

AUCTION
SERVICES

SELL YOUR EQUIPMENT FOR GREATER RETURNS

FINNING

**You've been looking for an equipment auction *alternative*.
The good news is it's here today!**

Finning has formed an alliance with IronPlanet, an industry leader in heavy equipment auctions, both onsite and online. Through this new partnership, Finning now offers you a range of innovative remarketing services to help you get the best value for your equipment investment, and not just for Cat® machines, but for all makes and models.

Introducing our partner IronPlanet® and its Cat Auction Services Marketplace

IronPlanet is the leading online marketplace for used heavy equipment. Since 1999, IronPlanet has sold more than \$4 billion of used equipment through its online marketplace where it holds weekly auctions that reach an industry leading database of buyers from around the world. Last year, IronPlanet acquired Cat Auction Services and has grown this dedicated, live, physical auction marketplace in North America and is now expanding it into Europe.

These onsite auctions are hosted by Cat dealers who connect local equipment owners in a live auction setting with IronPlanet's global online marketplace. The first Cat Auction Services location in Canada is based in Acheson, Alberta, just a few minutes west of Edmonton.

HOW FINNING'S NEW AUCTION CHANNEL HELPS YOU MANAGE YOUR ASSETS

Finning can assist with your equipment acquisition and disposal needs through IronPlanet and Cat Auction Services.

If you're selling: Your Finning rep, working with experts from Cat Auction Services, will arrange for inspections and provide you with advice based on IronPlanet's extensive data regarding the optimal time to sell and the best channel to meet your needs.



If you're buying: You can attend live onsite unreserved, public Cat Auction Services events in Edmonton four times a year or bid online at IronPlanet's daily, weekly or live auctions held in other locales around the world. You can register to bid any time at ironplanet.com or catauctions.com – it's free!



Online: preview equipment and view inspection reports at IronPlanet.com

Onsite: preview consigned equipment at Cat Auction Services on Acheson Rd. in Edmonton

Attend our live events at the Marriott River Cree Resort

Visit Finning.ca or IronPlanet.com for information more information



WHY FINNING & CAT AUCTION SERVICES ARE THE BEST CHOICE AS YOUR AUCTION ALTERNATIVE

EXPERT ADVICE AND SUPPORT

Your Finning representative can help you navigate the range of buying and selling options available through existing Finning sales channels as well as the innovative solutions provided through IronPlanet and its Cat Auction Services marketplace. A well-planned fleet management strategy, including disposals is critical, particularly in this economy.

WE'RE MORE THAN "JUST CAT" WE DEAL WITH ALL MAKES OF EQUIPMENT

It doesn't need to be a Cat machine. We handle it all: from ADTs and skid steers to dozers, cranes, on-highway trucks, and much more.

A LIVE AUCTION WITH EQUIPMENT THAT'S READY TO GO

At Cat Auction Services onsite auctions held four times a year in Edmonton, you can join your colleagues – and bid against buyers from around the world – at an exciting live event. There, you can buy equipment that's ready-to-work and drive it away the same day.

INSPECTION REPORTS YOU CAN TRUST

Our team of over 250 professional inspectors averages more than 20 years of equipment experience and follows a patented method of evaluation, which means you get the complete picture. And if we get something wrong, we'll make it right. That's our IronClad Assurance® guarantee.

SELL VIRTUALLY, RIGHT FROM YOUR YARD

Other auctioneers require you to transport your equipment to the auction site. At Cat Auction Services, you can choose to sell from our yard or your location.

EXTENDED WARRANTIES AND FINANCING

We offer equipment protection plans on qualified Cat equipment, and extended warranties and financing for pre-qualified customers from Cat Financial Services. It's the support you've come to expect.

OPTIONS TO MEET YOUR NEEDS

Through IronPlanet, you choose the auction option that helps you maximize your margins: reserved or unreserved, onsite or online, or you can opt to market your equipment through any of our daily, weekly or onsite marketplaces. We've got the data that can help you make intelligent and informed decisions.

For more information on Finning and IronPlanet's Cat Auction Services alternative, contact your Finning representative at **1-888-FINNING** or visit **Finning.ca** or **IronPlanet.com**.



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