



SELL YOUR EQUIPMENT TO THE WORLD

THE RITCHIE BROS.



MONTREAL, QC CANADA

DIFFERENCE

Ritchie Bros. Auctioneers started as a small family-run company. We conducted our first unreserved auction in 1958, and our first unreserved industrial equipment auction in 1963. Today we are the world's largest auctioneer of industrial equipment, with a global network of world-class auction facilities and an annual calendar of hundreds of unreserved auctions.

Since our humble beginnings, we've never wavered from our core values: a commitment to customer service and a belief in the unreserved auction process. In fact, we think that's been the key to our success.

Our auctions attract hundreds, even thousands of bidders from around the world, both on site and through our real-time internet bidding service. Buyers appreciate the large selection of equipment we can offer, they know that every item will be sold on auction day, and they trust that the bidding process is fair and transparent.

Because we attract a worldwide audience of interested buyers to our auctions, we are able to deliver global market value to our consignors – regardless of the local market conditions. That's why thousands of equipment owners choose Ritchie Bros. to help them get the best return on the sale of their assets each year.

Whether you have one surplus item or an entire fleet, selling your trucks and equipment at a Ritchie Bros. unreserved auction is convenient and efficient, which means you can focus on what you do best: running your business.

“To me, selling unreserved is what makes Ritchie Bros. a **great success.** That commitment, and the great selection of equipment, brings in the buyers. Selling through Ritchie Bros. is the easiest, simplest way of extracting maximum value from your assets.”

Tom Kramer
President and CEO, Canadian Utility Construction
Surrey, British Columbia, Canada



DUBAI, UAE

Ritchie Bros. unreserved auctions: the simplest way to extract



Getting to know you and your needs

At Ritchie Bros., we recognize that every customer is unique, with different needs and priorities. That's why we take time to get to know you and find out how we can best meet your needs.

STEP 1

Drafting your auction contract

We work with you to tailor an agreement that meets your individual needs and helps you achieve the best return on the sale of your assets.

STEP 3

Appraising your equipment

Each year, Ritchie Bros. sells more used and unused industrial equipment than anyone else in the world. Our professional sales representatives understand the global marketplace and pride themselves on providing accurate equipment appraisals.

STEP 2



Marketing your equipment to the world

We advertise your equipment on our high-traffic web site, rbauction.com; through full-color brochures that are sent to tens of thousands of interested buyers; and by using other methods of traditional and innovative advertising. That's how we attract hundreds of thousands of bidders to our auctions each year, whether on site or online.

STEP 4

maximum value from the sale of your equipment assets.



Preparing your equipment for the auction

Most of our auction sites have refurbishing facilities. We coordinate any cleaning, painting, repairs, or refurbishment to help you achieve maximum value for your equipment.

STEP 5



Taking care of business – ours and yours

We've been conducting unreserved industrial equipment auctions since 1963; it's what we do best. We take care of all the details of the sale of your equipment, from the payment of taxes to the disbursement of proceeds, so you can concentrate on what you do best: running your business.

STEP 7

STEP 6 Selling your equipment

We offer you the convenience of regular auctions at sites around the world, and the certainty that your equipment will be sold on auction day. Our auctions are fast, efficient, and professional; the atmosphere is exciting; and the participation of bidders from around the world helps you achieve global market value for your equipment.



BRINGING YOU



FORT WORTH, TX USA

A GLOBAL MARKETPLACE

Our auctions attract motivated buyers from around the world, both on site and online. When it's time to sell your trucks and equipment, the active participation of bidders from more than 200 countries helps you get the best possible return on your investment – regardless of the local market conditions.

THE BENEFIT OF RITCHIE BROS. UNRESERVED AUCTIONS

Every Ritchie Bros. auction is completely unreserved – meaning there are no minimum bids or reserve prices. Every item is sold to the highest bidder on auction day. We also forbid sellers, and anyone acting on their behalf, from bidding on their own equipment. This ensures that only legitimate bidders are able to raise the price at our auctions.

Our commitment to the unreserved auction process is one of the reasons we attract serious buyers from beyond the local market. More than half of the equipment at our industrial auctions is sold to buyers from outside the state, province, or country in which the auction is held.

By attracting buyers from around the world to our auctions, we are able to transcend local market conditions and deliver global market value for our consignors.

LOCAL KNOWLEDGE, GLOBAL REACH

At Ritchie Bros., the expression “a global marketplace” isn't just a motto, it's a fact. We have representatives in more than 25 countries around the world. They know their customers and they know their local market. But they also belong to a global network. When you sell your trucks and equipment at a Ritchie Bros. auction, you can be confident that they will be marketed to an international audience of interested buyers.

The international reach of Ritchie Bros. ensures that you will receive global market value for your trucks and equipment. When you sell your equipment through Ritchie Bros., you receive the full benefit of our global network:

- ▶ **More than 37 full-service auction sites around the world**
- ▶ **Over 110 offices in North America, Europe, the Middle East, and the Asia Pacific region**
- ▶ **Database of more than 450,000 customers in over 200 countries**
- ▶ **International marketing expertise**
- ▶ **Multilingual web site**
- ▶ **Popular real-time internet bidding service**



“My experience with Ritchie Bros. has been **excellent**.

The best thing about their auctions is that they are transparent. I believe they are fair auctioneers: they don't allow insiders to bid. I am responsible for purchasing all of the equipment for Punj Lloyd's operations around the world, and if Ritchie Bros. has the specific equipment we need, I would certainly buy through them rather than from a dealer or another auction company.”

Sandeep Garg

President, Plant and Equipment, Punj Lloyd Limited
New Delhi, India

“We're not nervous about **selling unreserved**

because when you have thousands of people at the auction, from all over the world, you know that the price you get is the best price in the market. The more people you invite, the better the prices. That's why we sell with Ritchie Bros.”

Jess Alcala

Manager of Investment Recovery, Hydro Québec
Montréal, Québec, Canada

Unreserved Works for Buyers and Sellers

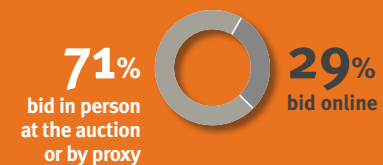
Every year, we attract more buyers and more sellers to our unreserved auctions.

- Buyers participate knowing that our auctions are conducted in an open and level bidding environment
- Sellers participate knowing that their equipment sells in a global marketplace and achieves fair market value

Our commitment to the unreserved auction method benefits both buyers and sellers.

A TYPICAL UNRESERVED RITCHIE BROS. INDUSTRIAL AUCTION IN 2008

- ▶ 189 sellers
- ▶ Over 1,300 lots from a wide range of industries (construction, transportation, agricultural, material handling, mining, forestry, petroleum and marine)
- ▶ Over 1,430 registered bidders
- ▶ More than 60% of the gross auction proceeds came from buyers located outside the region in which the auction was held





LOT 5260
ASK 102500

THE RAMP

Ritchie Bros. auctions are known for the ramp method. During the auction, mobile equipment is driven over a ramp in front of the auction theater, so the crowd of interested buyers can see each item being sold while they are bidding.



REFURBISHING FACILITY

Most of our permanent auction sites have environmentally-certified refurbishing facilities. Our customers drop off their equipment and we coordinate the rest – painting, repairs, glass, and body work. It's convenient and cost-effective, and helps you receive the maximum return when you sell your equipment in our auctions.

Our permanent auction sites.

AUCTION BUILDING

Our auction facilities are designed to offer the most convenient and comfortable bidding experience possible. A typical Ritchie Bros. auction building includes a registration area, administrative offices, meeting rooms, catering facilities, areas for third-party vendors such as finance and transportation companies, an indoor display area, and a covered auction theater with seating for up to 1,000 bidders.



EQUIPMENT YARD

Our equipment yards provide a secure display area for the trucks and equipment being sold in upcoming auctions. Equipment is organized in a logical manner for the convenience of interested buyers. They can inspect and test any items that interest them prior to the auction so that on auction day, they are ready to bid on the equipment that best suits their needs.

Ritchie Bros. has been conducting unreserved auctions since 1958. We have the experience and the global network to help you achieve maximum value from the sale of your surplus assets – and we take care of all of the details so you can focus on your business. Selling your trucks and equipment at a Ritchie Bros. auction is convenient, efficient, and effective.

APPRAISALS

We have conducted thousands of auctions since 1958 and now sell more than 253,000 lots in a year. We have the knowledge and expertise to provide accurate appraisal information.

When you need an accurate assessment of the value and condition of your entire fleet or package of equipment for realignment, refinancing, legal or estate planning needs, our dedicated Appraisal Division can help. You are provided with a professionally packaged assessment in a timely fashion at a predetermined cost.

FLEXIBLE CONTRACT OPTIONS

With Ritchie Bros., you have choice. Whether you have a few items to sell or an entire fleet, your Ritchie Bros. representative will work with you to tailor an agreement that meets your specific needs.

MARKETING YOUR EQUIPMENT TO THE WORLD

Our comprehensive marketing programs are designed to reach the maximum number of potential buyers for your equipment.

As soon as you sign a contract with Ritchie Bros., photos and detailed descriptions of your equipment are posted to our high-traffic web site, www.rbauktion.com, which receives millions of unique visitors every year.

Your equipment will also be highlighted in our full-color auction brochures, which are mailed to an average of 54,000 potential buyers from our proprietary database of over 450,000 customers.

Attention is also generated from local and international press coverage, internet and subscriber email advertising, and participation in trade shows and industry association events.

This extensive marketing effort, unparalleled in the industry, attracts thousands of interested buyers to our auctions each year – and enables you to achieve global market value for your assets.

REFURBISHING

To help you maximize the return on the sale of your valuable assets, we make recommendations for repair and refurbishment where needed. Our experience has shown that refurbished equipment often realizes a higher price on sale day. Ritchie Bros.' convenient, environmentally-friendly refurbishment facilities provide the following services:

- ▶ Exterior and/or interior cleaning
- ▶ Sandblasting to remove rust and paint
- ▶ Welding minor cracks
- ▶ Priming and/or painting
- ▶ Replacement of glass



“We use Ritchie Bros.’ refurbishing services

for body repair, glass, tires, painting. We have 90 percent of our equipment painted before it goes in the auction. It’s very important to me. It definitely helps us get better prices at the auctions, and I couldn’t do it better or cheaper myself.”

Clay Jones

Austin Bridge & Road
Irving, Texas, USA

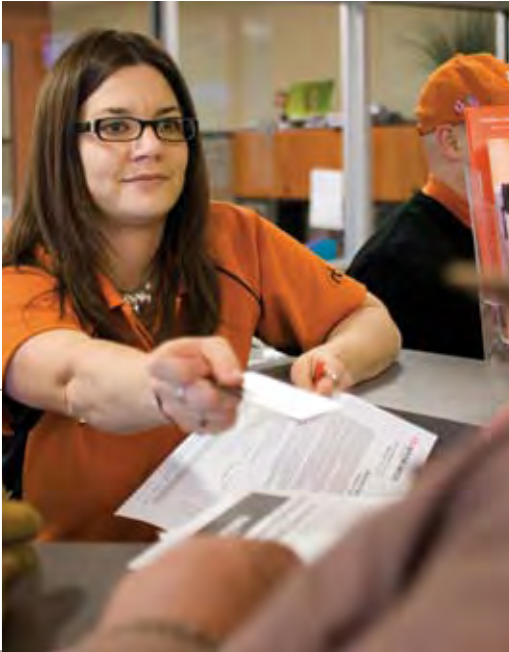
HELPING

PERRIS, CA USA

YOU MAXIMIZE YOUR RETURNS



SASKATOON, SK CANADA



REGULAR AUCTIONS, CONVENIENT LOCATIONS

With regularly scheduled auctions at more than 37 auction sites worldwide, as well as numerous off-site sales, you can sell your equipment quickly and efficiently. All of our sites are strategically located close to major transportation routes. Once an auction contract is signed, we will work with you to have your equipment transported to an auction site, where it will be inspected by our professional yard staff and checked into our secure, fenced auction yard. Your equipment remains on site for potential buyers to test and inspect – and it's not checked out until it is sold and paid for in full.

AUCTION DAY

We do everything possible to make sure our customers have a positive auction day experience. Our sites have been designed with the comfort and convenience of our customers in mind, and our auction processes are the same at all our sites around the world.

Ritchie Bros. auctions are fast-paced, exciting events. Mobile equipment is driven over an elevated ramp in front of a crowd of interested buyers seated in the covered auction theater. Once the crowd starts the bidding, the sale price increases until there are no new bids. The auctioneer announces that the equipment has been "sold!" to the highest bidder – and then the process starts all over again with the next item being driven over the ramp.

We offer a range of services that keep our buyers coming back to our auctions time and again:

- ▶ Safe and logically organized yard for buyer inspections
- ▶ Fast, free, and simple registration
- ▶ Sale day catalogs describing each item
- ▶ Comfortable, covered auction theaters
- ▶ Fast-paced, exciting auctions
- ▶ Dedicated title search department that works to resolve any ownership issues before the equipment is sold
- ▶ Access to third-party service providers, including transportation companies, finance companies and customs brokers
- ▶ Like-Kind Exchange services from Accruit (in the U.S. only)
- ▶ Competitive shipping quotes at rbauktion.com through our partnership with uShip (Canada and U.S. auctions only)
- ▶ Simple payment and removal processes

TAKING CARE OF THE DETAILS

As soon as the sale of your equipment has been finalized, we turn to the business of collecting your proceeds. Your funds, accompanied by a detailed statement, are delivered to you in full and on time.

Ritchie Bros. Auctioneers is a public company, listed on both the New York and Toronto stock exchanges (symbol: RBA). You can deal with us in full confidence, knowing that we have the track record and financial strength to fully meet all of our commitments.

Contact us today for a no-obligation proposal – you'll see the Ritchie Bros. difference.

“We feel Ritchie Bros. auctions get us the best price for our equipment. It's the most

predictable method for selling and the timing of the sales is known, which has real value to us. The prices are better because Ritchie Bros. attracts buyers from around the world.”

Mark McKenzie

President, Ranger Excavating
Austin, Texas, USA

Online Bidding Interface

The screenshot shows the 'Orlando, FL Ring 2' auction page. The main focus is on 'LOT # 390', a 2008 Caterpillar 950H wheel loader. The interface includes a live video feed of the equipment, a list of other lots in the choice group, and a bidding panel with current bid and ask prices. A currency converter window is also visible in the bottom right.

Number of Lots in Choice Group: Points to the 'Choice of 6' label above the lot details.

Lot Information: Points to the lot number and description: 'LOT # 390 2008 CATERPILLAR 950H WHEEL LOADER'.

Current Bid and Ask Prices: Points to the 'ASK: \$132,500' and 'High Bid: \$130,000' information.

Live Auction Display: Points to the video feed of the wheel loader. *See images of the equipment for sale and hear the auctioneer live and in real time*

Photos of Other Lots in the Current Choice Group: Points to the row of small thumbnail images below the main video.

Equipment Details: Points to the table listing other lots in the choice group. *With photo previews and links to item detail pages on rbauction.com*

Follow Multiple Rings and Auctions in Real Time: Points to the bottom navigation bar showing multiple auction rings.

Bid Limit and Purchase Totals: Points to the 'Bidding Limit: \$500,000' and 'Purchase Total: \$0' information.

Bidder Number: Points to 'Logged in as Bidder: 10005'.

Lot Selection Area: Points to the 'Choice of 6 Remaining' list with checkboxes for lots 390 through 395.

Bid Status: Points to the 'Bid Here \$132,500' button.

Bid Button: Points to the 'Bid Here \$132,500' button. *Continuously updates to reflect current ask price*

Auctioneer's Messages: Points to the 'GUTHB - BID ABOVE HDR' message box.

Currency Converter: Points to the 'Currency Converter' window showing 'USD to: JPY @ 98.52' and the converted amount '¥13,054,000'.

WWW.RBAUCTION.COM

Thousands of interested truck and equipment buyers visit the high-traffic Ritchie Bros. web site every day to access our up-to-date auction calendar and search our current equipment listings. Many of them also take advantage of our free rbauction.com Member Services, including:

rbauctionBid — Interested buyers can place bids at Ritchie Bros. auctions around the world through our web site. They can place proxy bids in advance of the auction or bid in real time on auction day using our innovative online bidding service. Online bidders can see details and photos of items being sold, hear the auctioneer, follow the bidding in multiple auctions and place bids – all in real time. More than 99,000 people from 181 countries are registered Ritchie Bros. online bidders. We sold US\$700 million of equipment to online bidders in 2008.

rbauctionRe\$ults — Check the past 24 months of truck and equipment selling prices at Ritchie Bros. auctions around the world. Available a few days after the auction, you can easily find the selling date, location, and price of specific items you're interested in.

rbauctionFleetValuator — This convenient tool works seamlessly with rbauctionRe\$ults. Input your fleet and equipment information, including appraisal values, and find out the global market value of similar trucks and equipment.

rbauctionUpdates — Sign up for timely email updates about auction dates, sale and equipment highlights, and new Ritchie Bros. services.

rbauctionConsign — A quick and convenient way to have your equipment sold in an upcoming Ritchie Bros. auction. Once your annual agreement is in place and it's time to sell, simply go online and enter the details of the equipment you'd like to sell (such as make, model, year, serial number).



MOERDIJK, THE NETHERLANDS

“The prices we achieved on our equipment **exceeded my expectations.**

The global exposure that Ritchie Bros. brings through the internet is one of the reasons that I consign with them. It opens up more buyers to your equipment, which really helps achieve better values.”

Harvey Beigle

President, Reed Thomas Company, Inc.
Santa Ana, California, USA

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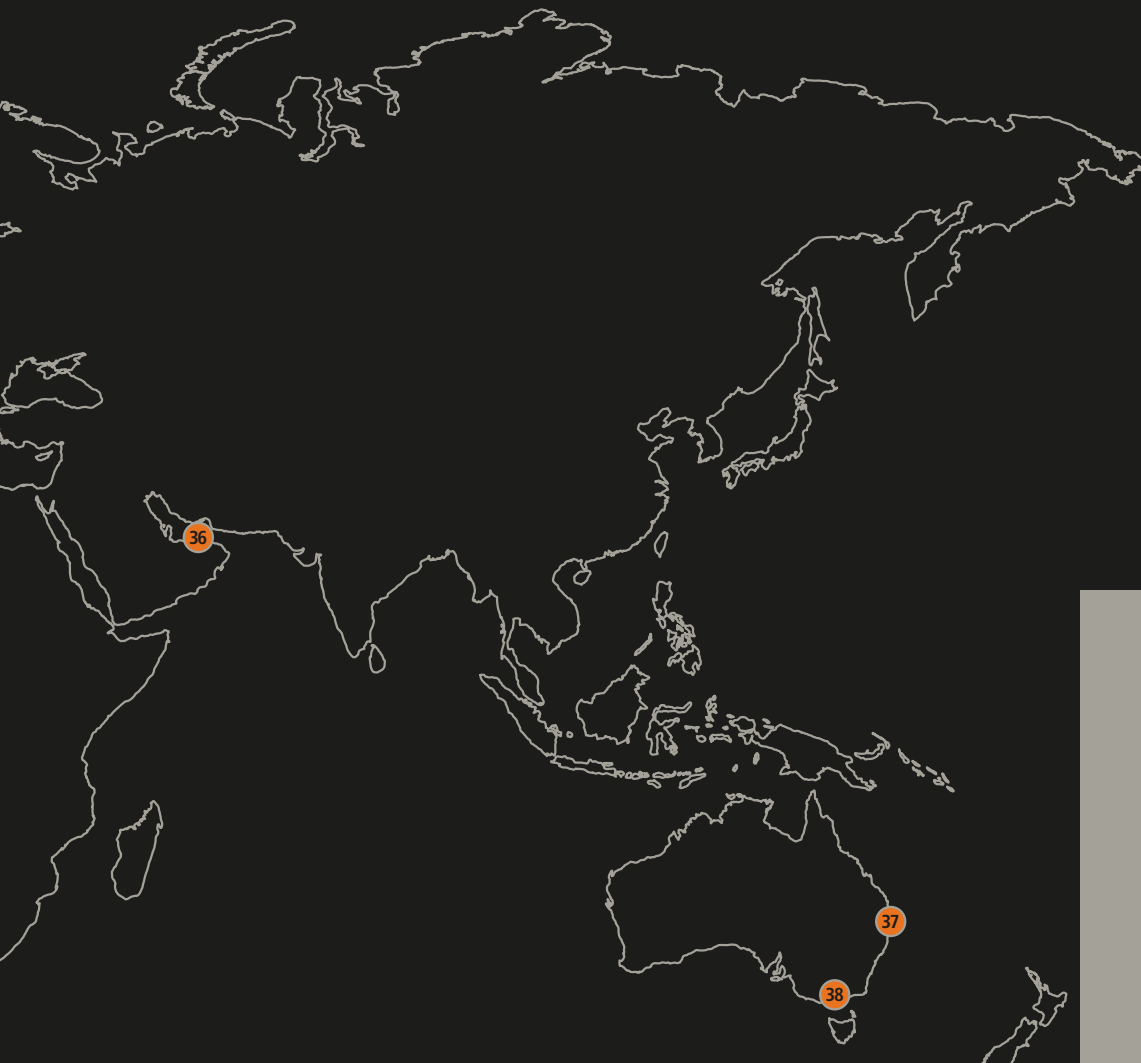
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