, production (including component sourcing), imports and exports, the active population of machines, market shares and customer groups, and provide a five-year forecast. Additional sections will include manufacturer profiles, contact details and details of models available.



At 150-250 pages long, these reports are regarded as the definitive works on their selected subject. They offer unrivalled insights, helping businesses to expand into growth markets and plan their investments based on the most rigorous and highly respected research and forecasts available in the industry.

All three reports will be published in September 2017 and can be ordered in advance – visit www.offhighway-store.com, or contact us directly on mail@offhighway.co.uk

The new titles will add to Off-Highway Research's already extensive library of Multi-Client Studies, which includes reports on Iran, Myanmar, Sri Lanka, Indonesia, Malaysia, Mongolia, Nepal, The Philippines, Saudi Arabia, Thailand, Turkey and Vietnam. Equipment-specific reports are available on the global mobile crane industry and the Indian diesel engine industry.





Visit us at ConExpo

Off-Highway Research will be exhibiting at this year's ConExpo-Con/Agg exhibition in Las Vegas from March 7-11. Our stand number is C-22908, in Central Hall 2, part of the UK Pavilion.

Visitors to the stand will have the opportunity to speak to Off-Highway Research's senior staff from China, Europe, India and Japan, gaining insights into key current trends for international construction equipment sales and production worldwide. Off-Highway Research's range of services includes databases and reports offering detailed country-by-country and product-by-product analysis of markets, and includes five-year sales forecasts.

In addition, Off-Highway Research's Managing Director, David Phillips, and Samir Bansal, the General Manager of Off-Highway Research India, will speak at a roundtable briefing during the exhibition. The regional update briefing on India will take place on Thursday March 9th, from 2:30-3:30 pm in the



International Trade Center, in room (N250) of the Las Vegas Convention Centre.

Admission to the roundtable is by invitation of the exhibition organisers, the Association of Equipment Manufacturers (AEM). The invitation is extended to exhibitors, international customer delegations, VIPs and government officials, trade media & associations, US Commercial Service representatives and international pavilion organisers, among others.

Clients are welcome on the Off-Highway Research stand at any time, but to make an appointment, please e-mail: mail@offhighwayco.uk

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Global news stories

Off-Highway Research has added a Press Cuttings page to its website, which collects news articles from media outlets around the world. The articles focus on news and trends in the global construction equipment industry, and cite or quote Off-Highway Research.

This page adds to the market insights already available from Off-Highway Research in its news section, with a selection of articles from respected sources such as *The Financial*

Times, *Reuters*, *The Japan Times*, *The Wall Street Journal* and *The Shanghai Daily*, to name just a few.

Numerous articles can be accessed from the Press Cuttings page. They cover a variety of topics, from market trends and forecasts, to company-specific news.

A link to the Press Cuttings page can be found from the News box on www.offhighway.co.uk and throughout the website.



New account features

Off-Highway Research has introduced a new account administration facility for clients. This allows greater direct control for clients over accounts and subscriptions, while addressing potential issues of security and corporate governance.

Under the new system, clients can allocate a number of users to their account, with individual access rights and passwords; improve their security and management of access rights by avoiding the sharing of passwords; manage user access as staff leave and join the organisation and avoid breaches of corporate codes of conduct such as copyright violations, due to uncontrolled

access by an excessive number of users. They can also select the right type of licence, based on company size and the number of users.

This changes will take effect on a rolling basis throughout 2017 as subscriptions are renewed. By default existing subscription will convert to a single site licence, allowing up to five users in a single location. Options are available to extend this to a multiple site licences or a bespoke global site licence, as appropriate.

A 'how to' guide on the new account features is available via Off-Highway Research's Internet Access Service, and a demonstration video is available on our YouTube channel.

Positive UK paver outlook

Sales of asphalt finishers in the UK have continued at a high level in recent years according to a new Equipment Analysis from Off-Highway Research. Government pledges to increase investment in road building and maintenance mean there is optimism in the industry for the coming 12 months at least.

"Current demand is at the highest level seen in a decade," said the report. "The high level of sales that occurred in 2005-2007 means that many of these machines are now becoming old, and are in need of replacement: the result has been the recent surge in demand, while the continuation of new engine emission standards has also been a factor in the increase in sales as many contractors have been required to upgrade their fleets. In 2016 there was the major change from Tier 4 interim to Tier 4 final machines, but it will be well into 2017 before the process is completed.

"Beyond 2017, the outlook for the market is promising if all the government's commitments to infrastructure spending are met, but the prevailing economic climate at the time will largely determine demand. The outlook is promising, with the government committed to increased expenditure on new road building and maintenance, but experience shows that these commitments can change very quickly."

The report looks at market size, with analysis of finisher sales by different configurations and paving width classes. Further sections include analysis of production & component sourcing, market shares, marketing and distribution arrangements, pricing, machine population and end-users, among others.

The *Asphalt Finishers UK* report is available to subscribers to Off-Highway Research's European Service. It can also be bought through www.offhighway-store.com

Keep up to date with industry news

Off-Highway Research offers a variety of ways for clients and non-clients alike to keep up to date with developments in global equipment markets

WEEKLY NEWS

Visit the News section of www.offhighway.co.uk to read about the latest developments in global markets

NEWSLETTER

Sign-up for our monthly e-mail news briefing via the Monthly News Briefing section of www.offhighway.co.uk

PRESS CUTTINGS

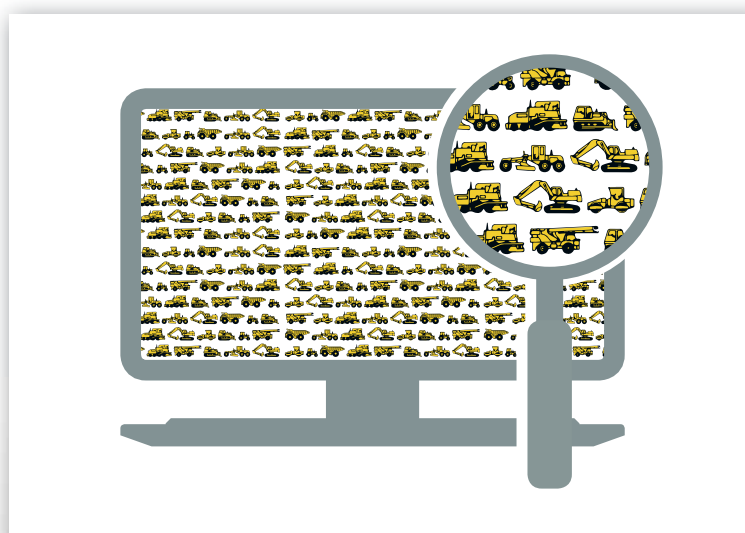
The Press Cuttings section of www.offhighway.co.uk gives you access to news on our industry from media outlets around the world

SOCIAL MEDIA

Follow us on Twitter - @OHR_Global, join our LinkedIn group, *Global off-highway equipment market news* or subscribe to the Off-Highway Research YouTube channel



Construction Equipment Market Intelligence



DATABASE SERVICES

- Unique and regularly updated databases of major equipment markets
- Sales and production data in three databases: Europe, Japan & North America; China; and India
- Five-year market forecasts
- Equipment sales trends

BENEFITS

- Help plan your sales and marketing strategy
- Identify potential new markets
- Inform your product development strategy

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