

Press release

Used machines in just a few clicks: the new Used Equipment Marketplace app

- Liebherr develops new Used Equipment Marketplace App
- App offers a targeted search for the used machines, attachments and spare parts
- Personal dashboard provides relevant key figures for adverts

The Used Equipment Marketplace is a portal specifically for the sale of used machines from Liebherr. Since the beginning of the year, customers are able to find a wide range of used construction and material handling machines, used attachments and accessories as well as used spare parts directly from certified Liebherr sales and service partners on the digital platform. The Used Equipment Marketplace is now also available as an app for quick access directly on your smartphone. The app offers dealers or buyers an intuitive user interface and powerful functions to find the right equipment for their next project or to sell products successfully.

Kirchdorf an der Iller (Germany), 19 December 2024 – With the new Used Equipment Marketplace App, Liebherr is providing users of the portal with an option to enter the world of professional used equipment trading easily, efficiently and reliably. When developing the app, the focus was particularly on ease of use. All important functions can be used conveniently via smartphone - regardless of time and place. The app is now available for all smartphones with the iOS operating system.

Targeted search for machines, attachments and spare parts

In the app, buyers can find the equipment they need in no time at all using a search function. Various filter options such as brand, model, year of manufacture and price help to refine the selection and discover the desired products. This includes a wide selection of different earthmoving and material handling machines, mobile and crawler cranes, tower cranes, maritime cranes and concrete technology products from Liebherr and other manufacturers. Liebherr also offers used attachments and accessories for its used machines on the platform.

High degree of customisation for sellers

The app is a simple way for sellers to create their own adverts quickly and easily. These can also be shared individually with a defined group of colleagues to ensure efficient teamwork. In addition, users can set up their own dealer network within the app, which can be used to share exclusive offers, for example. The user specifies who should be part of the individual dealer network. This function supports app users in establishing long-term business relationships and benefiting from unique trading opportunities.

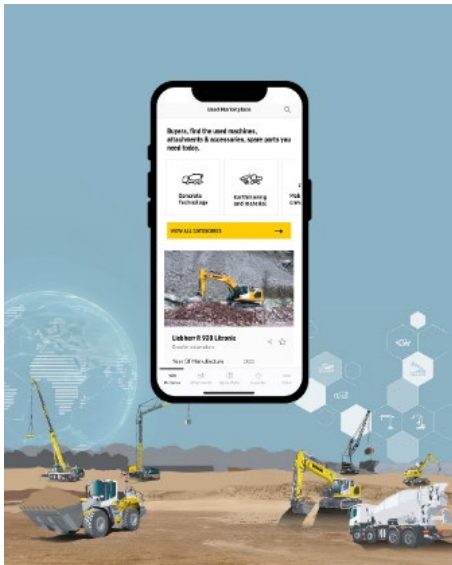
Always up-to-date: personal dashboard and newsfeed provide the latest information

A dashboard has also been integrated into the Used Equipment Marketplace, which provides an overview of all relevant key figures for the respective adverts. Information such as the number of interactions or views of the ad provide valuable insights for analysing user behaviour. Based on this data, sales strategies can then be adapted and optimised in order to address relevant target audiences in an even more targeted manner. Finally, a newsfeed provides app users with the latest information on adverts, discount promotions or current developments in their personal network.

About the Liebherr Group – 75 years of moving forward

The Liebherr Group is a family-run technology company with a highly diversified product programme. The company is one of the largest construction equipment manufacturers in the world. It also provides high-quality, user-oriented products and services in a wide range of other areas. The Liebherr Group includes over 150 companies across all continents. In 2023, it employed more than 50,000 staff and achieved combined revenues of over 14 billion euros. Liebherr was founded by Hans Liebherr in 1949 in the southern German town of Kirchdorf an der Iller. Since then, the employees have been pursuing the goal of achieving continuous technological innovation, and bringing industry-leading solutions to its customers. Under the slogan '75 years of moving forward', the Group celebrates its 75th anniversary in 2024.

Picture



liebherr-used-equipment-marketplace-app-1.jpg

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