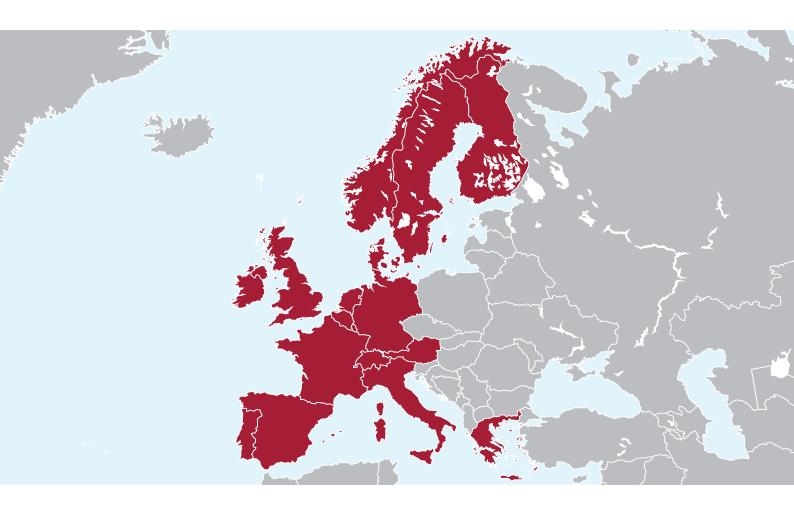
# THE EUROPEAN SERVICE



#### WHAT IS IT?

- Library of 80+ regularly updated research reports
- More than 5,500 pages of data, analysis, discussion and forecasts
- Plus monthly market reports
- Equipment analyses
- Company profiles
- Country analysis
- Researched & written by industry experts

#### WHY SUBSCRIBE?

- Gain a deep understanding of market strcture, 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 EUROPEAN SERVICE

An annual subscription to Off-Highway Research's European Service unlocks access to our library of more than 80 regularly updated equipment analyses, company profiles and country analyses, plus monthly market reports containing news and analysis. This puts more than 5,500 pages of data and expert analysis at your disposal. 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 comprises:

#### **EQUIPMENT ANALYSES**

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

- Economic background
- Market size and trends
- Domestic production
- Component sourcing
- Foreign trade
- Market shares
- Marketing and distribution
- Pricing
- Population and end-users
- Five-vear forecasts
- Machines available

Coverage includes:

■ Domestic production

product

■ Manufacturer and importer contact details

**COUNTRY ANALYSES** 

■ Market size, structure and trends by

#### **COMPANY PROFILES**

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

- Company history, ownership and structure
- Manufacturing facilities
- Corporate strategy
- Production
- Marketing and distribution

■ Market shares

■ Distributor profiles

Forecasts

- Financial analysis
- Sales and market share
- Product range



#### **EQUIPMENT** COVERAGE

- Agricultural tractors
- Articulated dump trucks
- Asphalt finishers
- Backhoe loaders
- Crawler dozers
- Crawler excavators
- Crawler loaders
- Mini excavators
- 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

### **GEOGRAPHIC** COVERAGE

- Austria
- Italy
- Belgium
- Netherlands
- Denmark
- Norway
- Finland
- Portugal
- France
- Spain
- Germany
- Sweden
- Greece
- Switzerland
- Ireland
- UK

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.

In-depth reviews for 17 equipment types in the smaller volume countries.

**Off-Highway** RESEARCH

For more information and to request a sample report go to:

www.offhighwayresearch.com

or contact:

mail@offhighwayresearch.com