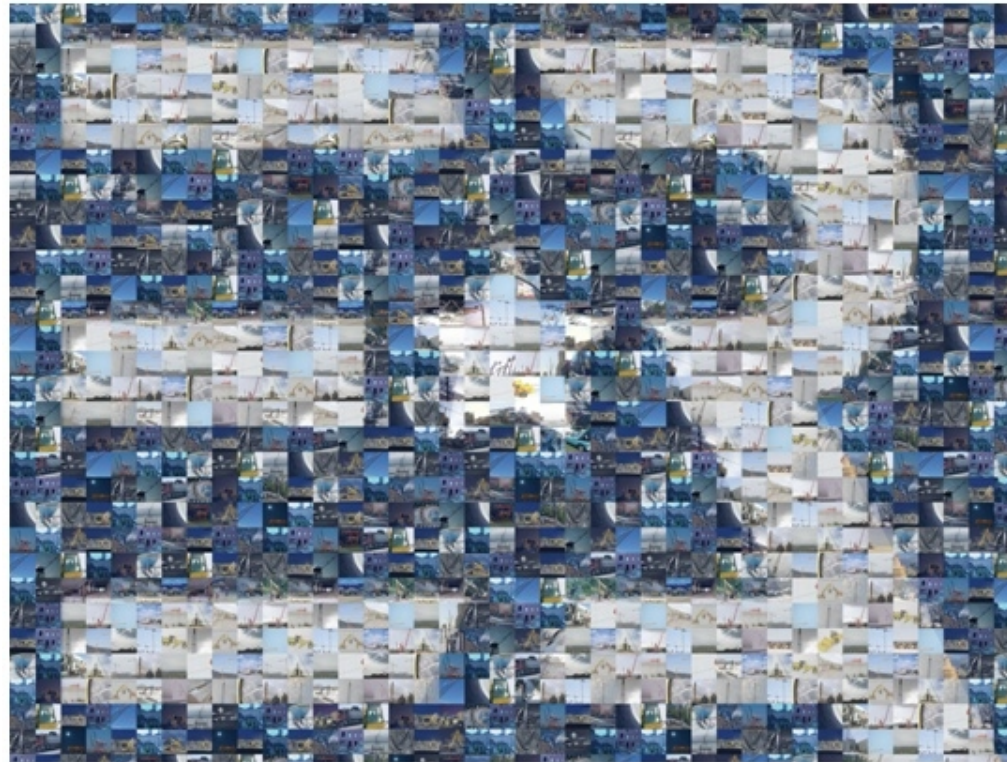




EUROPEAN
RENTAL
ASSOCIATION

europarentalassociation

OPENING SESSION



WWW.ERARENTAL.ORG

CONVENTION 2009

Investing in People



EUROPEAN
RENTAL
ASSOCIATION

europeanrentalassociation

OPENING SESSION

« Welcome to Manchester

« Welcome to our 4th Convention

CONVENTION 2009

Investing in People



INVESTING IN PEOPLE, MORE THAN EVER

- « A British approach
- « The key to success



CONVENTION AGENDA

- « Roundtables
- « Committees workshop
- « General Assembly
- « Lectures



RENTAL INDUSTRY CONSIDERATIONS

More than a challenge...

- An unexpected drop
- A lasting slowdown
- A global recession
- An unlikely recovery in 2010



RENTAL BUSINESS CONSIDERATIONS

... a business tsunami

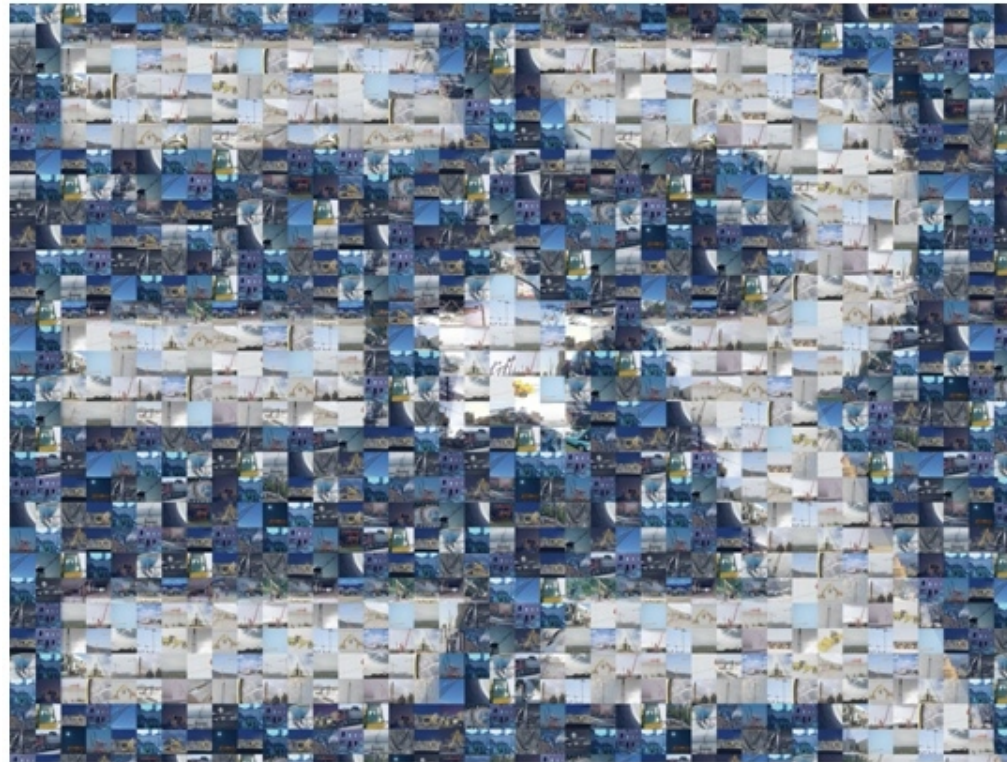
- A severe crisis
- An unprecedented price decrease
- Cost-cutting measures
- A jeopardized business model?
- The recovery challenge



EUROPEAN
RENTAL
ASSOCIATION

europarentalassociation

WELCOME



WWW.ERARENTAL.ORG

CONVENTION 2009

Investing in People