

THE NORTH AMERICAN SERVICE



WHAT IS IT?

- Library of regularly updated research reports
- Annual and mid-year reviews
- Monthly market reports
- Equipment analyses
- Company profiles
- Researched & written by industry experts

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 NORTH AMERICAN SERVICE

An annual subscription to Off-Highway Research's North American Service unlocks access to our library of regularly updated equipment analyses and company profiles, plus monthly market reports containing news and analysis. This puts more than 1,000 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-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
- Articulated dump trucks
- Asphalt pavers
- Backhoe loaders
- Compact tracked loaders
- Compaction equipment
- Crawler dozers
- Crawler excavators
- Crawler loaders
- Mast-mounted rough terrain lift trucks
- Mini excavators
- Mobile cranes
- Motor graders
- Rigid dump trucks
- Skid-steer loaders
- Telescopic handlers
- Wheeled excavators
- Wheeled loaders under 80 HP
- Wheeled loaders over 80 HP

GEOGRAPHIC COVERAGE

- Canada
- USA

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

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