

YOUR
LOCAL GLOBAL AUCTIONEERS

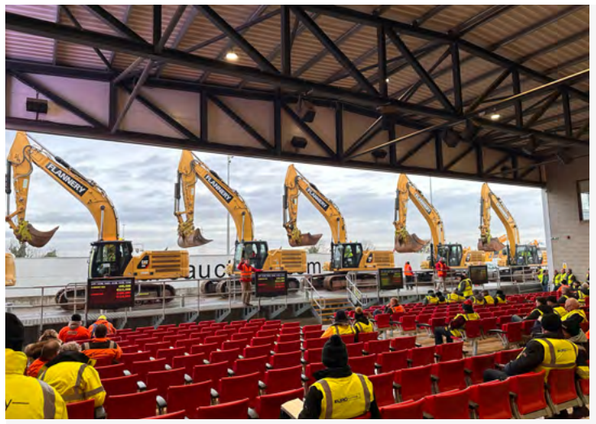
AUCTIONEERS OF
CONSTRUCTION, AGRICULTURAL
& COMMERCIAL EQUIPMENT

EURO AUCTIONS



A GLOBAL COMPANY

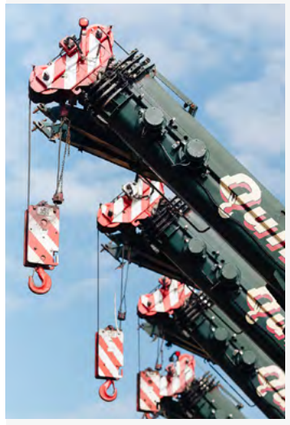
Euro Auctions conducts unreserved auctions of industrial plant, construction, agricultural and commercial equipment on a global basis, with a local feel...











What's important to us?

We continually strive to conduct successful auctions, tailored to the needs of our buyers and sellers. We aim to achieve true market value for our customers by bringing buyers and sellers together at auction.

We have been conducting unreserved auctions of industrial plant, construction equipment and agricultural machinery since 1998.

Today, we conduct around 300 major auctions every year, from 20 sites around the globe, in eight countries, on four continents. We are the trusted partner for buying and selling industrial plant, construction equipment and agricultural machinery around the world and the company is the market leader in Europe holding more sales and selling more lots per sale than any other auction house.

Our Head Office is located in Dromore, Co. Tyrone, Northern Ireland. Seventeen more permanent auction sites exist in England, Germany, Spain, Australia, USA, Canada, Republic of Ireland and the UAE. All sites are fully operational at all times, with permanent offices, auction yards and full time staff.

The company also specialises in timed 'Internet Only' auctions plus off-site sales for leading plant hire companies, for cessation of trading, retirement sales as well as stock and fleet rotation.

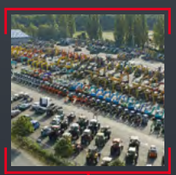
Our unreserved auction policy means that everything sells to the highest bidder with no minimum bid or reserved price and no buy backs. When the hammer is down, that lot is sold!

OUR HISTORY

Founded in Dromore, Northern Ireland, by Derek Keys and his brothers, Euro Auctions has been built through hard work and remains a family run business. With real family values and with all the brothers continuing to know all their customers by name.

1998 — FIRST ONE DAY AUCTION

First one day auction held in Dromore. 371 lots were sold with an approximate hammer price approaching a million.

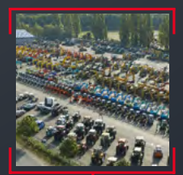


2000 — NEW SELBY SITE

New site at Selby, Leeds, with 516 buyers, 83 sellers, 1,139 lots and £7m hammer total.

2002 — NEW HQ BUILT

New HQ auction house built in Dromore, incorporating covered and seated auditorium.



2006 — NEW BRISBANE SITE

New Brisbane auction house established, hosting four auctions per year.



2009 — BIGGER SPANISH SITE

Continued growth required relocating to Zaragoza, a larger Spanish site.

2010 — FIRST OUTSIDE UK

First auction outside UK in Dormagen, Germany, with a €7m hammer total.



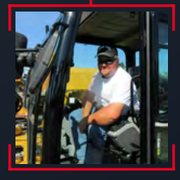
2012 — FIRST ENGLISH SALE

First English sale held in Wetherby, featuring Volvo Dump Trucks from the Far East.



2013 — NEW SPANISH SITE

New auction site goes live in Valencia, Spain.

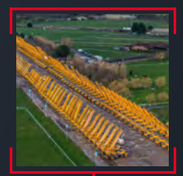


2015 — NEW USA SITE

New site - Atlanta, USA, first auction generates $4.3m with bidders from 20 countries.

2017 — WORLDS LARGEST MOBILE CRANE AUCTION

Worlds largest crane sale with 127 mobile units sold with a £32m (€37.5m) hammer total.



2017 — MERGER WITH YODER & FREY

Combining with Yoder & Frey enhances our local and global reach in the USA.

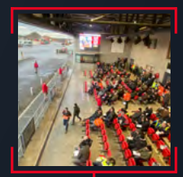


2019 — NEW DUBAI, UAE SITE

Adds four sales and opens gateway to Middle East & Africa.

2019 — WE BUILD EUROPE'S LARGEST AUCTION SITE

The new facilities at the UK site will sell more construction and agricultural machinery and equipment than any other auction site in Europe.



2022 — NEW TEXAS SITE

October 2022 - New site acquired in Houston, Texas.



2023 — MERGER MICHENER ALLEN

Euro Auctions welcomes Michener Allen into the group.

2023 — NEW ABU DHABI SITE

Relocation from Dubai to Abu Dhabi adds strategic benefits.



2025 — 25 YEARS AND COUNTING

Euro Auctions celebrates 25 years of trading.

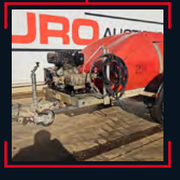
2025 — MERGER TWO COMPANIES ADDED

North Toronto Auction joins Euro Auctions.

Euro Auctions Group acquires Coast2Coast.

2025 — NEW SALES SITE

Euro Auctions add new sales site in Mountrath, Ireland.



2026 — MERGER THE AUCTION COMPANY

Joins forces with Euro Auctions, adding 2 more sites in the USA.



2026 — NEW MERGER

2026 - Weaver joins the United Auctions group of companies in Canada.

The very first Euro Auctions sale took place in 1998 and comprised just 371 lots with a total hammer value approaching £1m.

Now, over 25 years later Euro Auctions conducts around 200 major auctions every year around the globe, in eight countries, on four continents, to over 200,000 bidders, selling over 200,000 pieces of equipment each year.



OUR CULTURE
OUR PEOPLE
OUR CUSTOMERS

Our goal is to provide a straight forward service that enables our customers to easily buy and sell equipment and machinery anywhere in the world.

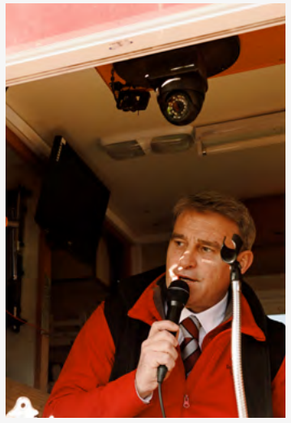
Our culture is founded on family values. Still very much a family run business, we employ over 300 staff worldwide, in 8 countries, from over 20 nationalities speaking over 30 languages.





OUR CULTURE

Our culture is built on a genuine can-do attitude. From the newest recruit to the Keys brothers, who own and run the business, everyone is hands-on and actively involved in the day-to-day operation. On sale days, wherever the auction is taking place in the world, the brothers are there in person: talking to customers, buyers and sellers alike, greeting people they know by name, kicking the tyres, and picking up the latest news from across the industry.





OUR PEOPLE

Our staff are our greatest asset and as such we ensure that they have all the tools they need to do their jobs properly and to give our customers the very best of service. Our staff are highly qualified, knowledgeable, understand the needs of our customers, have exceptional product knowledge and put the customer first. Our staff will always put in extra effort to make sure the job is done right.





"I was at that first auction in 1998, and all these years later the Keys brothers still know all their customers by name and always have time to chat to everyone at each sale they hold around the world. It's like being a part of a great big family."
From a loyal Euro Auctions customer

OUR CUSTOMERS

We aim to know all our customers personally. The global industrial plant, construction equipment and agricultural machinery market is a small and intimate world and over the years the Euro Auctions team have striven to get to know those that buy or sell with us on a regular basis. By getting to know our customers we have been able to provide support to our sellers when finding the perfect buyers for their equipment and machinery.

Regardless of what our consignors have to sell, we have the intelligence to know on a global scale who will be interested in that particular type of industrial plant, construction equipment or agricultural machinery. With this knowledge we can ensure both buyer and seller are truly happy with the service we provide.

OUR GLOBAL REACH

The businesses which make up the Euro Auctions Group, namely, Euro Auctions, Yoder & Frey, Canada Auctions, and The Auction Company collectively have impressive reach, a world class trading style, and an enviable global footprint.



SELLS OVER 200,000 LOTS

IN EIGHT COUNTRIES 8

CONTACTABLE 24 HOURS A DAY 24

ATTRACTS OVER 215,000 BIDDERS

TWENTY PERMANENT SITES AROUND THE GLOBE 20

AUCTIONS £740M+ TOTAL SALES

WORKS WITH OVER 13,000 VENDORS

CONTACTABLE SEVEN DAYS A WEEK 7

ON FOUR CONTINENTS 4

SELLS TO OVER 40,000 BUYERS

HOSTS AROUND 300+ AUCTIONS

DID YOU KNOW?:
WE HAVE LOYAL BUYERS IN OVER 150 COUNTRIES WORLD WIDE

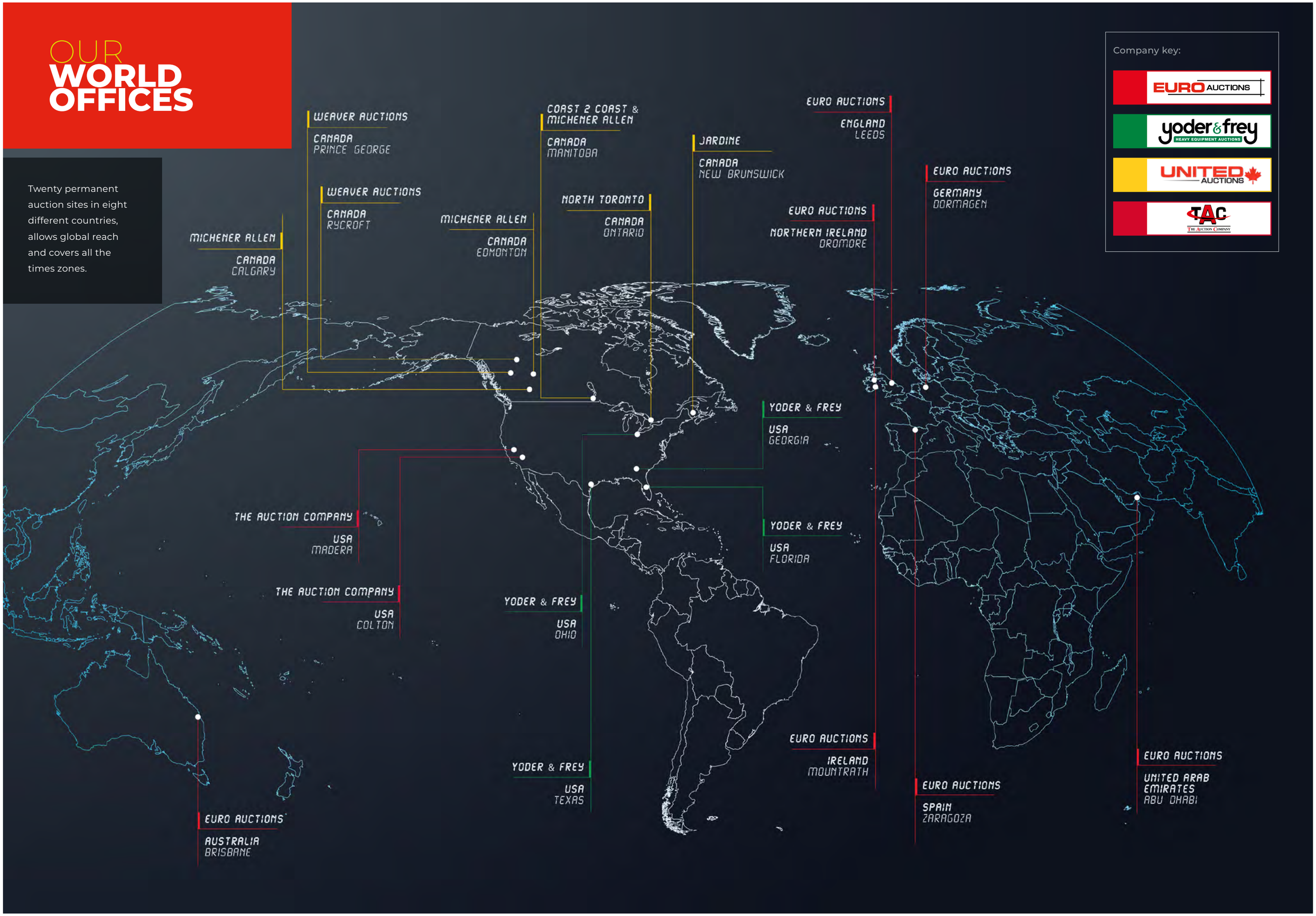
DID YOU KNOW?:
WE PLACE PRE-SALE ADVERTISING IN OVER 75 MAGAZINE TITLES AROUND THE PLANET

"Euro Auctions has true global reach and as a consignor I have confidence that my equipment will be seen by the right buyer in time for each sale."

A global consignor

OUR WORLD OFFICES

Twenty permanent auction sites in eight different countries, allows global reach and covers all the times zones.



Company key:

EURO AUCTIONS

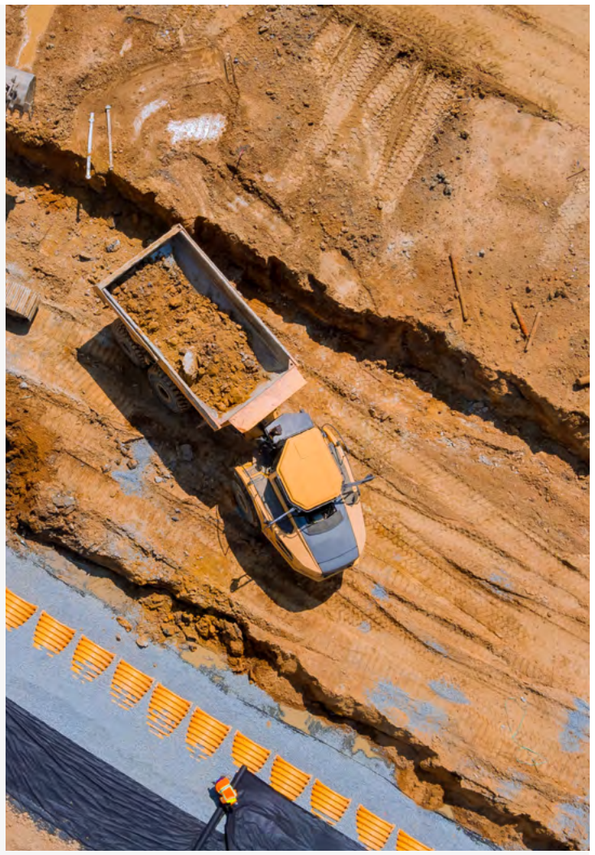
yoder & frey HEAVY EQUIPMENT AUCTIONS

UNITED AUCTIONS

TAC THE AUCTION COMPANY

SELLING WITH US

Selling with Euro Auctions is a simple and straight forward process which will ensure that you get paid within 21 days.





QUICK & SIMPLE

> "Selling with Euro Auctions is such a simple overall experience and with the various country managers on hand to help with transportation, ensuring my equipment is ready for sale. I wouldn't sell with any other auctioneer."
>
> **A loyal seller**



WHY SELL WITH US

A Euro Auctions Territory Manager will conduct an inspection and appraisal of your equipment.

Upon signature of your contract, Euro Auctions can take care of everything including transportation, refurbishment and repair of equipment.

We advertise your equipment globally in specialised trade publications, on trade websites, in direct mail auction brochures as well as on our own website. Through our own marketing, an average Euro Auctions sale will attract buyers from up to 100 countries ensuring your equipment fetches true market value.

We collect auction proceeds and pay you within 21 days. Our experienced Territory Managers are available to offer advice on consignments as they know first-hand the demand for equipment and can easily anticipate current market trends. Selling your equipment with Euro Auctions will ensure you reach a truly global audience and we make the experience as easy as possible.

> "Euro Auctions always go the extra mile for its buyers and sellers. If my machine has a flat battery, they recharge it. If it needs jet washing, they clean it. When it needs shipping Euro Auctions will ship it. All this means that I can sell with confidence and the buyer gets the machine he bought where he wants, on time, without fuss."
>
> **From a loyal customer**

HERE'S WHY

True global presence.

We market your equipment globally.

We have scale and volume when attracting buyers.

We offer competitive seller commissions.

We operate Europe's largest four day auction in Leeds, on average every six weeks.

We settle immediately if a buyer is also a seller.

We can personalise a sales agreement to suit your circumstances.

We offer excellent service, with an agile and flexible structure.

We can help with extras like: loading, unloading or battery charging.

We offer a repair and jet washing service.

We have a flat company structure.

We are industry experts.



BUYING WITH US

We go above and beyond to make buying with us easy, with customers being able to bid in one of four ways, either onsite, online, by pre-bid or at timed 'Internet Only' auctions.

"I like the broad display of machinery that Euro Auctions presents to its buying public at each sale. When looking for a new machine, what I want is choice, and through the global network of sales, I can always find exactly what I want."

From a loyal buyer







We understand that making it easy for our buyers to register and bid on lots for sale is really important to our customers.

Many customers really enjoy turning up onsite to a sale to see equipment first hand, meeting with industry colleagues and enjoying the day. With the increasing popularity of the Internet we have made it simple to buy online with Euro Auctions.



1. ONSITE:

Customers can turn up to a sale in person and following our simple process of registration and payment of security deposit, buyers can obtain a bidder number to participate and bid during the sale.

2. ONLINE:

Via the Euro Auctions FREE internet bidding service buyers can track each physical 'live' sale online and bid on the lots they are interested in, from anywhere in the world. The majority of sales globally are transacted online. Euro Auctions stream live video and audio of all the auctions meaning the online bidder has an equal footing to those onsite.

3. PRE BID:

If a customer is unable to attend a scheduled physical sale, buyers can place a Pre-Bid, up to a maximum amount of their choosing. Euro Auctions' systems will 'live bid' on your behalf during the sale up to the maximum amount specified by you. Pre bidding is currently available when the equipment is listed on the website.

4. TIMED:

Timed 'Internet Only' Auctions

Rather than transport equipment across a continent or around the globe, Euro Auctions has introduced Timed Auctions where multiple lots can be sold simultaneously via the internet. Bids can be placed online and the sale remains open on each selected lot until a pre-determined time and date.

NEW BUYERS

A New Onsite Buyer is a customer/company that has not purchased from Euro Auctions in the last two years. This includes Bidders who have previously left a deposit with Euro Auctions but did not purchase.

All New-Buyers must provide the following in order to obtain a Bidder Number:

- **Registration Form – completed and signed by the Bidder**
- **Photographic Identification – at least one form (i.e. Driving Licence/Passport/National ID Card)**
- **Letter of Authorisation - from Company Director on headed paper if Bidding on behalf of a company**
- **Company VAT Number**
- **Deposit – tiered deposit and credit limit amounts are offered. These details are included on www.euroauctions.com**

A New Online Buyer can complete an abbreviated form of these steps on www.euroauctions.com

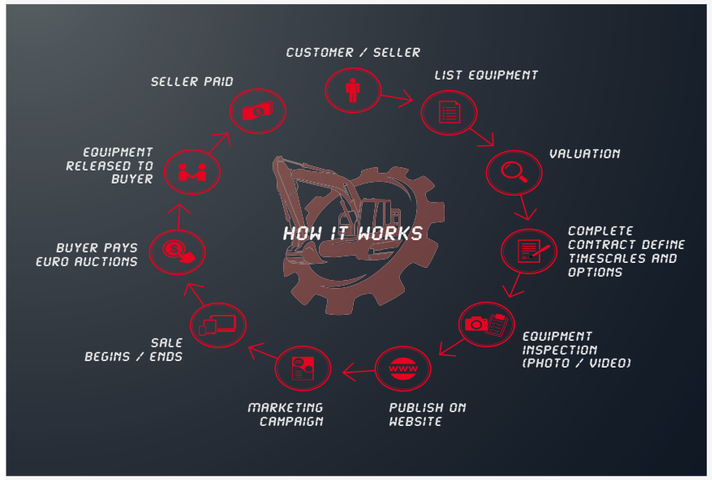
REGULAR BUYERS

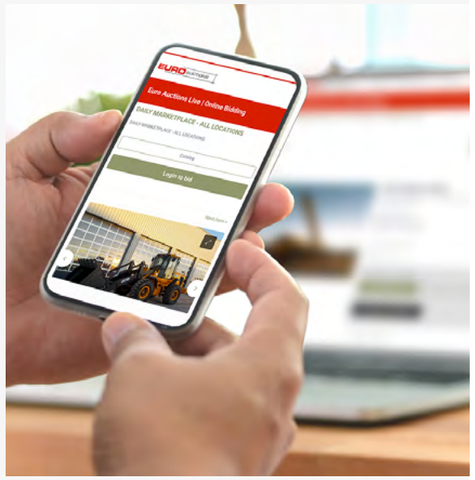
A Regular Buyer is a customer/company that has purchased from Euro Auctions within the last two year period. All Regular Buyers must provide the following in order to obtain a Bidder Number:

- **Registration Form – completed and signed by the Bidder**
- **Photographic Identification – at least one form (i.e. Driving Licence/Passport/National ID Card)**

BUYING AND SELLING **THROUGH US...**

A service from Euro Auctions, the Daily Marketplace is a 24/7 online directory accessed via a link on the website at www.euroauctions.com. It shows a range of equipment for sale daily, in real-time, from around the globe.







Consignors can make-ready equipment and machinery for sale without the need to wait for a scheduled Euro Auctions sale. Uploading a full description and an abundance of images and videos, each lot shows the offer price and current bid price as well as the number of bids in the sale. The Daily Marketplace draws in equipment for consignors across the globe, with buyers able to 'Ask a Question' about any item for sale as well as requesting a 'Transport Quote' prior to bidding.

For each lot to be sold, Euro Auctions will complete an inspection report, value equipment, publish the item on the 'Daily Marketplace', run a marketing campaign, hold the sale and pay the consignor once the buyer pays Euro Auctions. This is a hassle-free process for the seller, giving unlimited access to the vast database of global buyers, and all sales can be conducted in a timeline to suite the consignor.

24/7 DAILY
MARKETPLACE



"When WH Bond made the decision to exit the plant hire market, with over 1,600 items of agricultural and construction machinery for sale, Euro Auctions were our only choice as valuer's and auctioneers. Managing the process seamlessly from 'end to end' their attention to detail was exceptional, attracting a local and international audience, whilst realising true value for our stock, with bidders enjoying and buying in to the Euro Auctions style of auction. Euro Auctions also assisted by creating positive corporate messages to promote the sale as the positive business decision it was, as well as the success it became."

Chris Bond – WH Bond



OUR OFF-SITE SALES

Euro Auctions specialises in disposal sales and one-off sales, where we conduct the auction at our customers facility. We work with businesses in plant hire, transportation, mining, manufacturing, and agriculture, as well as businesses in distress, in cessation of trading, also assisting with retirement auctions and stock rotation sales.

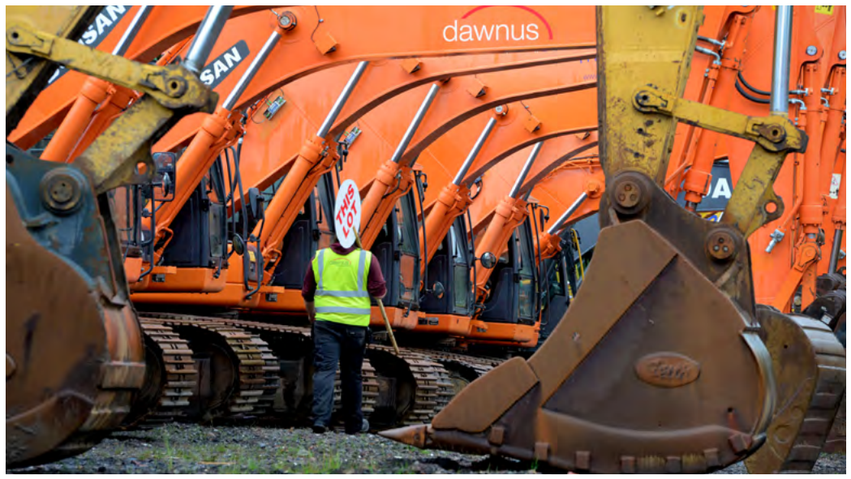
We are regularly invited to advise clients on the best way to realise their assets when exiting redundant stock to make way for new machinery as we do on a regular basis with equipment hire businesses.

Euro Auctions is the partner of choice for the disposal of ex-hire equipment and machinery for brands such as GB Digger Hire, Parker Plant Hire, Quinto Crane Hire and GA Smith, to name but a few. At our sites in the UK, Spain and Germany regular oneday sales are common, with Euro Auctions trusted to attract an international audience and dispose of the entire fleet.

Over the years Euro Auctions has become a trusted partner within the mining and quarrying industry, taking control of the total disposal of machinery, equipment, infrastructure assets, buildings, conveyors, and screening machinery, for clients such as UK Coal.

Euro Auctions regularly also sensitively manages the disposal of assets of businesses in administration; with Hewden Stuart Ltd being an example. Euro Auctions' role includes cataloguing the assets, turning them into a full inventory of lots, marketing the sale globally, conducting the entire registration process, hosting the 'on the day' auctions, managing an online bidding facility, as well as the dismantle and transporting of assets to awaiting buyers.







MAKING THE DIFFERENCE

What makes Euro Auctions world class at 'one off' sales whilst attracting an international audience? The parts of the overall sale are complex, with Euro Auctions excelling at all these elements, including:

- **The inventory of all lots to be sold, valuing and cataloguing all the equipment**
- **Selecting where to host the sale, and the possible need to repatriate equipment that was out 'on hire'.**
- **Marketing, attracting buyers to the sale, marketing globally and securing registrations.**
- **Hosting the physical sale on the ground, on the day, with bidders registering to attend, or bidding world-wide via the internet.**
- **Managing the financials, receiving money from buyers and paying the sellers.**

"We were delighted with the effort put in by Euro Auctions and the results achieved in respect to the disposal of the machinery assets of Hewden. This not only helped both get this equipment back into the market to meet ongoing customer requirements but also maximised returns for creditors."

Sam Woodward, Joint Administrator



OUR SERVICES

We realise that in order to be the 'go to place' when selling or buying equipment, we need to offer a premier service that makes it easy for everyone. Listed below are the services we offer to make this happen:

Global Marketing

- Global advertising in leading trade journals, newspapers and specialist magazines in over 95 countries worldwide.
- Digital marketing incorporating online digital display advertising on key networks.
- Search Engine Optimisation & Answer Engine Optimisation
- Email campaigns to the Euro Auctions database and to targeted and specific 3rd Party prospects.
- Google paid search advertising in key markets.
- Advertising on machinery listings websites.
- Social media including paid social media advertising.
- Global public relations campaigns.
- Out of home advertising including leaflet drops & digital display signs.
- Attending major trade exhibitions.

Transport & Shipping

- Worldwide Logistics.
- Shipping for Buyers & Sellers.
- Assistance with loading and unloading.
- We have a full time transport department to facilitate worldwide logistics.

Preparing your Plant for sale

- Jet washing.
- Repair services.
- Battery charging.
- Loading and unloading.

Bidding

- Attracting serious onsite bidders.
- Live Internet bidding.
- Timed Pre-Bid service.

Local Knowledge

- A global database of registered bidders.
- Knowledge of who is seeking specific pieces of machinery.
- Global reach.



EXPANDING OUR REACH

yoder & frey
HEAVY EQUIPMENT AUCTIONS

At the start of 2017, Euro Auctions combined its USA operations with that of Yoder & Frey, one of the most respected names in the American plant and machinery sector. Since 1964, Yoder & Frey Auctioneers has served buyers and sellers in the heavy construction equipment market, liquidating equipment through auctions and providing best value whilst delivering outstanding customer service.

With sustained growth planned in the USA, Yoder & Frey provides Euro Auctions with a platform to expand its operations countrywide across all 50 states.

This strategic partnership has added strength and stability to Yoder & Frey, including greater global reach, increased appetite and enthusiasm, whilst creating a conduit for the movement of construction equipment and agricultural machinery around the globe.

In 1975, Yoder & Frey were the architects of what is now the world-famous annual Kissimmee, Florida Winter Consignment Auction. Fifty years on, over six action-packed days, Yoder & Frey sell close to 10,000 pieces of new and used heavy construction equipment, trucks, and trailers to buyers from all 50 U.S states and from around the world.



The brand extension Yoder & Frey provides adds the following permanent sale sites:

- **Findlay, Ohio**
- **Kissimmee, Florida**
- **Houston, Texas**
- **Atlanta, Georgia**

the **Canadian** group of auction companies

Michener Allen AUCTIONEERING LTD.
Family Owned & Operated Since 1971

With over 50 years of history spanning 3 generations, Michener Allen specialise in hosting auctions for Municipalities, Industrial Equipment, and Automotive, focusing on heavy commercial and RV. With a head office located in Edmonton, Canada, since 1971, to sites in Calgary and Winnipeg, Michener Allen mirrors the same family values as Euro Auctions, showing trust, confidence and respect to its long-term clients, bringing buyers and sellers together in an exciting and transparent process.



With a dedicated team of highly professional auction specialists Michener Allen strives to obtain maximum results for its clients, making the process of selling equipment as easy as possible. Whether you are liquidating a business, downsizing, refreshing stock and need working capital, or just want to sell one piece of equipment, with Michener Allen, you can be assured that you are in safe and capable hands.

Michener Allen always takes the auction process that one step further by offering quality customer service, confidentiality, competitive quotes, and experience you can trust. Your equipment will be sold by our professional staff of auctioneers that have years of experience, ensuring we realize the best price for your equipment that we possibly can.

"Joining the Euro Auctions Group is just the start of the next exciting chapter in the 52-year history of our business." ***Ian Michener***

JARDINE AUCTIONEERS
ATLANTIC CANADA'S REMARKETING EXPERTS

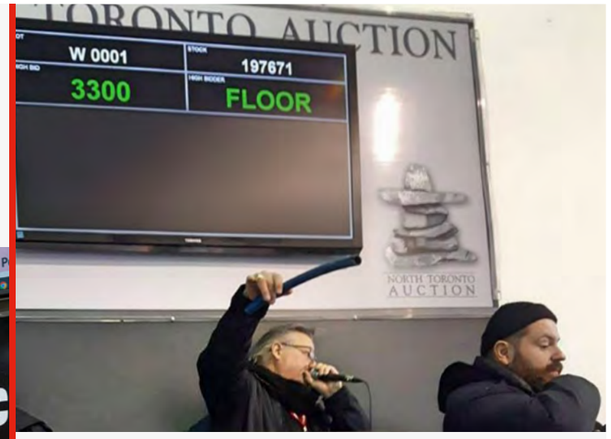


Jardine Auctioneers Inc – are now part of the EURO AUCTION GROUP, global family of Auctions.

Jardine are renowned and experienced auctioneer from Fredericton, New Brunswick, Canada, and in their world, they say, they always have the last word, and that word is SOLD. Since 1982, fleet managers from all over Canada have entrusted the remarketing specialists at Jardine Auctioneers to get maximum resale value for their vehicles and equipment.

They operate out of their 139 acre facility in Fredericton, New Brunswick and offer over 65 auctions per year. Owned and run by Frank Jardine, John Jardine and Blair Sissons, the team have over 50 years of combined experience as professional auctioneers and remarketers. Hard work, great communication, innovative technology and second to none customer service are the keystones of doing business with Jardine Auctioneers and they strive to overachieve on every aspect of their relationships with customers.

From the moment your inventory is picked up to the final bang of the gavel, the main goal is to get maximum value using innovative and effective marketing. As a customer, you will be kept apprised of the progress each step of the way, because great communication is just good business.



NORTH TORONTO AUCTION

North Toronto Auction Joins the Euro Auctions Global Network

In 2025, Euro Auctions Group welcomed North Toronto Auction (NTA) into its global family of auction houses. This strategic acquisition expands Euro Auctions' Canadian operations, providing unparalleled national coverage.

Founded in 2002 by Matt Rispin, Frank Panza, and Stuart Ralph, NTA has grown into a market leader in Toronto, specializing in industrial equipment, automotive, and RV sales. Operating from a state-of-the-art 17-acre facility in Innisfil, Ontario, just 50 minutes north of Toronto Pearson International Airport, NTA runs monthly heavy equipment auctions alongside a thriving automotive business.

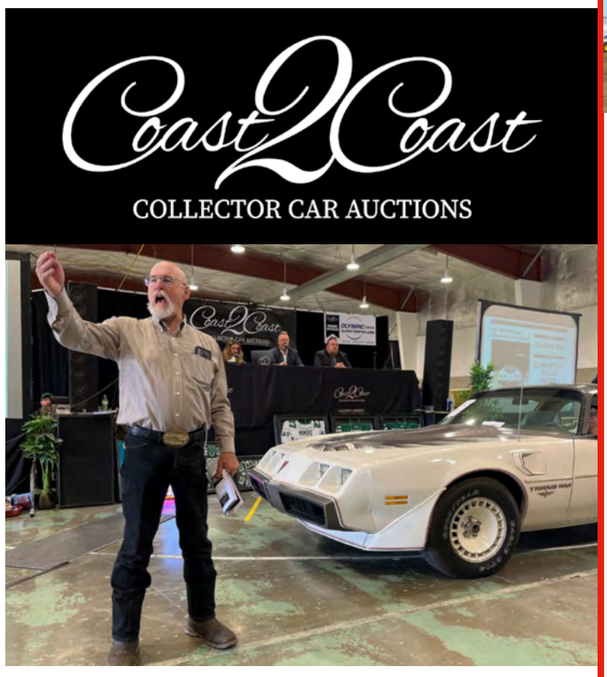
Euro Auctions retained the North Toronto Auction brand, and it continues today under the leadership of Matt Rispin as Managing Director.

"Joining Euro Auctions is the perfect next chapter for NTA. It's great news for our customers and employees. With 17 global locations, including 6 in Canada, Euro Auctions offers customers the combined benefits of local expertise and international reach." ***Matt Rispin, Managing Director, North Toronto Auction***



“Coast2Coast” Joins Euro Auctions Group

In 2025, Euro Auctions Group acquired the Associated Auto Auction specialist collector car brand, Coast2coast, becoming the fourth Canadian auction house in the Group, joining Michener Allen Auctioneering, Jardine Auctions Inc, and the recently acquired North Toronto Auction.



Operating from its well-established facility in Headingley, Manitoba, Coast2Coast transitioned to work under the Michener Allen brand further strengthening services in the region.

The renowned collector car auctions now complements Michener Allen’s own specialist sales, creating one of Canada’s largest auction platforms for collector and cherished vehicles. This integration also broadens the Group’s capacity to manage industrial assets, ensuring an enhanced customer offering across Manitoba and nationwide.

The acquisition underscored Euro Auctions commitment to expand its footprint across Canada, providing unrivalled reach, expertise, and choice. By combining local knowledge with global resources, the Group is set to deliver an even greater level of service, cementing its reputation as a trusted leader in the auction industry.



Weaver Auctions has been in the industry for over 35 years, and we strive to offer first-class, professional auction services to all of our clients. We pride ourselves on being a customer-focused auction company, dedicated to providing personalized service through our premier auction solutions.

We specialize in industrial, agricultural, construction, forestry, aggregates, transportation, and real estate auctions. We understand that every customer has unique needs, and those needs are at the heart of everything we do. We partner with you to deliver exceptional results, operating from two sites in: Rycroft, Alberta, and Prince George, British Columbia. Experience the Weaver Auctions difference, where customer satisfaction and success always come first.





“Joining Yoder & Frey and becoming part of the Euro Auctions network represents an exciting next step in the development of our company. We have built The Auction Company by putting our customers first, and it was important to us to partner with an organization that shares those same values.”

“Yoder & Frey and the wider Euro Auctions group have built a network of owner-operated businesses with strong local leadership, experienced teams and a genuine commitment to customer service. That made this a very natural fit for us.”

Said Claudia Knopp, co-founder of The Auction Company

EURO AUCTIONS EXPANDS IN CALIFORNIA WITH TAC

Yodar & Frey, the US arm of global auction house Euro Auctions, has expanded its North American interests by adding The Auction Company, which has two permanent sales sites in Colton and Madera, California.

In August 2026, after nearly three decades of serving California's construction, transportation and industrial equipment markets, The Auction Company, joined forces with Yoder & Frey, and in doing so, becoming part of the global Euro Auctions network.

This family-owned California auction business enters a new chapter while retaining its founding leadership, local team and customer-first approach. The collaboration brings together two established auction businesses with a shared commitment to customer service, industry expertise and professional auctioneering. For customers in California, the partnership creates access to a significantly broader national and international buyer network while preserving the local relationships and personalized service that have defined The Auction Company since its founding.



Image (from left to right) Jonnie Keys (Yoder & Frey and Euro Auctions), Claudia Knopp (co-founder of The Auction Company) and Steve Gorin (co-founder of The Auction Company)

Founded in 2003 by Claudia Knopp and Steve Gorin, The Auction Company has built a strong reputation for honest, professional auction services throughout California. The company operates auction facilities in Colton and Madera, with offices in Murrieta, specializing in construction and heavy equipment, rental fleets, trucks, trailers, vehicles and government surplus assets.

At the heart of the business is a straightforward philosophy:

Put customers first and deliver results through honesty, integrity and professionalism.

That philosophy will continue under the new partnership. Knopp and Gorin will remain actively involved in leading the business, supported by the experienced team customers already know. The Company's existing locations, local expertise and customer relationships will remain central to its operations.

Steve Gorin, co-founder of The Auction Company, said:

"For our customers, it is very much business as usual. They will continue dealing with the same people, at the same locations and with the same level of personal service they have come to expect from us. What has changed is the reach behind the business. We can now introduce their equipment to a truly global marketplace and connect California sellers with buyers well beyond our traditional market."



The partnership gives The Auction Company's customers access to the broader Euro Auctions marketplace and international buyer base. With the addition of The Auction Company's California operations, the network now includes six auction sites in the United States, seven in Canada, five in Europe, one in the UAE and one in Australia.

For sellers, the expanded network provides an opportunity to market equipment consigned in California to buyers far beyond the traditional regional marketplace. Greater exposure to national and international buyers can create increased competition for equipment and open new opportunities for sellers.

For buyers, the partnership provides access to a wider selection of construction equipment, heavy machinery, trucks, trailers and other industrial assets through an established California auction operation.

The partnership marks an important new chapter for The Auction Company, combining nearly three decades of California market knowledge with the resources and international reach of the Euro Auctions network.

Jonnie Keys of Yoder & Frey and Euro Auctions welcomed The Auction Company and its team to the group.

"The Auction Company has built an outstanding reputation over many years, and the team shares the same customer-focused culture that exists throughout our network. Their addition strengthens our presence on the West Coast while giving their customers access to buyers around the world. This collaboration combines local expertise with global capability. The Auction Company remains a trusted California business, while benefiting from the scale, technology and international reach of a global industrial equipment auction group."

"For customers, it is business as usual, only now with the backing of a global organization and an auction network that spans multiple continents. The future remains firmly rooted in California, but the marketplace has become worldwide."



OUR OFFICES

Euro Auctions - Head Office
72-74 Omagh Road
Dromore, Co. Tyrone
BT78 3AJ
Northern Ireland

Tel: 0044 2882 898262
Email: info@euroauctions.com

EA - Leeds, UK Office
Roall Lane, Kellington
Nr. Goole
DN14 0NY
United Kingdom

Tel: 0044 1977 662255
Email: info@euroauctions.com

EA - Dormagen, Germany Office
Alte Ziegelei 11-23
41542 Dormagen
Germany

Tel: 0049 2133 4793640
Email: info@euroauctions.com

EA - Ireland
Rushin Rd
Mountrath, Co. Laois
R32 DH68
Ireland

Tel: 00353 57 860 1090
Email: info@euroauctions.com

EA - Brisbane, Australia Office
161 Sandmere Road
Brisbane
QLD 4008
Australia

Tel: 0061 7360 748 00
Email: info@euroauctions.com

EA - Zaragoza, Spain Office
Camino Azarbe 14
50800 Zuera
Zaragoza
Spain

Tel: 0034 876 670 033
Email: info@euroauctions.com

EA - Abu Dhabi, UAE Office
KHIA9-19_20
Khalifa Economic Zone
Abu Dhabi
UAE

Tel: 00971 2626 2898
Email: info@euroauctions.com

EA - Tianjin, China Office
No.59 Machang Road
Hexi District
Tianjin
China

Tel: 0086 158 222 97873
Email: infoCN@euroauctions.com

Yoder & Frey, Ohio
2384 Grant Road
North Baltimore
OH 45872
USA

Tel: 001 4198 653 990
Email: info@yoderandfrey.com

Yoder & Frey, Georgia
300 Raymond Hill Road
Newnan
GA 30265
USA

Tel: 001 407 396 6060
Email: info@yoderandfrey.com

Yoder & Frey, Texas
7044 i-10
Sealy
TX 77474
USA

Tel: 001 979 987 1660
Email: info@yoderandfrey.com

Yoder & Frey, Florida
654 West Southport Road
Kissimmee
FL 34746
USA

Tel: 001 407 396 6060
Email: info@yoderandfrey.com

The Auction Company, California
1450 N Pennsylvania Ave.
Colton
CA 92324
USA

Tel: 001 951 657 5300
Email: sales@theauctioncompany.net

The Auction Company, California
19458 Road 21
Madera
CA 93637
USA

Tel: 001 951 657 5300
Email: sales@theauctioncompany.net

Michener Allen - Edmonton
11130 Bevington Road
Acheson AB
T7X 6B8
Canada

Tel: 001 780 470 5584
Email: info@maauctions.com

Michener Allen - Calgary
13090 Barlow Trail NE
Calgary
AB T3n 1A2
Canada

Tel: 001 403 226 0405
Email: info@maauctions.com

Michener Allen - Winnipeg
7130 Roblin Blvd
Headingley,
MB R4H 1A3
Canada

Tel: 001 204 688 7247
Email: info@maauctions.com

North Toronto Auction
3230 Thomas St
Innisfil
ON L9S 3W5
Canada

Tel: 001 705 436 4111
Email: sales@northtorontoauction.com

Jardine - New Brunswick
1849 NB-640
Hanwell
NB E3C 2A7
Canada

Tel: 001 506 454 4400
Email: info@jardineauctioneers.com

Coast 2 Coast Car Auctions
7130 Roblin Blvd
Headingley,
MB R4H 1A3
Canada

Tel: 001 705 817 9519
Email: info@coast2coastauctions.ca

Weaver Auctions - Alberta
PO Box 69, 55002 Highway 49
Rycroft
AB T0H 3A0
Canada

Tel: 001 780 864 7750
Email: admin@weaverauctions.com

Weaver Auctions - British Columbia
4900 Rempel Blvd, Lot #1 Boundary Rd
Prince George
BC V2N 2H8
Canada

Tel: 001 778 675 4100
Email: pgadmin@weaverauctions.com

EURO AUCTIONS

AUCTIONEERS OF
CONSTRUCTION, AGRICULTURAL
& COMMERCIAL EQUIPMENT