



CNH Global N.V.

Summary North American Retail Unit Sales Activity  
For Selected Agricultural and Construction Equipment,  
During the Month of [March](#) and Cumulative for 3 Months, [2004](#),  
And Indicators of North American Dealer Inventory Levels for Selected Agricultural  
Equipment at the End of [February 2004](#)  
Relative to Industry Results or Levels, Compared with Prior Year Periods

The following table summarizes selected agricultural and construction equipment industry retail unit sales results in North America as compared with prior year periods. Industry results for the current periods are expressed as a percentage change from the prior year periods, by major product category. The percentage change reflects only industry retail unit sales results and is derived from flash, or preliminary actual, data of the U.S. Association of Equipment Manufacturers ('AEM') and of the Canadian Farm and Industrial Equipment Institute ('CFIEI').

These industry data are based on unit sales as preliminarily reported by AEM and CFIEI member companies and include most, but not all, of the equipment sold in each of the categories. The data are subject to revision from time to time and caution should be maintained when using the data for any purpose. Actual results will vary and may not be known for some time. Over time, industry results will be adjusted to reflect actual sales differences, reclassifications, or other factors. Retail unit sales will fluctuate from month to month due to several factors, including timing of new products and new product introductions, product availability, and sales programs. CNH Global N.V.'s performance for the same periods is described relative to the change in industry results.

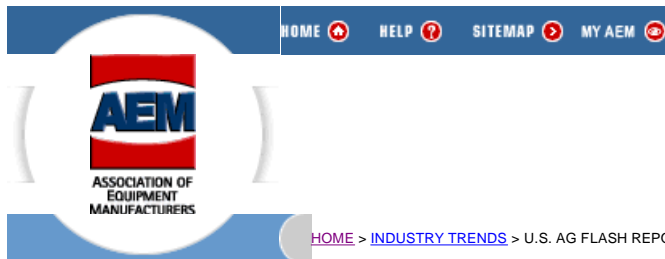
Also included in the table are indicators of North American dealer inventory levels. Industry data are derived from the flash, or preliminary actual, data of the AEM and CFIEI and expressed as the number of months of inventory on hand, based on the simple average of the previous 12 months retail unit sales results. CNH Global N.V.'s dealer's inventory levels for the same periods are described relative to the industry levels.

This information reflects point-in-time data that is not necessarily representative of either the market nor of CNH Global N.V.'s relative performance going forward, nor does it reflect or imply any forward-looking information regarding the market or CNH Global N.V.'s relative performance in that market.

Copies of the relevant Agricultural Flash report from AEM and CFIEI follow the table.

SUMMARY OF NORTH AMERICAN RETAIL ACTIVITY		
CATEGORY	Total North American INDUSTRY	CNH RELATIVE PERFORMANCE (All Brands)
<b>RETAIL UNIT SALES:</b> <b>MONTH OF MARCH 2004</b>		
Agricultural Tractors:		
under 40 horsepower (2WD)	11.5%	down low double digits
40 to 100 horsepower (2WD)	4.5%	flat
over 100 horsepower (2WD)	9.7%	up low double digits
4 wheel drive tractors	37.9%	up moderate double digits, but moderately less than the industry
Sub total tractors over 40 hp	7.4%	up mid single digits, in line with the industry
Total Ag tractors	9.8%	down low single digits
Combines	(2.5%)	up moderate double digits
Loader/backhoes	up significantly	up significantly, but significantly less than the industry
Skid Steer Loaders	up significantly	up significantly, but moderately less than the industry
Total Heavy Construction Equipment	up significantly	up significantly, slightly better than the industry
<b>RETAIL UNIT SALES:</b> <b>3 MONTHS, 2004</b>		
Agricultural Tractors:		
under 40 horsepower (2WD)	16.9%	down mid single digits
40 to 100 horsepower (2WD)	15.2%	up low double digits, moderately less than the industry
over 100 horsepower (2WD)	21.7%	down low single digits
4 wheel drive tractors	29.4%	up high double digits, moderately more than the industry
Sub total tractors over 40 hp	17.5%	up high single digits
Total Ag tractors	17.2%	up low single digits
Combines	2.6%	up low double digits
Loader/backhoes	up significantly	up moderately
Skid Steer Loaders	up significantly	up significantly, but slightly less than the industry
Total Heavy Construction Equipment	up significantly	up significantly, but moderately less than the industry
<b>DEALER INVENTORIES:</b> <b>END OF February 2004</b>		
Agricultural Tractors:		
under 40 horsepower (2WD)	5.7 months supply	½ month lower than the industry
40 to 100 horsepower (2WD)	5.2 months supply	½ month lower than the industry
over 100 horsepower (2WD)	5.0 months supply	½ month lower than the industry
4 wheel drive tractors	3.8 months supply	1 month lower than the industry
Total tractors	5.5 months supply	½ month lower than the industry
Combines	3.6 months supply	> 1 month higher than the industry

Dated: April 15, 2004



Home

Member Login

Request Login

About Us

AEM Offices

What's New

News &amp; Information

Calendar

Industry Trends

Sparks Daily Ag Report

U.S. Ag Flash Report

Canadian Ag Flash Report

State of Ag Industry Report

Quarterly Trends Reports

Construction Equipment Index

Industry Resources

Economic Trends &amp; Reports

Rental Resources

Surveys

Technical

Safety &amp; Training

Statistics

Government Affairs

Education

Trade Shows

International Services

Councils, Bureaus,  
& Committees

AEM Store

Workforce Development

Links &amp; Directories

## Industry Trends

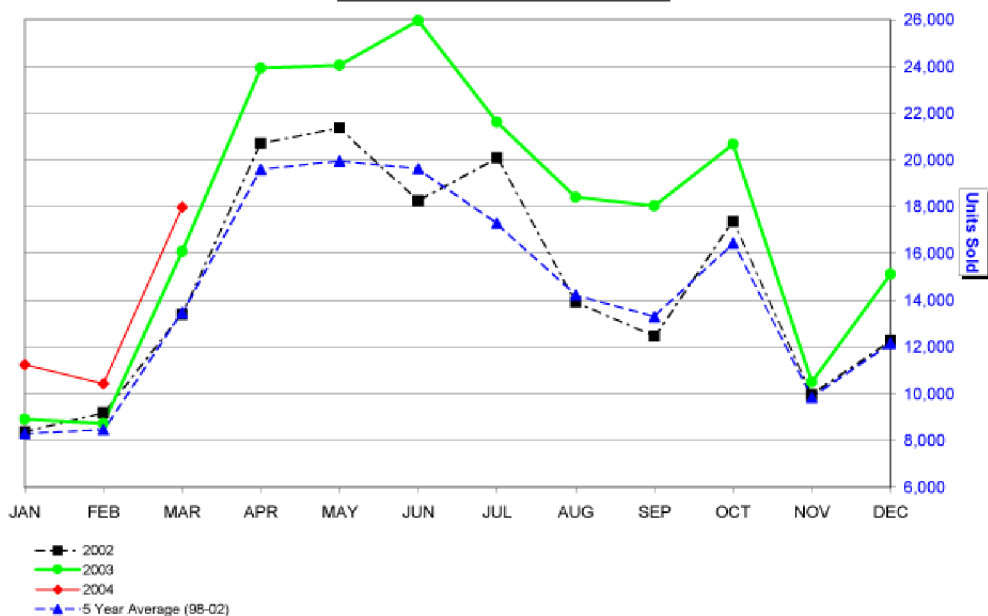
## U.S. Ag Flash Reports

## March 2004 Flash Report

## U.S. Unit Retail Sales

(Report released 4/13/2004)

Equipment	March 2004	March 2003	% Chg.	Y-T-D 2004	Y-T-D 2003	% Chg.	Feb. 2004 U.S. Field Inventory
<b>Farm Wheel Tractors - 2 Wheel Drive</b>							
Under 40 HP	10,521	9,451	11.3	21,197	18,128	16.9	60,786
40 & Under 100 HP	4,892	4,560	7.3	11,982	10,161	17.9	27,262
100 HP & Over	1,907	1,524	25.1	4,847	3,499	38.5	6,196
<b>Total - 2 Wheel Drive</b>	<b>17,320</b>	<b>15,535</b>	<b>11.5</b>	<b>38,026</b>	<b>31,788</b>	<b>19.6</b>	<b>94,244</b>
<b>Total - 4 Wheel Drive</b>	<b>395</b>	<b>277</b>	<b>42.6</b>	<b>794</b>	<b>607</b>	<b>30.8</b>	<b>941</b>
<b>Total Farm Wheel Tractors</b>	<b>17,715</b>	<b>15,812</b>	<b>12.0</b>	<b>38,820</b>	<b>32,395</b>	<b>19.8</b>	<b>95,185</b>
<b>Combines (Self-Propelled)</b>	<b>265</b>	<b>268</b>	<b>-1.1</b>	<b>648</b>	<b>650</b>	<b>-0.3</b>	<b>1,296</b>

U.S. Unit Retail Sales  
2-4 WD Tractors & Combines

111 East Wisconsin Avenue Milwaukee, WI 53202-4806  
414-298-4146 414-272-2464/FAX  
Web Site: [www.aem.org](http://www.aem.org) E-mail: [dcarson@aem.org](mailto:dcarson@aem.org)

These data are, in part, estimates that are subject to revisions when final detail data become available. Because of the seasonal nature of the industry, comparisons of monthly data from one period to another should be done with extreme caution. These data represent most, but not all, of the manufacturers in each product category being sold at retail in the

fifty states and the District of Columbia.

Ag Flash Report is updated by the 15th of the month.

For further information, please contact Deb Carson at 414-298-4146.

[To U.S. Ag Flash Report Archive >>](#)

© AEM 2004 -- Association of Equipment Manufacturers  
Toll Free: 866-AEM-0442  
Click [here](#) to read our Legal and Privacy Information  
[Contact Us](#)

[Headquarters Office](#)  
111 E. Wisconsin Ave. Suite 1000  
Milwaukee, WI 53202-4806  
Phone: 414-272-0943 Fax: 414-272-1170

[Home](#)[Member Login](#)[Request Login](#)[About Us](#)[AEM Offices](#)[What's New](#)[News & Information](#)[Calendar](#)[Industry Trends](#)

[Sparks Daily Ag Report](#)  
[U.S. Ag Flash Report](#)  
[Canadian Ag Flash Report](#)   
[State of Ag Industry Report](#)  
[Quarterly Trends Reports](#)  
[Construction Equipment Index](#)  
[Industry Resources](#)  
[Economic Trends & Reports](#)  
[Rental Resources](#)  
[Surveys](#)

[Technical](#)[Safety & Training](#)[Statistics](#)[Government Affairs](#)[Education](#)[Trade Shows](#)[International Services](#)[Councils, Bureaus,  
& Committees](#)[AEM Store](#)[Workforce Development](#)[Links & Directories](#)[Industry Trends](#)

## Canadian Ag Flash Reports

### March 2004 Flash Report Canada Unit Retail Sales

(Report released 4/13/2004)

These data are, in part, estimates that are subject to revisions when final detail data become available. Because of the seasonal nature of the industry, comparisons of monthly data from one period to another should be done with extreme caution. These data represent most, but not all, of the manufacturers in each product category being sold at retail in the Provinces of Canada.

	March			March YTD			February	
Equipment	2004	2003	% Chg.	2004	2003	% Chg.	2004 Canadian (Field) Inventory	2003 Canadian (Field) Inventory
<b>Farm Wheel Tractors - 2 Wheel Drive</b>								
Under 40 HP	356	301	18.3	813	704	15.5	2,741	3,472
40 & Under 100 HP	346	454	-23.8	938	1,059	-11.4	2,575	2,950
100 HP & Over	221	416	-46.9	486	884	-45.0	1,643	1,672
<b>Total - 2 Wheel Drive</b>	<b>923</b>	<b>1,171</b>	<b>-21.2</b>	<b>2,237</b>	<b>2,647</b>	<b>-15.5</b>	<b>6,959</b>	<b>8,094</b>
<b>Total - 4 Wheel Drive</b>	<b>67</b>	<b>58</b>	<b>15.5</b>	<b>144</b>	<b>118</b>	<b>22.0</b>	<b>198</b>	<b>239</b>
<b>Total Farm Wheel Tractors</b>	<b>990</b>	<b>1,229</b>	<b>-19.4</b>	<b>2,381</b>	<b>2,765</b>	<b>-13.9</b>	<b>7,157</b>	<b>8,333</b>
<b>Combines (Self-Propelled)</b>	<b>53</b>	<b>58</b>	<b>-8.6</b>	<b>131</b>	<b>109</b>	<b>20.2</b>	<b>487</b>	<b>311</b>

[Go To Canadian Ag Flash Reports Archive >>](#)

© AEM 2004 -- Association of Equipment Manufacturers  
 Toll Free: 866-AEM-0442  
 Click [here](#) to read our Legal and Privacy Information  
[Contact Us](#)

[Headquarters Office](#)  
 111 E. Wisconsin Ave. Suite 1000  
 Milwaukee, WI 53202-4806  
 Phone: 414-272-0943 Fax: 414-272-1170