

# EUROPEAN DATABASE



## WHAT IS IT?

- Database of equipment sales and production by OEM in Europe
- Coverage of 16 equipment types and 160+ OEMs in 17 countries
- Sales and production by company, machine type and year since 1981
- Five-year sales forecast by product, by country

## 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

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Off-Highway Research's European Database Service is available as a 12-month subscription and provides detailed insights into the equipment market in **17 countries**. Data comprises annual sales and production in unit terms for **17 products**, with coverage of **more than 160 OEMs**. Data is updated and forecasts refined at least twice per year, giving subscribers access to the latest market intelligence and outlook.

Data is collected and compiled by our team of **industry specialists in Europe**. Recognised as leading experts on the industry, their knowledge, diligence and relationships with OEMs and dealers help ensure the accuracy of our information, which we believe is second to none in the market.

Included in the European Database Service is our **European annual review**, which is published every April. This report, which sells to non-subscribers for more than US\$1,200, provides context and analysis to the wealth of information in the database.

## 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 pavers
- Backhoe loaders
- Compact tracked loaders
- Crawler dozers
- Crawler excavators
- Crawler loaders
- Masted rough terrain lift trucks
- Mini excavators
- Motor graders
- Rigid dump trucks
- Skid-steer loaders
- Telescopic handlers
- Wheeled excavators
- Wheeled loaders under 80 HP
- Wheeled loaders over 80 HP

## GEOGRAPHIC COVERAGE

- |                  |               |
|------------------|---------------|
| ■ Austria        | ■ Italy       |
| ■ Belgium        | ■ Netherlands |
| ■ Czech Republic | ■ Norway      |
| ■ Denmark        | ■ Poland      |
| ■ Finland        | ■ Portugal    |
| ■ France         | ■ Spain       |
| ■ Germany        | ■ Sweden      |
| ■ Ireland        | ■ Switzerland |
|                  | ■ UK          |

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

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