

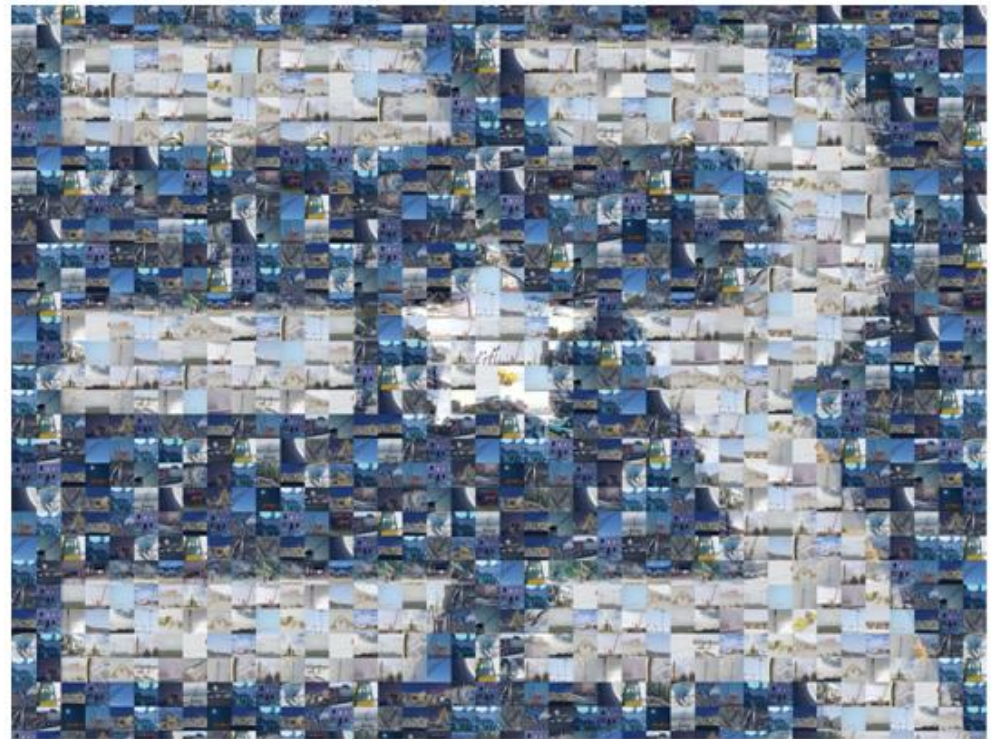
ERA Committee Report:

Promotion 2009

Wednesday, May 27th

Chairman:

Jörg Bachmann



WWW.ERARENTAL.ORG

Content of the Presentation

Mission of the Promotion Committee

Achievements and ongoing projects:

1. Rent versus Buy Calculator
2. Sponsorship of University Thesis
3. Article on Equipment Rental on Wikipedia
4. ERA Brand Identity
5. New ERA Website
6. Member to Member Program
7. The School of Rental

Mission of the Promotion Committee

The Promotion Committee is one of the original four Committees set up in the European Rental Association to increase the awareness about equipment and machine Rental business throughout Europe. It is important to communicate in one voice the advantages of Rental not depending on the maturity of the market.

Achievements: Rent versus Buy Calculator

n A tool to show real and hidden costs by the economic assessment of an investment versus a rental opportunity.

n Available in several languages: Danish, Dutch, English, French, German, Italian and Spanish.

n Easy to use through the process and design.

n You find it on the ERA-USB stick who gets handed out on the convention and trade shows where ERA has a booth and on the ERA homepage.



The screenshot shows the ERA website's 'Rent versus Buy Calculator' page. The header includes the ERA logo and the text 'EUROPEAN RENTAL ASSOCIATION' and 'The Voice of the Equipment Rental Industry'. A navigation menu on the left lists: Home, About ERA, Why Rent?, ERA Membership, News & Events, Publications, Join Us, and Contact Us. The main content area features a text description of the calculator and a table for data entry.

Rent versus Buy Calculator

This calculator has been created by the European Rental Association to allow any stakeholder involved with construction equipment to check whether for his specific situation it would make more sense to rent or purchase a specific piece of construction equipment. Variables taken into account include acquisition cost, financing, utilisation rate, maintenance and other costs as well as resale rate. Please contact us for any comments, questions or feedback on this calculator (era@erarental.org)

This calculator will allow a contractor and/or a rental company to calculate the cost implications of renting equipment rather than buying it.

Details of the equipment required	In local currency	Your data	Annual cost
	Market rental rate per day of the equipment		<input type="text" value="0"/>
Utilization in number of days per year		<input type="text" value="0"/>	
Total Ownership Cost (over lifetime)	1. Acquisition cost	<input type="text" value="0"/>	
	2. Depreciation Term (years)	<input type="text" value="0"/>	
	3. Resale as % of acquisition cost	<input type="text" value="0"/>	%
	4. Depreciation cost per year		0
	5. Total financed amount	<input type="text" value="0"/>	
	6. Length of financing (years)	<input type="text" value="0"/>	
	7. Number of payment dates		
	8. Financing rate	<input type="text" value="0"/>	%
	9. Average Annual interest on		

Achievements: Sponsorship of University Thesis

- n The objective for the ERA is to support the research on Europe's rental industry

- n Sponsorship of two University Thesis:
 - n Barbara Giroto, an Italian student of the Professor F. Della Puppa University of Venice has just handed in a summary report. The Thesis focuses on evaluating findings resulting from the application of the Rent versus Buy Calculator by Italian companies who are also working abroad.

 - n Rok Ferjan, a Slovenian student of the Faculty of Economics at Ljubljana University. It will deal with investment decisions and renting of small construction machines on the Slovenian Rental market.

Achievements: Sponsorship of University Thesis

n Index of the Thesis from B. Girotto

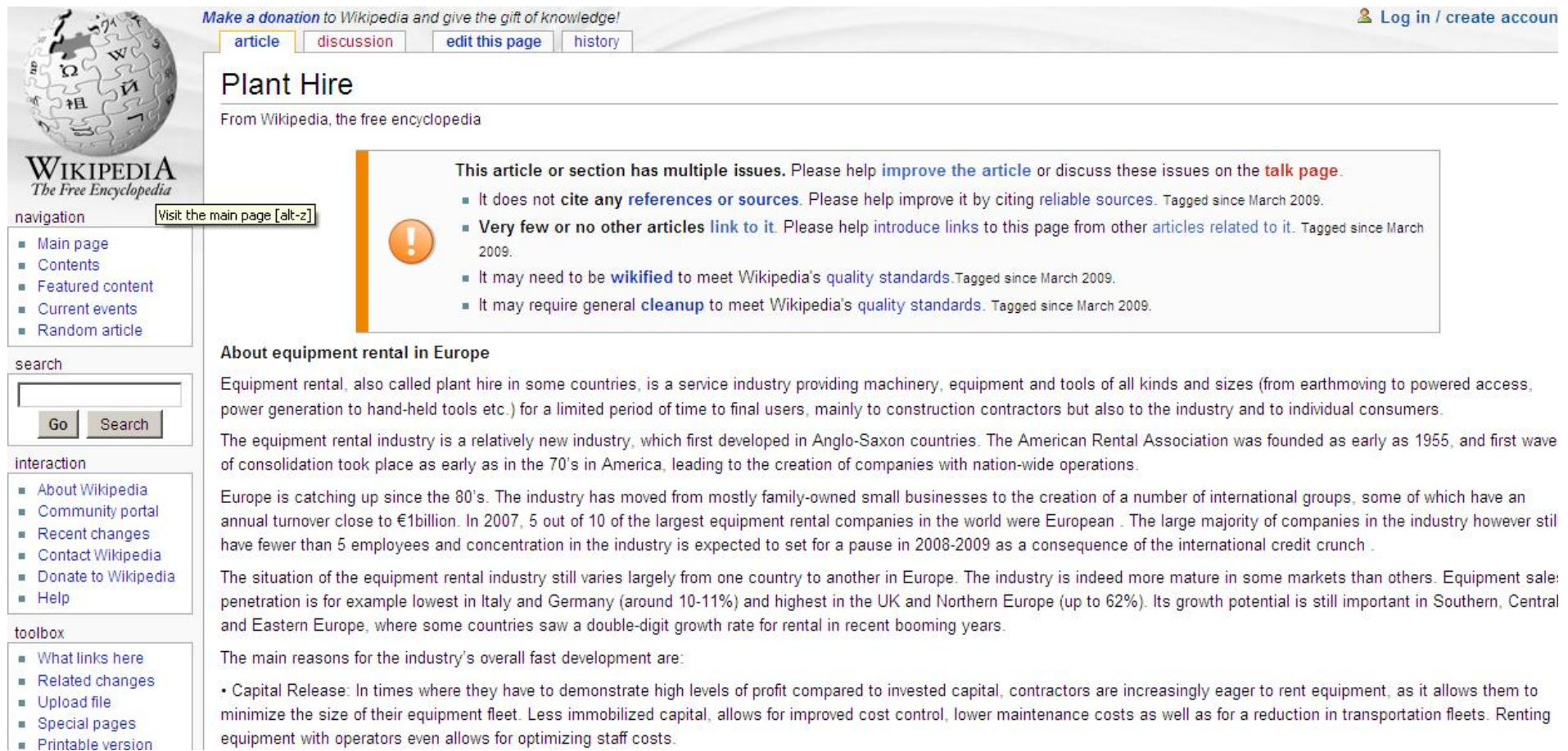
1. European Construction market: Structure and Dynamics
2. European Market of Rental: Rental Indexes and rental incidence on construction markets
3. Rental Promotion in Europe and East Europe Countries
4. Conclusion

n In her conclusion the enterprises don't know the ERA-calculator in the moment.

n It would be more a tool to check choices which are already made than to direct choices

n “However rental is an option not yet largely available and practiced within construction markets of Eastern Europe,”

Achievements: Article on Wikipedia



The screenshot shows the Wikipedia article for "Plant Hire". At the top, there is a navigation bar with tabs for "article", "discussion", "edit this page", and "history". A notice at the top right says "Log in / create account". On the left side, there is a sidebar with navigation links (Main page, Contents, Featured content, Current events, Random article), a search box, and interaction links (About Wikipedia, Community portal, Recent changes, Contact Wikipedia, Donate to Wikipedia, Help). The main content area features a "Quality issue" box with an orange exclamation mark icon. The text of the article is as follows:

Plant Hire
From Wikipedia, the free encyclopedia

This article or section has multiple issues. Please help [improve the article](#) or discuss these issues on the [talk page](#).

- It does not **cite any references or sources**. Please help improve it by citing [reliable sources](#). Tagged since March 2009.
- Very few or no other articles link to it**. Please help [introduce links](#) to this page from other [articles related to it](#). Tagged since March 2009.
- It may need to be **wikified** to meet Wikipedia's [quality standards](#). Tagged since March 2009.
- It may require general **cleanup** to meet Wikipedia's [quality standards](#). Tagged since March 2009.

About equipment rental in Europe

Equipment rental, also called plant hire in some countries, is a service industry providing machinery, equipment and tools of all kinds and sizes (from earthmoving to powered access, power generation to hand-held tools etc.) for a limited period of time to final users, mainly to construction contractors but also to the industry and to individual consumers.

The equipment rental industry is a relatively new industry, which first developed in Anglo-Saxon countries. The American Rental Association was founded as early as 1955, and first wave of consolidation took place as early as in the 70's in America, leading to the creation of companies with nation-wide operations.

Europe is catching up since the 80's. The industry has moved from mostly family-owned small businesses to the creation of a number of international groups, some of which have an annual turnover close to €1billion. In 2007, 5 out of 10 of the largest equipment rental companies in the world were European . The large majority of companies in the industry however still have fewer than 5 employees and concentration in the industry is expected to set for a pause in 2008-2009 as a consequence of the international credit crunch .

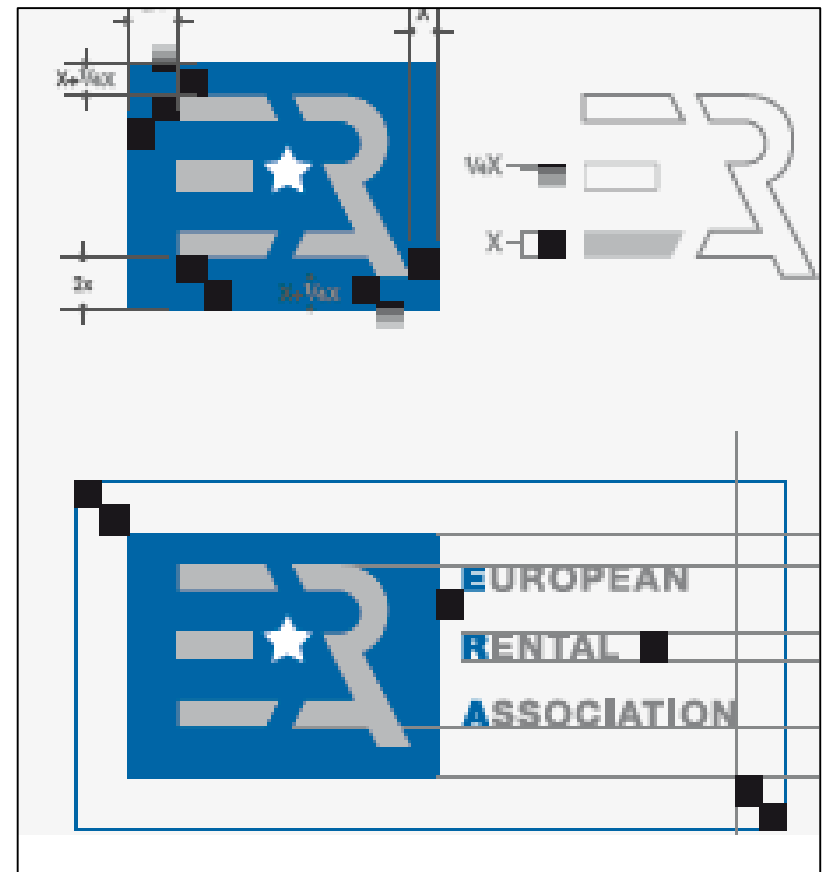
The situation of the equipment rental industry still varies largely from one country to another in Europe. The industry is indeed more mature in some markets than others. Equipment sale: penetration is for example lowest in Italy and Germany (around 10-11%) and highest in the UK and Northern Europe (up to 62%). Its growth potential is still important in Southern, Central and Eastern Europe, where some countries saw a double-digit growth rate for rental in recent booming years.

The main reasons for the industry's overall fast development are:

- **Capital Release:** In times where they have to demonstrate high levels of profit compared to invested capital, contractors are increasingly eager to rent equipment, as it allows them to minimize the size of their equipment fleet. Less immobilized capital, allows for improved cost control, lower maintenance costs as well as for a reduction in transportation fleets. Renting equipment with operators even allows for optimizing staff costs.

Achievements: ERA Brand Identity

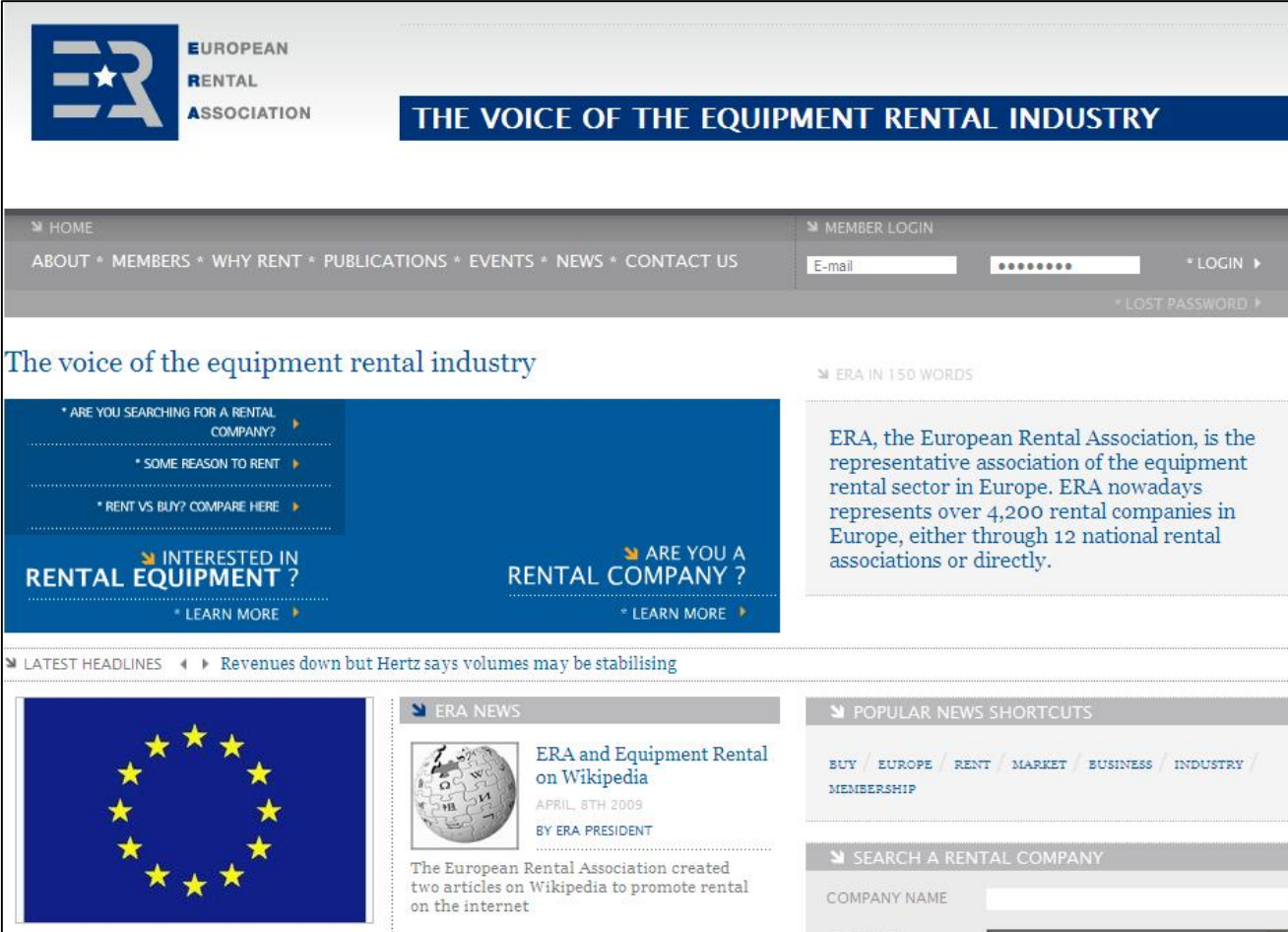
- n We created a Brand Bible for the ERA Logo and its use
- n The Logo got slightly adapted
- n Primary and secondary colours got defined
- n All kind of documents, layouts and printings are defined by the ERA's graphical chart
- n If you want to use ERA Logo, feel free to ask the Secretary for its use



Achievements: New ERA Website

- n The Promotion Committee rebuilt the ERA Website after receiving the official go from the Board.
- n A pitch with agencies, we chose the agency ALIAS2K, based in Italy, and briefed it to create drafts of a possible design.
- n The major changes of the new Website are:
 - n A more state-of-the-art design
 - n An easier navigation and more user friendly
 - n The site will be dynamic
 - n The information the ERA homepage shows will be interesting for our major target groups
 - n There is a much more easy way to update the content through a CMS
 - n The possibility exists to put videos and images easily on the page
- n The site will be online at end of June.

Achievements: New ERA Website



**EUROPEAN
RENTAL
ASSOCIATION**

THE VOICE OF THE EQUIPMENT RENTAL INDUSTRY

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[* LOGIN](#) | [* LOST PASSWORD](#)

The voice of the equipment rental industry

- [* ARE YOU SEARCHING FOR A RENTAL COMPANY?](#)
- [* SOME REASON TO RENT](#)
- [* RENT VS BUY? COMPARE HERE](#)

INTERESTED IN RENTAL EQUIPMENT? [* LEARN MORE](#)


ARE YOU A RENTAL COMPANY? [* LEARN MORE](#)

ERA IN 150 WORDS

ERA, the European Rental Association, is the representative association of the equipment rental sector in Europe. ERA nowadays represents over 4,200 rental companies in Europe, either through 12 national rental associations or directly.

LATEST HEADLINES | [Revenues down but Hertz says volumes may be stabilising](#)

ERA NEWS

 **ERA and Equipment Rental on Wikipedia**
 APRIL 8TH 2009
 BY ERA PRESIDENT

The European Rental Association created two articles on Wikipedia to promote rental on the internet

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SEARCH A RENTAL COMPANY

COMPANY NAME

Achievements: New ERA Website

▶ LATEST HEADLINES ◀ ▶
Terex access equipment sales fall 64%



EU Affairs Committee sets out its Objectives

BY ERA Secretariat


The EU affairs committee met on 13 January in Brussels

Call for Proposals: ERA sponsoring University Theses

BY ERA Secretariat

In 2008/2009, the European Rental Association is sponsoring a Masters' thesis at the University of Venice


ERA NEWS



ERA and Equipment Rental on Wikipedia

APRIL 8TH 2009
BY ERA PRESIDENT


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Save the date for the ERA Convention 2009

MARCH, 20TH 2009
BY ERA Secretariat

ERA Convention comes to Manchester, 26-27 May 2009



ERA welcomed two new members in March

MARCH, 20TH 2009
BY ERA Secretariat

ERA continues to grow...

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SEARCH A RENTAL COMPANY


COMPANY NAME

COUNTRY

SECTOR / ACTIVITY

* SEARCH ▶

FOCUS ON THE EVENT



Don't miss our convention in Manchester

intro text

INDUSTRY NEWS by khl

from: **Access International**

JLG sales fall 69% in quarter to 31 March

from: **KHL - IRN**

Atlas Copco Specialty Rental aids earthquake relief




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from: SHL - IRB
Atlas Copco Specialty Rental aids earthquake relief

from: SHL - IRB
Speedy adds mobile security towers to fleet

ASSOCIATIONS NEWS

from: ERA PRESIDENT
The European Equipment Rental Industry 2008 Report Released



EUROPEAN
RENTAL
ASSOCIATION

**RENT VS BUY
CALCULATOR**

This **calculator** has been created by the **European Rental Association** to allow any stakeholder involved with construction equipment to check whether for his specific situation it would make more sense to rent or purchase a specific piece of construction equipment.

[GO CALCULATE >](#)

EUROPEAN RENTAL ASSOCIATION | © ERA

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Achievements: Member to Member Program

- n Goals are first to help the association to recruit new members and second to better welcome new members.
- n The program is developed and running.
- n It is based on ambassadors and there is one at least in each European country represented within the ERA.
- n Platform for the ambassadors should be national meetings and events (e.g. trade shows, association convention) to talk to the potential members about the ERA and to invite them to an ERA event, best convention.

Achievements: The School of Rental

- n The Italian association ASSODIMI publishes a guide on how to set up and run a rental company. It is in Italian language.
- n ASSODIMI was so kind to hand the guidebook to the ERA to publish it on a European base.
- n In the moment we are reviewing and adapting the guidebook to an European standard.
- n In September the Promotion committee will decide if it is possible to use.

Thank you and a call to join

- n Please don't hesitate to ask questions!
- n We need you! Feel free to join the Promotion Committee!!! Volunteers keep hands down now!
- n Thank you for your interest!
- n Enjoy the remaining convention!