

Komatsu Europe improves online presence and remarketing of used machines

The “used.komatsu.eu” website was redesigned

Vilvoorde, June 2019 — Komatsu Europe announces the upgrade of its used-equipment web site (used.komatsu.eu). Redesigned and developed in collaboration with Mascus and Ritchie Bros Asset Solution, the new complete end-to-end solution is mobile and user- friendly, with software and improved tools that will help Komatsu and its European dealers to better manage, analyze and remarket their used equipment via an inventory management system (Komatsu IMS).

Komatsu IMS is accessible by all European Komatsu dealers, allowing them to publish info of their available used equipment on various sales channels, including their own individual dealer website and on used.komatsu.eu, with just a few clicks. This redesigned European Komatsu website is available via the desktop and as a mobile app. Equipment can be searched and filtered by potential buyers, by equipment type, manufacturer, hours/usage, location, price, etc.

Additional data and multilingual marketing tools are included in the new package, helping Komatsu Europe and its dealers to better understand when and how to market their used equipment to the world.

“We’re excited about all the user-friendly tools and services we offer” says Giovanni Guidi, responsible of the project at Komatsu Europe “They make us more efficient and will help to create an online community for our European used equipment dealers who can now easily make their used equipment stock fully visible to the market. Komatsu is in a stronger position to optimise sales and, with the Mascus team, we know we always have a great European support network standing by.”

Information in this news release is current on the date of the announcement and is subject to change without notice.

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