

2.0 heavy equipment start-up introduces new online auction format

Equippo launches online equipment auctions with 100% “satisfaction guaranteed”

With a large pan-European heavy equipment auction on October 28, the start-up Equippo is introducing a new online auction concept, totally breaking with the “buyer beware” business model of traditional auctioneers. Equippo is the only player in the sector to offer a 100% “Money Back Guarantee”, allowing for a full refund, regardless of the reason. The Swiss founded company is shaking up the market for the sale of used construction equipment. The company sells virtual lots from sellers premises and its own two physical locations, in the port of Zeebrugge Belgium and in Domazan (Avignon) in France.

The Equippo concept: flexibility, agility and security

The “Money Back Guarantee” launched by Equippo overturns the historical principles of auctions and democratizes an area previously reserved to professional buyers. The start-up, created in 2014, indeed offers an innovative offer for the sale of used construction equipment, entirely on the internet. In a changing and digitizing world, strongly impacted by the COVID crisis, Equippo is promising a revolution in the used construction equipment industry. Without intermediaries, entrepreneurs can buy their second-hand equipment via the brand's marketplace and its auctions.



Equippo's service starts with a complete inspection of all machines: They are verified by the brand, which then provides bidders with detailed reports and photos, videos and functionality tests. In this period marked by the Covid pandemic, which complicates physical travel, the company has set up a service where trust and security are at the heart of the transaction. No need to travel to see the machines or negotiate their prices.

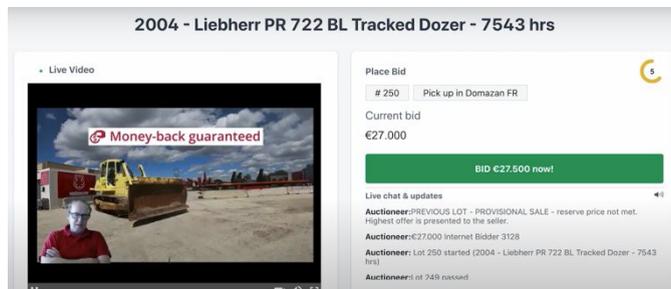
Equippo also offers a transportation service to its buyers. Thanks to a transparent delivery cost calculator, the bidder knows the exact price of the transaction, delivery included, and it adapts during the auction - without restricting buyers on their choice of carrier.

Equippo offers a unique satisfaction guarantee with a full refund, unprecedented in the sector. The start-up offers the possibility of buying without taking any risk: The buyer is protected and assured of getting exactly what he paid for. Equippo offers a test period of 5 days or 25 hours of operation of

the new machine acquired, on the work site after delivery. If the customer is not completely satisfied, Equippo offers a full refund, no matter for what reason.

For sellers, the platform has created a simple and fluid service: Free listings with rapid offers from qualified buyers all over the world. Sellers have the choice between price control and auctions without reserve. They can also use Equippo's yards for free or save transport costs and sell from their own site.

Equippo is organizing a big auction on October 28, 2020



On October 28, Equippo is organizing an auction with equipment in Belgium, France and other European countries. To participate, bidders must create an Equippo account and register for the auction on the website. On the day of the event, potential buyers can bid live, online, from their computer or can also pre-bid in advance, thanks to an automatic system.

The sale is managed in all transparency and simplicity. With its own television studio to animate the sale, Equippo is the innovator of digital auctions with human animation and live stream machine videos displayed using “green screen” technology. During auctions, each lot is sold separately, using a countdown - with each new bid placed, the countdown resets automatically. The highest bidder gets the lot when the countdown reaches 0 and no new bids have been made.

To attend the auction on October 28, 2020: <https://www.equippo.com/en/auctions/register>

About Equippo: Equippo was founded in 2014 on the belief that buying and selling used construction equipment in the global market should be a simple and straightforward process. Their mission is to provide buyers and sellers with a safe and secure platform that ensures transparency at every step. Based in Switzerland and with offices in Germany, France, the Netherlands and Belgium, the international team of Equippo strives to provide a unique solution that meets the needs of their customers through their marketplace of fully inspected machines and their online auctions. <https://www.equippo.com>

MEDIA CORNER:

<https://www.equippo.com/en/media-corner> (pictures, texts and more)