

2010 Dealer Statistics

As Reported

Disclaimer:

Caterpillar is providing supplemental information concerning deliveries to users for its Machinery and Engines lines of business. We sell the majority of our machinery and engines to independently owned and operated dealers and OEMs to meet the demands of their customers, the end users. Due to time lags between our sales to dealers and dealers' deliveries to end users, we believe this information may help readers better understand our business and the industries we serve. This information is based on unaudited reports provided by our independent dealers and is not subject to our internal control over financial reporting. As such, we cannot warrant the accuracy of this data, nor do we adjust prior period information. All information provided in the Dealer Statistics section is calculated in Constant dollars.

Dealer Reported Retail Statistics- Machines¹						
by marketing region for the 3-month rolling period compared to same months of prior year						
Period Ended	Asia/Pacific	EAME	Latin America	ROW	North America	World
January	Up 1%	Down 35%	Down 15%	Down 19%	Down 40%	Down 27%
February	Down 2%	Down 22%	Down 20%	Down 15%	Down 30%	Down 20%
March	Up 11%	Down 18%	Down 15%	Down 7%	Down 21%	Down 11%
April	Up 13%	Down 14%	Down 10%	Down 3%	Down 5%	Down 4%
May	Up 38%	Down 8%	Down 2%	Up 9%	Up 15%	Up 11%
June	Up 36%	Up 8%	Up 18%	Up 20%	Up 26%	Up 22%
July	Up 41%	Up 19%	Up 32%	Up 29%	Up 38%	Up 32%
August	Up 32%	Up 26%	Up 57%	Up 35%	Up 40%	Up 37%
September	Up 44%	Up 40%	Up 73%	Up 49%	Up 60%	Up 53%
October	Up 45%	Up 40%	Up 59%	Up 46%	Up 52%	Up 48%
November	Up 51%	Up 43%	Up 43%	Up 46%	Up 53%	Up 48%
December	Up 47%	Up 37%	Up 44%	Up 42%	Up 48%	Up 44%

Reciprocating & Turbine Engine Retail Statistics²					
by business sector for the 3-month rolling period compared to the same month of the prior year					
Period Ended	Electric Power	Industrial ³	Marine	Petroleum	Total
January	Down 27%	Down 22%	Down 18%	Down 46%	Down 33%
February	Down 26%	Down 15%	Down 23%	Down 47%	Down 33%
March	Down 28%	Down 1%	Down 22%	Down 44%	Down 30%
April	Down 14%	Up 5%	Down 35%	Down 29%	Down 21%
May	Up 4%	Up 17%	Down 27%	Down 20%	Down 10%
June	Up 17%	Up 23%	Down 29%	Down 5%	Up 2%
July	Up 14%	Up 31%	Down 34%	Up 3%	Up 5%
August	Up 10%	Up 43%	Down 40%	Up 5%	Up 5%
September	Up 10%	Up 61%	Down 38%	Up 1%	Up 5%
October	Up 10%	Up 52%	Down 14%	Flat	Up 8%
November	Up 11%	Up 52%	Down 4%	Up 2%	Up 12%
December	Up 4%	Up 45%	Down 15%	Up 25%	Up 15%

Footnotes:

1 Reported in constant dollars and based on unit sales as reported by dealers.

2 Reported in constant dollars based on reporting from dealers and direct sales to OEMs.

3 In June 2008, Caterpillar announced the decision to exit the on-highway engine business. Starting with January 2010, any remaining on-highway engine sales will be included in the Industrial engine category for reporting purposes of monthly dealer statistics.