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# Lectura – It's good to know



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## **LECTURA GmbH Verlag + Marketingservice**

LECTURA is a provider of specialized publications and data for Mobile Machinery since 1984.

### **Facts**

- privately owned
- offices in Nürnberg, Germany and Brno, Czech Republic
- staff 20+





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## LECTURA covers

Areas covered:

Construction, Agriculture & Forestry, Forklifts, Lifting and Access, Demolition & Recycling  
-> 300+ categories, 1.000+ manufacturers, 95.000 models

### Lectura products and services

- Lectura Valuation & data services
- Buyers Guide at Lectura Specs
- News from Lectura Press





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## Used equipment report - TRACTORS

Study of the used tractor market in Europe between 2010 and 2015

### About the report

- content
- methodology
- examples



**LECTURA USED  
EQUIPMENT REPORTS**



In Association with LandBauTechnik - Bundesverband e.V.

**TRACTORS  
TRAKTOREN**



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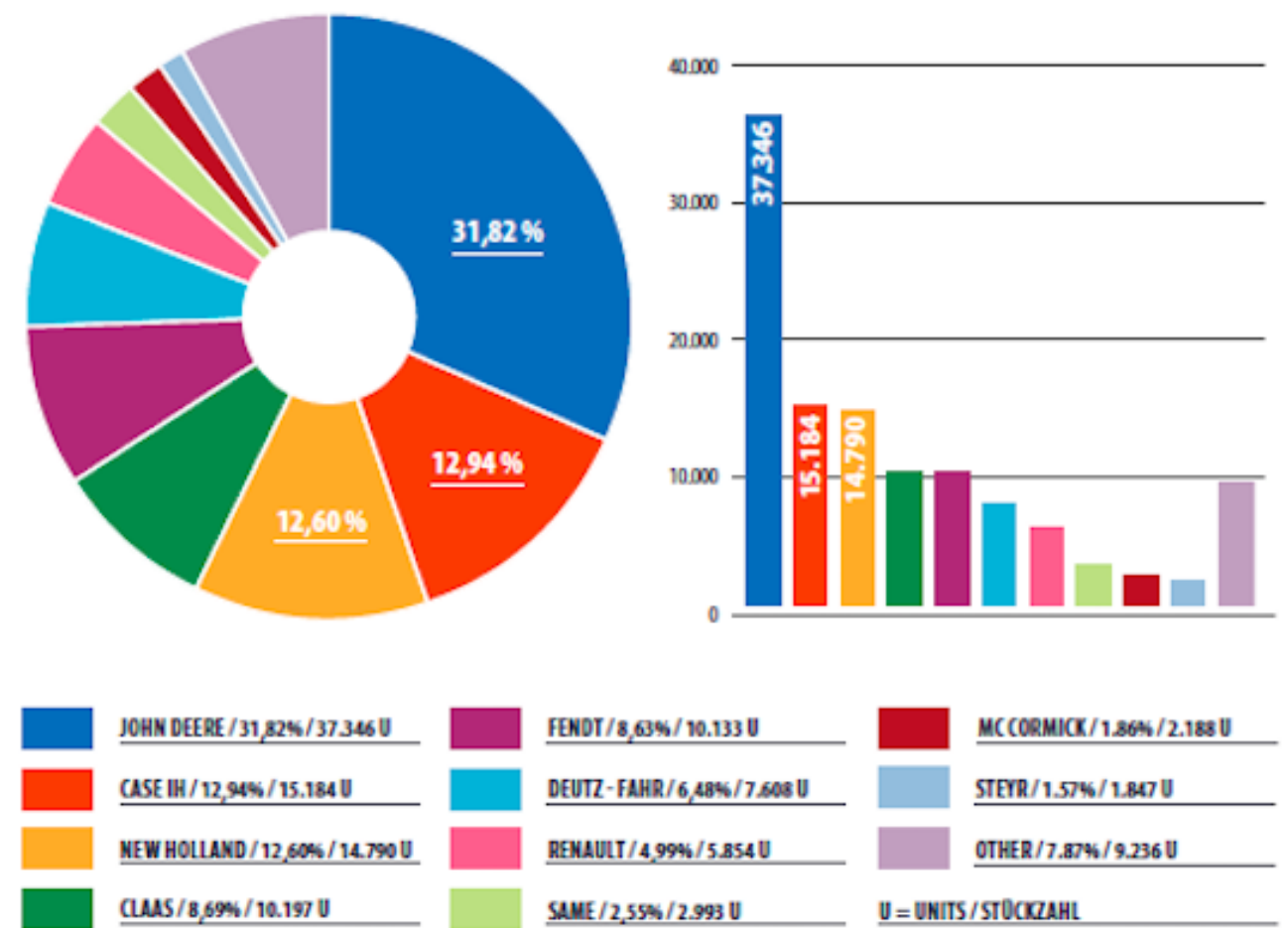
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## Used equipment report – TRACTORS

Overview manufacturers by region

### 1A MANUFACTURER TOTAL / 2010 - 2014 / EUROPE (PERCENT & UNITS) HERSTELLER INSGESAMT / 2010 - 2014 / EUROPA (PROZENT & STÜCKZAHL)





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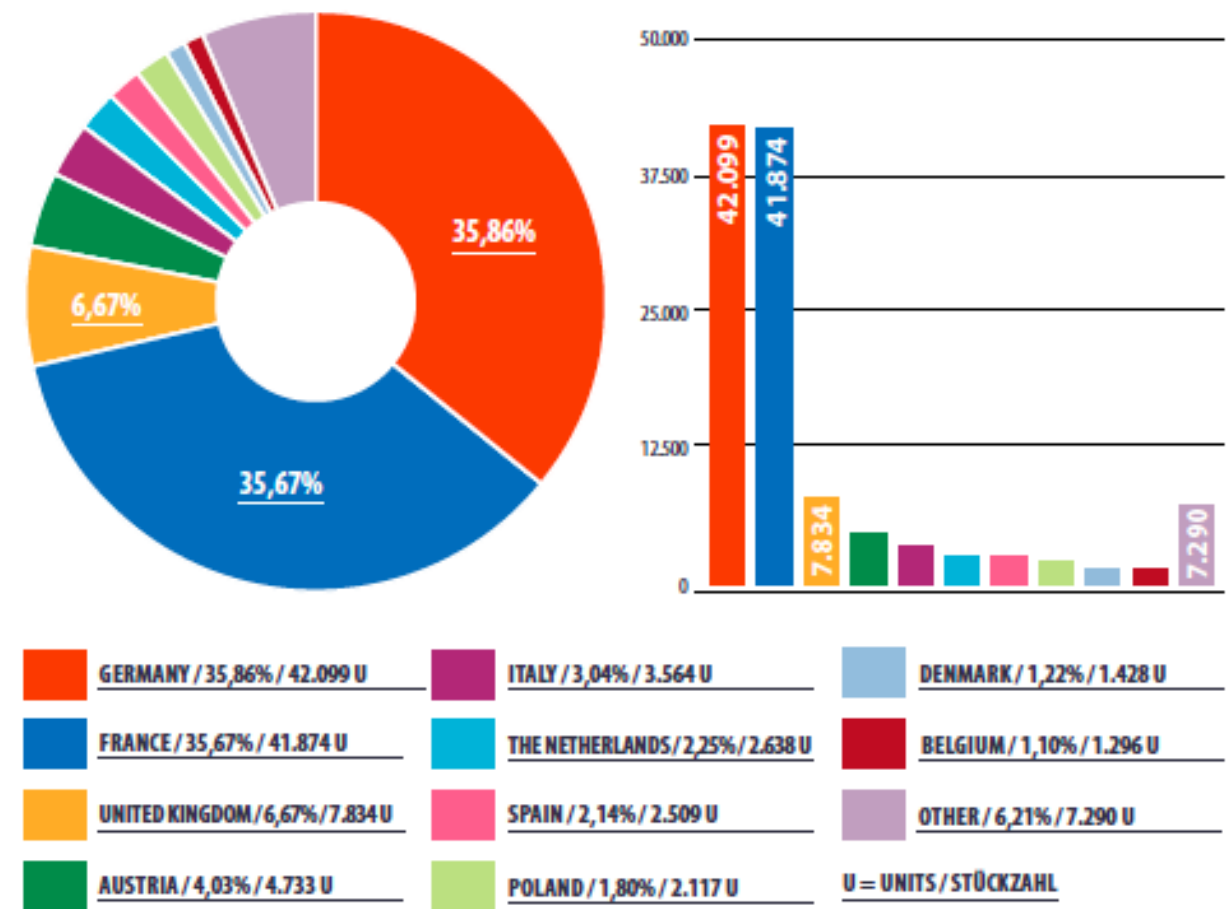
## Used equipment report – TRACTORS

Overview countries by quantities



LECTURA USED EQUIPMENT REPORT - TRACTORS / REPORT.LECTURA.DE

### 3A TOTAL OVERVIEW / 2010 - 2014 / EUROPE ( PERCENT & UNITS ) GESAMTÜBERSICHT / 2010 – 2014 / EUROPA ( PROZENT & STÜCKZAHL )







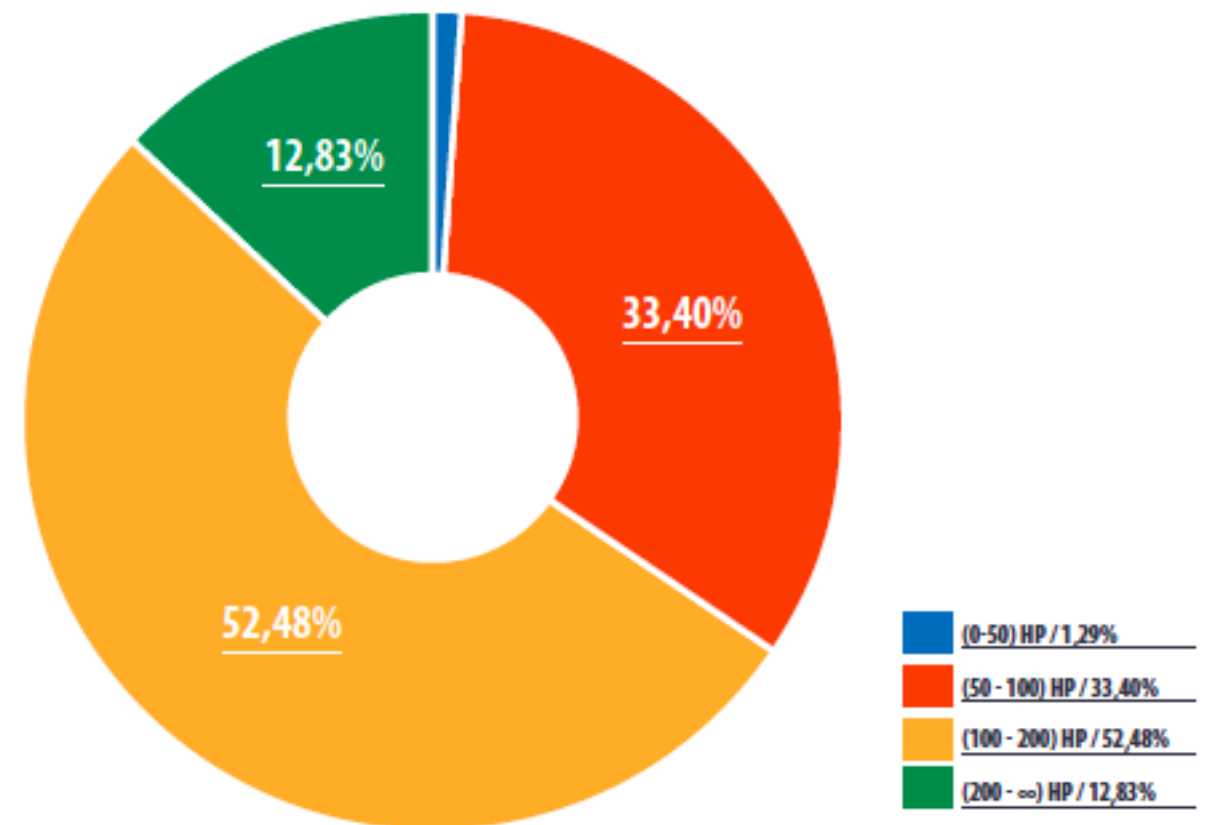
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## Used equipment report – TRACTORS

Overview classification by region

### 4A TOTAL OVERVIEW BY POWER / EUROPE (%) GESAMTÜBERSICHT NACH LEISTUNG / EUROPA (%)



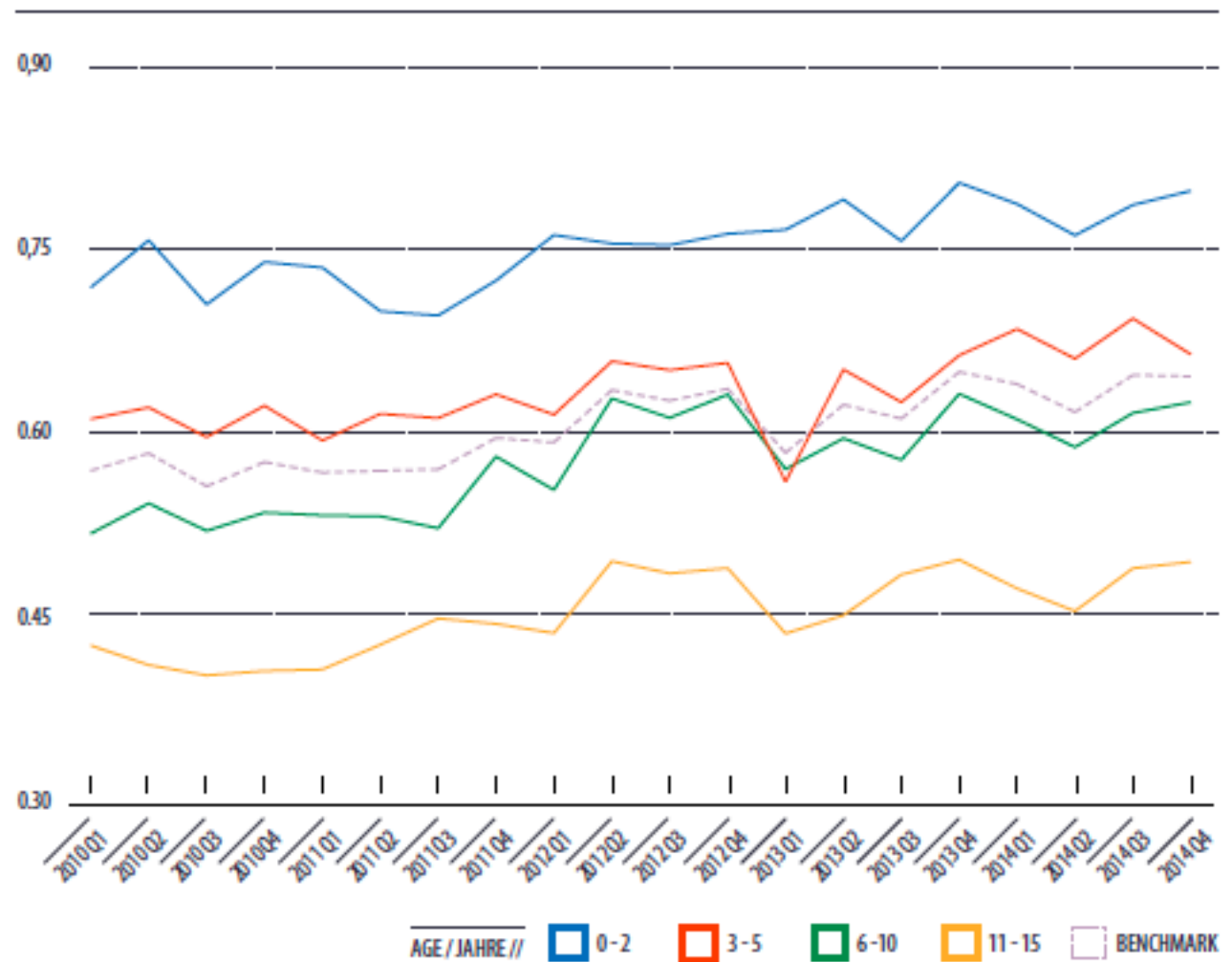


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## Used equipment report – TRACTORS

Overview price development by  
classification

**5B** PRICE CHANGE BY AGE / EUROPE / 50 - 100 HP  
PREISENTWICKLUNG NACH ALTER / EUROPA / 50-100 PS







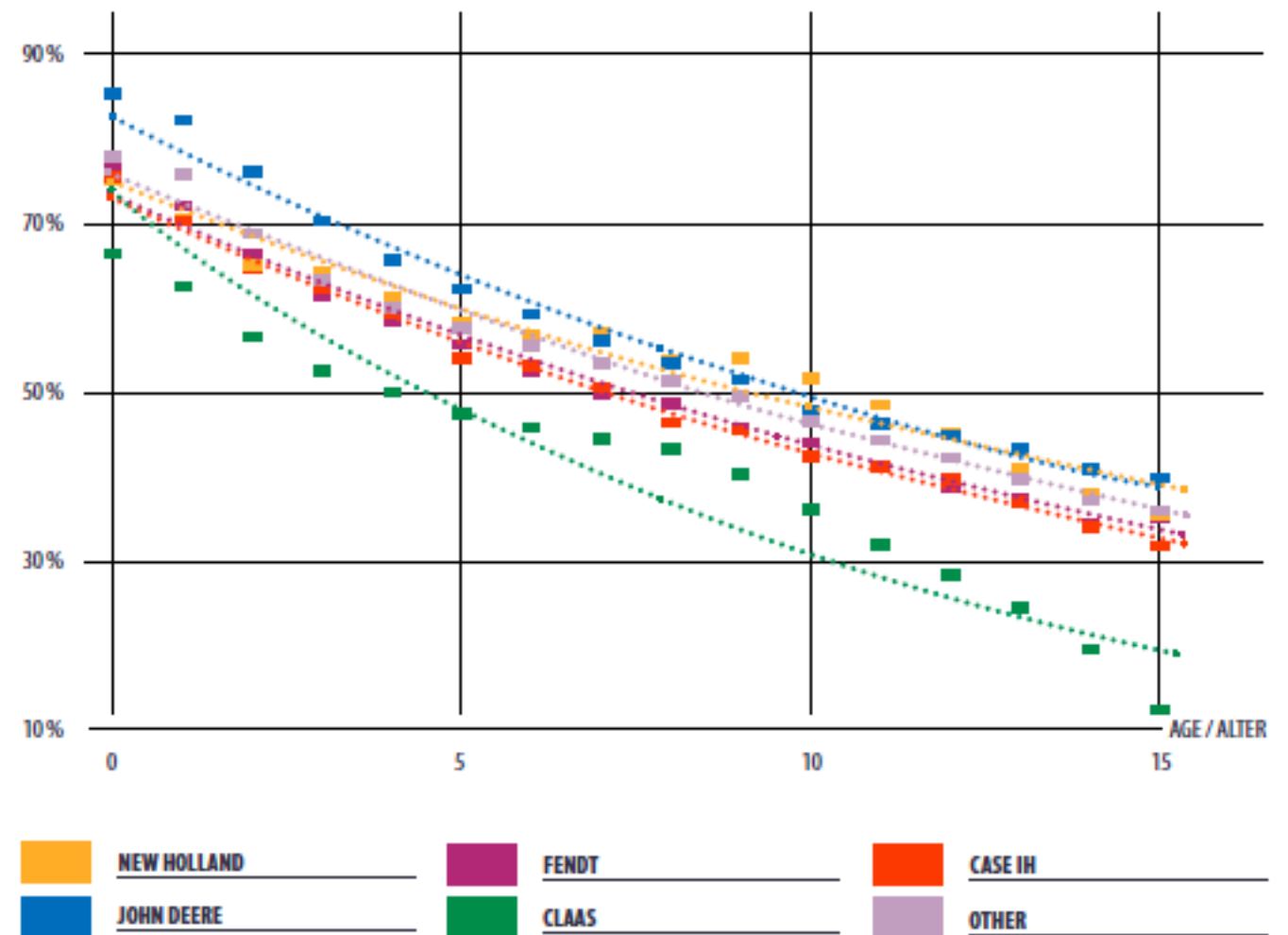
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## Used equipment report – TRACTORS

Overview devaluation by brands

### 5G DEVALUATION/ BRANDS ABWERTUNG/ MARKEN





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## Necessity of quality data and content

CONTENT IS KING!

### What can you reach with good information?

- product presentation
- transparency
- trust

### John Deere 6830 - Germany

📅 2008 📍 Germany Mascus ID: A1F2C756

#### Basic information of this John Deere 6830

Product group	Tractors
Brand / model	John Deere 6830
Year of manufacture	2008
Extra options	New/unused
Country	Germany

🚚 Get transportation

#### Pricing

Price excl. VAT	POA
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#### Details

Tractor type	Farm Tractor
Engine output	167 hp
Internal stock No.	125680000000002
General grade (1 min - 5 max)	4





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### Lectura Valuated Deal



#### Bobcat E45 EM Mini Excavator

Current bid: **27.000 €**

Price Value: **27.360 - 33.440 €**

Year: 2014

Auction date: 30.09.2015

[Check Full Specs ▶](#)

[Download Valuation ▶](#)



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## Development of Market Places

From classifieds to trading platforms

- Inspection
- Certification
- Escrow





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