NEWS RELEASE

Items starting to rumble in for Ritchie Bros.' big Edmonton April auction

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Equipment sellers look to take advantage of massive crowds; April 2016 auction had 16,700+ bidders

EDMONTON, March 22, 2017 /CNW/ - When you're looking to sell, you want as many people as possible competing for your assets, which is why Ritchie Bros.' Edmonton auction in April is such a popular event. Perfectly timed with seasonal work flows, the April auction traditionally draws the largest crowds of the year for Ritchie Bros.—in April 2016, the event attracted 16,700+ bidders from 55 countries! This year's big event will be held over four-days, on April 25 – 28.

"Our April auction is an important event for many Alberta contractors; they rely on us year after year as a global market for selling surplus gear or purchasing equipment for spring and summer work," said Brian Glenn, Senior Vice President, Ritchie Bros. "Five weeks out from the auction and we already have consignments from more than 200 companies, but there's still lots of time for sellers to jump on board and take advantage of this big event. Individuals and companies looking to sell gear should contact us today so we have as much time as possible to advertise their equipment and/or trucks to buyers around the world."

Ritchie Bros.' marketing efforts for the April Edmonton auction are already underway. Before auction day, the company will have reached hundreds of thousands of people via its auction brochures, print advertising, and email distributions. The company will also reach millions of people via its website and various digital advertising campaigns.

The unreserved public auction already features complete dispersals for Roszko Construction Ltd., Big Rock Oilfield Services Ltd., and Gage Energy Services; and major realignments for 3 Star Trucking Ltd., Kelsey Pipelines Ltd., and Johnson Trucking Ltd.; along with many others.

What sellers are saying:

- "I regularly sell in Ritchie Bros.' April auction as it's perfectly timed with construction season," said Mike Vail of Mike Vail Trucking Ltd., a Calgary-based trucking company in operation since 1978. "The auction has great momentum, attracts record crowds and gets me excellent results. Ritchie Bros. does a great job of presenting our iron and the service they provide is excellent."
- "I've been selling with Ritchie Bros. for nine years," said Dan Schultz, President of 3 Star Trucking Ltd., a Lloydminster-based hauler of gravel, grain and fertilizer. "The exposure they get for my equipment, combined with the sheer number of people that attend their auctions on site and online is what impresses me and keeps me coming back."

People interested in selling their equipment and trucks in the Edmonton April auction should contact the site directly at +1.780.955.2486. To find out more about the auction, visit **rbauction.com/Edmonton**.

About Ritchie Bros.

Established in 1958, Ritchie Bros. (NYSE and TSX: RBA) is the world's largest industrial auctioneer, and one of the world's largest sellers of used equipment for the construction, transportation, agriculture, energy, mining, forestry and other industries. Ritchie Bros.TM asset management and disposition solutions include live unreserved public auctions with on-site and online bidding; EquipmentOneTM, an online auction marketplace; Mascus, a global online equipment listing service; private negotiated sales through Ritchie Bros. Private Treaty; and a range of ancillary services, including financing and leasing through Ritchie Bros. Financial Services. Ritchie Bros. has operations in 19 countries, including 45 auction sites worldwide. Learn more at **rbauction.com**, **EquipmentOne.com**, **mascus.com**, **rbauction.com/privatetreaty** and **rbauction.com/financing**.

Photos and video for embedding in media stories are available at **rbauction.com/media**.

SOURCE Ritchie Bros.

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