

Mascus Hits 160,000 Online Advertisements

Submitted by: Mascus

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Mascus, the world's leading online marketplace for construction machinery (www.mascus.co.uk/), agricultural and forestry equipment has reached another significant milestone in its growth – 160,000 online advertisements.

In the past six months Mascus have celebrated some considerable achievements:

- * 160,000 online ads
- * 3500 companies advertising from around the world
- * Over 2 million unique visitors every month.
- * Presence in 42 countries worldwide
- * More than 100 new dealers joining every month
- * Over 70 Mascus sales representatives visiting and contacting dealers all over the world

"We have just celebrated our 10th anniversary with some remarkable statistics," says MD Fredrik Larsson. "Our combination of global expansion and ongoing technological development is clearly working and we're looking forward to continued success in 2011 and beyond."

A trusted brand:

This latest figure shows how Mascus has become not only a truly global brand but also a brand that is trusted by businesses across a range of sectors, particularly in the construction, agricultural and forestry sectors.

"The figures speak for themselves. Mascus is trusted by companies of all sizes from OEM's and dealers through to traders and support services," says Sales Director Rickard Petersson. "The new platform we launched last year has been received extremely well by our customers and consequently they are advertising more."

Mascus have shown their commitment to developing the user experience by continually improving their technology and creating new online services including the Mascus Locator, a heavy industry directory for used and new equipment dealers, spare parts, rental, repairs, accessories, transport and financing companies which now has over 25,000 listings.

Working more closely with customers

Mascus also provide web services including integration with dealer's websites, technical support, web pages and tools for managing stock online.

"Many of our customers are now using Mascus as their main used equipment management system," continues Rickard Petersson. "It really shows how robust the Mascus concept is and how we are providing a really important service to our customers. We're working on enhancing that experience further and are now testing new mobile services."

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About Mascus:

Mascus - Is an electronic marketplace for used farm machinery (www.mascus.co.uk/Agriculture), forestry, and groundscare equipment and transportation vehicles. Product ranges include tractors for sale, trailers for sale, used trucks for sale (www.mascus.co.uk/Transportation/Used-Trucks), diggers, box trailers, mini diggers and excavators (www.mascus.co.uk/Construction/Used-Excavators). Mascus makes trading in used machinery and equipment quicker and more efficient by collecting in one place information about the supply and the demand. All dealers, producers, and end users are welcome to offer their used machines and equipment for sale via the marketplace.

Mascus is a trading company of Alma Media Corporation.

Notes for Editors:

Press materials and pictures:

English www.mascus.com/press

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