

Liquidity Services meets clients deadline while maximizing asset value

140+

Potential Buyers

111

Total Bids

6

Bidder Countries

\$1M+

GMV

Background

Our client, a leading global Tier 1 Automotive and Mobility supplier faced two key challenges: completing the sale of nine cells of aluminum die-casting machines within a tight two-month deadline and doing so just as the Chinese New Year approached.

Challenge

The client had three primary requirements: maximizing the asset realization value, adhering to strict standards, and ensuring site clearance with rapid dismantling within ten weeks after the Chinese New Year. Additionally, they needed to secure the majority of buyer payments before the holiday, adding further pressure to the sales timeline. The sales process was complicated by local buyers' reluctance to purchase new equipment due to the extended storage needs during the Chinese New Year holiday.

Solution

Liquidity Services leveraged its strategic positioning and specialized industry knowledge to provide a decisive advantage for the client. The approach was meticulously tailored to address the client's needs, beginning with in-depth market research to identify over 150 potential end-users in the die-casting and automotive sectors, locally and internationally.

This comprehensive list was then supported by an integrated marketing strategy specifically designed for these industries. This strategy successfully attracted over 140 potential buyers and generated 111 bids from six different countries, resulting in over \$1M GMV.

This carefully executed strategy was integral to facilitating a successful auction. It demonstrated Liquidity Services' ability to navigate complex client demands, meet tight deadlines, and adhere to specific compliance requirements while efficiently achieving significant asset liquidation value.

[Liquidityservices.com](https://liquidityservices.com)

**Ready to power the circular economy?
Contact us today.**



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A Better Future for Surplus

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