

Ritchie Bros. sells €35 million of heavy equipment and trucks at unreserved Moerdijk auction

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Out-of-country buyers from 58 countries purchase 80 percent of equipment sold

MOERDIJK, NETHERLANDS (September 27, 2010) – Ritchie Bros. Auctioneers (NYSE and TSX: RBA), the world's largest industrial auctioneer, attracted equipment buyers from around the world last week during a two-day €35 million (US\$48 million) unreserved public equipment auction at the Company's permanent auction site in Moerdijk, the Netherlands (September 23 – 24, 2010). More than 1,350 people from 68 countries registered to bid and compete both in person and online for the 3,150+ equipment items and trucks sold in the auction.

"The auction provided a great opportunity for many international and local customers to source out equipment they need and that they can put to use right away," said Brian Butzelaar, Vice President, Europe North, Ritchie Bros. Auctioneers. "Even in this tight market, we were able to offer buyers a large selection of heavy equipment and trucks, including many highly specialized items, which drove people to our Moerdijk site and online to bid and compete for items. Overall, the equipment selection satisfied the needs of the buying public and delivered strong returns for sellers."

Approximately €28 million (US\$38 million), or 80 percent of the equipment sold in the two-day Moerdijk auction, was purchased by out-of-country buyers from 58 countries across Europe, Asia, Africa, the Middle East, Australia, Canada and the United States.

Equipment featured in the auction included trenchers, jaw crushers, loader backhoes, crawler tractors, wheel loaders, concrete pump trucks, pipelayers and pipeline equipment, a wide range of transportation equipment and much more.

"We've already consigned a diverse selection of late model equipment and other industrial assets for our next unreserved auction," added Mr. Butzelaar.

The next unreserved auction in Moerdijk, the Netherlands is scheduled for November 2010. Owners interested in selling their equipment in the upcoming November Moerdijk auction can contact the auction site at +31.168.392.200.

There are more than 90 upcoming unreserved auctions on the Ritchie Bros. auction calendar available at the Company's web site: www.rbauction.com.

About Ritchie Bros.

Established in 1958, Ritchie Bros. Auctioneers (NYSE and TSX: RBA) is the world's largest industrial auctioneer, selling more equipment to on-site and online bidders than any other company in the world. The Company has over 110 locations in more than 25 countries, including 42 auction sites worldwide. Ritchie Bros. sells, through unreserved public auctions, a broad range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, agricultural, material handling, mining, forestry, petroleum and marine industries. The Company maintains a web site at www.rbauction.com and sponsors an equipment wiki at www.RitchieWiki.com.

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ATTENTION MEDIA: Photos and other media resources are available for use at <http://www.rbauction.com/media>. Members of the public and the media can follow Ritchie Bros. on Twitter @RitchieBros

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