

COMPANY PROFILE



LECTURA

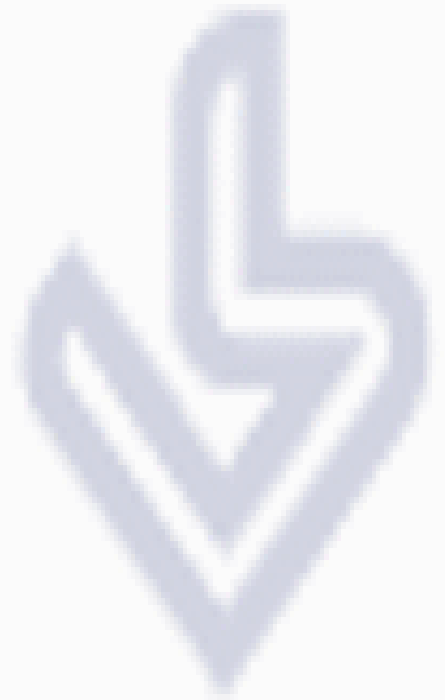
Fachverlag

LECTURA is a specialized publisher for mobile machinery from Nürnberg, Germany, providing data and market information in the field of construction.

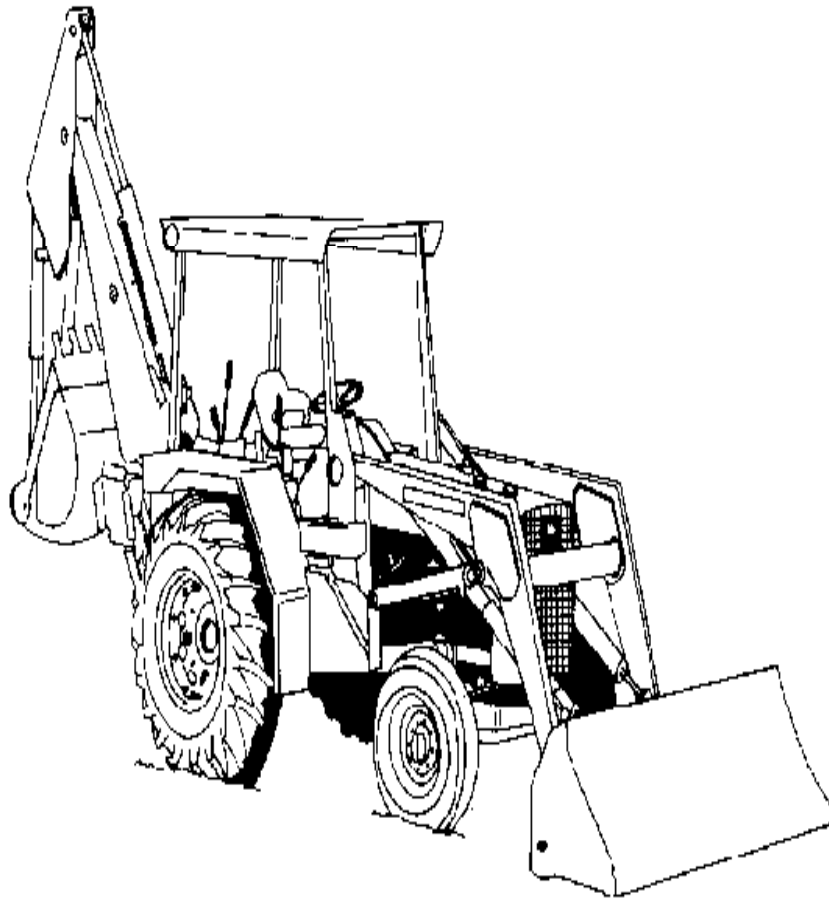
BRANCH

COMPANY

PRODUCTS



SPECTRUM OF MOBILE MACHINERY



- Construction machinery
- Forklifts
- Aerial work platforms
- Cranes
- Loader Cranes
- Construction equipment
- Municipal machinery
- Agricultural machinery
- Recycling

A blue magnifying glass is positioned over a document containing various numerical values, likely representing prices or financial data. A blue pen is also visible, resting on the document. The background is a light blue gradient with a subtle grid pattern.

CONTENT OF LECTURA'S PRICE GUIDES FOR SECOND HAND MACHINERY

- 75 000 machinery types
- wholesale and selling prices for the 15 previous years – used machinery
- new price
- technical data
- pictures of the machinery types
- contact addresses
- 6 languages



CLIENTS AND CUSTOMERS



MANUFACTURERS

- Liebherr
- Caterpillar
- JLG
- Linde
- Jungheinrich etc.

BANKS, LEASING AND INSURANCE COMPANIES

- Axa
- Allianz
- Commerzleasing
- Zürich
- Darag etc.

DEALERS, AGENTS

- Baywa
- Rothlehner
- Lissmann
- Zeppelin
- Intermaquinas etc.

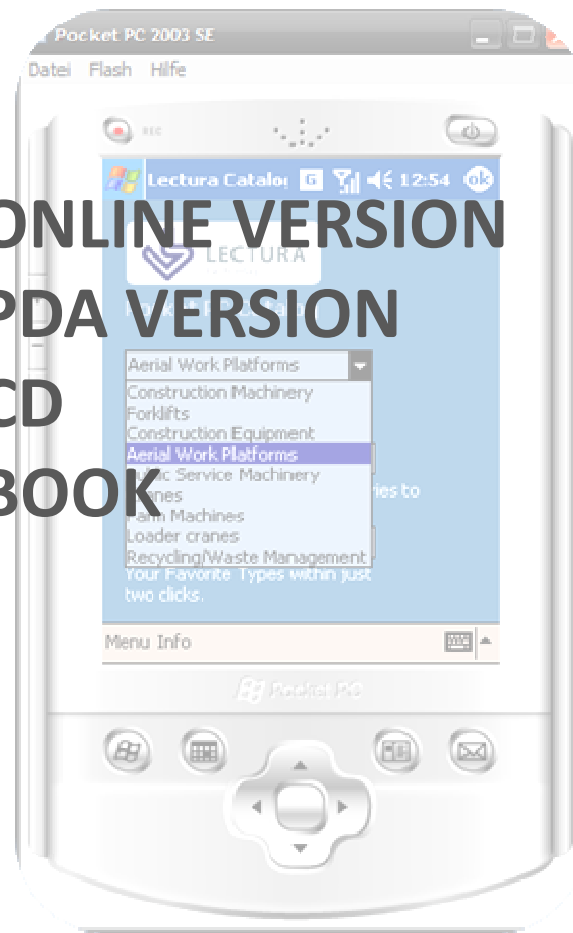
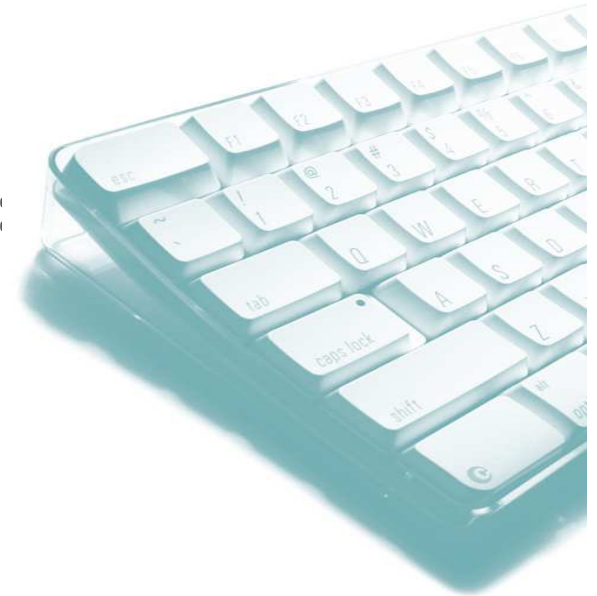
GOVERNMENT INSTITUTIONS

- Customs - Russia
- Town councils - Madrid
- Ministries etc.

MEDIA

Hubarbeitbuch • PRODUCT IS AVAILABLE AS:

- ONLINE VERSION
- PDA VERSION
- CD
- BOOK





OTHER PRODUCTS

- Online technical dictionary – 11 languages
- Business directory of Chinese manufactures in construction machinery field
- Ostheimer

OUR WEBSITES

www.lectura.de

www.mobilemaschinen.de

www.lectura-online.com

