

GROUND BREAKING REPORT

European Yellow Goods Leasing Report

The role and future of leasing in the construction sector

October 2010

A joint Leaseurope/Invigors publication

Produced by Leaseurope together with specialist lease consulting firm Invigors, the European Yellow Goods Leasing Report looks at the impact of the extreme downturn in sales volumes experienced by the construction equipment industry, the key role asset finance plays in this industry and how asset finance can help the sector's recovery.

It is the first European-level report to focus specifically on construction equipment leasing, one of the cornerstones of the European market.

Making the most of Leaseurope's unique network of European industry expertise, the report builds on views gathered from European leasing industry leaders, together with those of the European equipment rental industry, construction equipment manufacturers, distributors and dealers.

The report provides an extensive overview of evolving roles within the supply chain and how asset finance may need to adapt to this changing structure. It also highlights business, remarketing and regulatory developments and the resulting challenges that lie ahead for vendor, captive and direct finance providers.

It is an eye-opener on current trading conditions and future market developments. A must read for all European leasing professionals!

European Yellow Goods Leasing Report Contents

- > **The Construction Equipment Market: Industry Scale, Structure, Supply Chain Roles**
Construction industry output, construction equipment market, distribution channels, impact of the downturn on the construction equipment market, impact of rental market oversupply, growth prospects
- > **Regulatory and Product Issues for the Construction Equipment Market**
Engine emissions, importation of non-compliant equipment, fuel usage and alternative fuels, road safety harmonisation, telematics
- > **The Role of Asset Finance**
How asset finance is used in the supply chain, finance volumes, finance penetration levels, forces acting on leasing penetration
- > **Prospects for the Finance Industry**
Deteriorating counterparty risks, international lease accounting standards, medium term view
- > **Residual Values and Remarketing**
Impact of residual losses, outlook for residual risk taking
- > **Finance Product Developments**
Factors driving finance innovation, shift towards rental and greater lease flexibility, international solutions for large customers
- > **Considerations for Vendor Finance**
Shift towards national programmes, role of distributors and dealers, factors driving vendor programme success
- > **Summary of Key Trends in the Construction Equipment Market and their Potential Impact on the Leasing Industry**

The European Yellow Goods Leasing Report is the second in a series of reports on specialised industry segment published by Leaseurope. These yearly reports aim to capitalise on data collected by Leaseurope through its member associations and the network of expertise it is able to bring together from within the European leasing and rental industry in order to produce focused, in-depth market analysis.

See the Publications section of Leaseurope's website www.leaseurope.org for further information on our industry segment reports.

The European Yellow Goods Leasing Report is available for all Leaseurope Members and the European leasing and rental firms that are part of their membership. A copy of the report can be obtained upon request.

Visit www.leaseurope.org for further information

