



EUROPEAN
RENTAL
ASSOCIATION

The first 10 years of ERA

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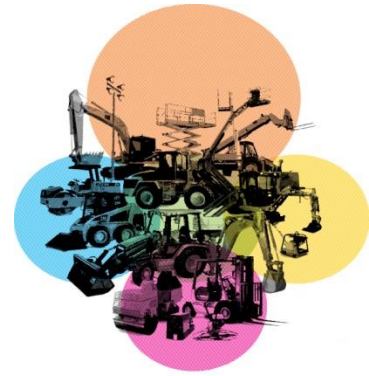
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ERA Convention 2016, "The next 10 years", Stockholm, 08-09 June



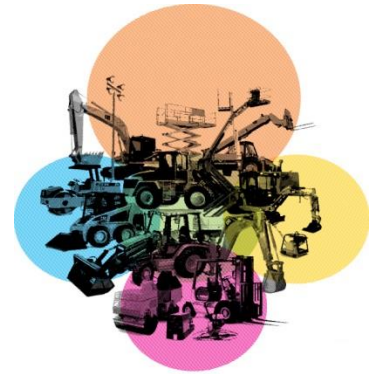
ERA's 10th Anniversary!

“ THE FIRST 10 YEARS ”



From Maastricht to Stockholm

“ THE FIRST 10 YEARS ”

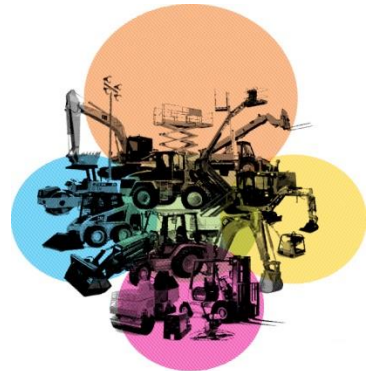


TEN YEARS AGO

Rental existed but not yet a European Rental market

- Rental, still a rather new concept
- Heterogeneous regulations
- A local activity, with few truly European rental companies

“ THE FIRST 10 YEARS ”

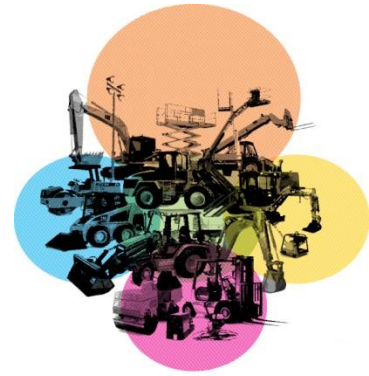


TEN YEARS AGO

The guiding principles of ERA at foundation

- Promoting the rental concept
- Implementing statistical data
- Lobbying at European level
- Setting up tools to meet business challenges

“ THE FIRST 10 YEARS ”

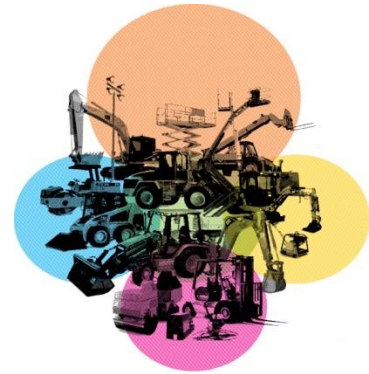


TEN YEARS LATER

A European market finally emerges

- Even if European Rental is still facing stagnation ...
- and hurdles persist,
- Rental Industry expands

“ THE FIRST 10 YEARS ”

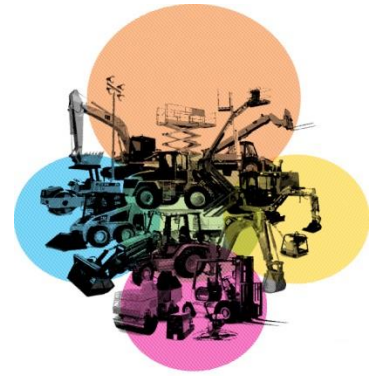


TEN YEARS LATER

ERA today, a voice for the Rental Industry

- An open association
- An easy platform to promote new ideas
- An ethical governance

“ THE FIRST 10 YEARS ”



From the first 10 years to the next 10 years