

ERA Convention 2011

“Growth Again”

Dale Asplund







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Senior Vice President, Business Services



- Joined the company in 1998
- Various responsibilities for the company's information technology systems
- Served as director-operations support, and then vice president-operations support, before being promoted to his current position
- Currently responsible for Fleet Management, Procurement, Information Technology, and Shared Services functions
- Divisional Manager, United Waste Systems

Fleet Composition

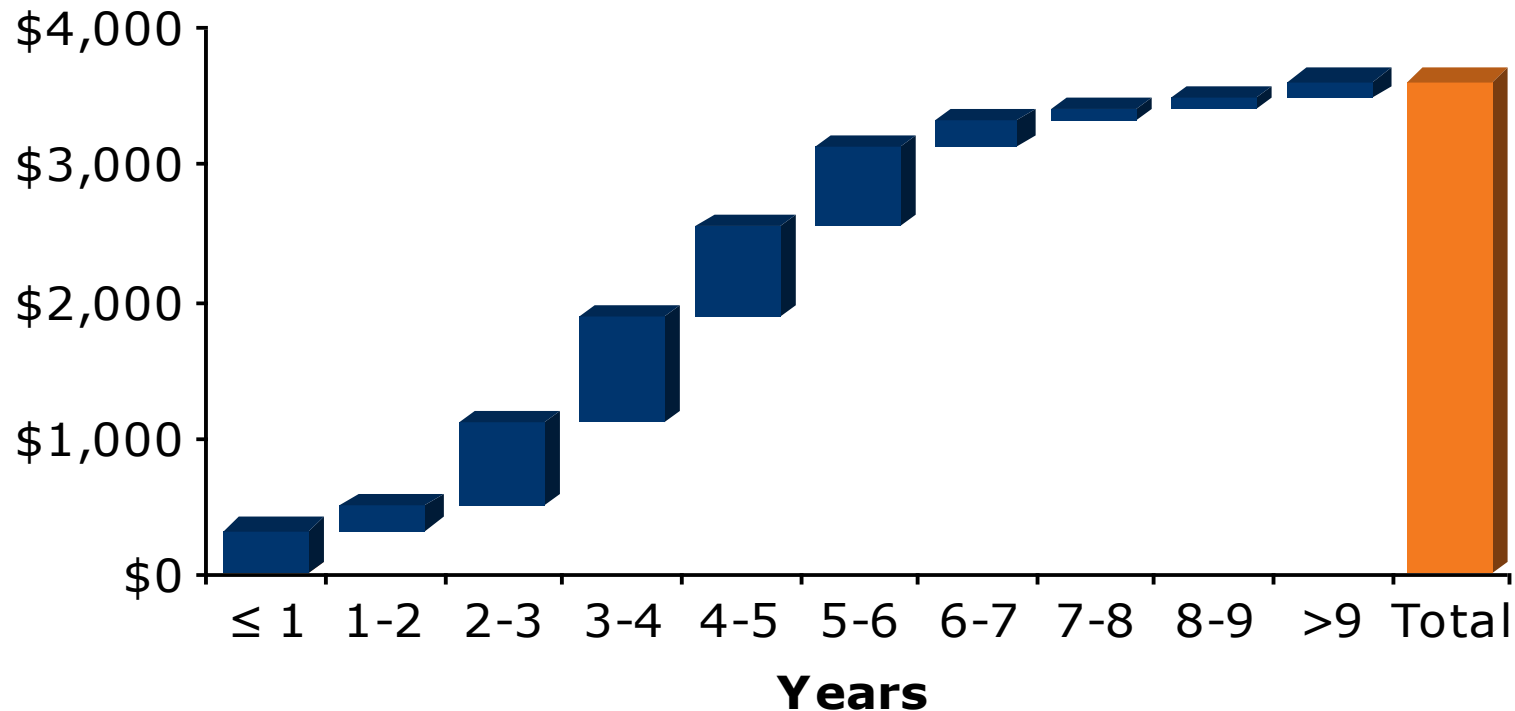
	Booms and Lifts	Earth Moving	Forklifts	Trench and Other
				
% of Original Equipment Cost	48.5%	13.0%	17.4%	21.1%
% of 2010 Rental Revenue	39.0%	11.5%	13.7%	35.7%
Time Utilization	74.0%	53.9%	70.9%	30.8%
Dollar Utilization	34.3%	39.0%	33.7%	84.3%
Average Fleet Age* (in months)	53.2	46.4	49.5	37.7

2,900 Equipment Classes with Original Cost of \$3.8B

* Fleet age is calculated on a unit-weighted basis. Total fleet age is 47.7 months at 12/30/10 (43.7 months if adjusted for refurbishments)

Managing Fleet with a Life Cycle Approach

Age Composition (\$MM)



Used Sales Based on Lifecycle Analysis

Identified optimal ages for each equipment class based on:

- Revenue trends
- Repair data
- Time utilization
- Breakdown review
- Resale value

	Optimal Sales Age (months)
Booms	96
Scissors	84
Excavators	84
Skidloaders	72
Backhoes	84

Average Age of Used Sales in 2010, 77 Months



Used Equipment Web Site

United Rentals

• Rental Quote Requests
• Access E-Rentals

FIND EQUIPMENT FIND CONTRACTOR SUPPLIES ACCESS URDATA* LOCATE BRANCH

Find Equipment

SEARCH EQUIPMENT

Keywords:

All Auction Corner

Category: All

Subcategory: Select a category

Manufacturer: All

Model: Select a manufacturer

State/Province: All

Postal Code: Miles From: 10

All (14,668) **AUCTION CORNER**

Aggregate, Asphalt, Concr
Air Equipment (948)
AWP (5,608)
Compaction (230)
Containers, Mobile Storage
Cranes (98)
Drilling & Trenching Equip
Earthmoving (861)
Forestry/Logging Equipme
General Equipment (2,395)
Generator, Welders & Ligh
Material Handling (1,023)
Other (510)
Party/Special Events (13)
Vehicles & Trailers (403)
Water & Pumping Equipme

Browse by State/Provin

United Rentals

• Rental Quote Requests
• Access E-Rentals

FIND EQUIPMENT FIND CONTRACTOR SUPPLIES ACCESS URDATA* LOCATE BRANCH

Find Equipment

Equipment For Sale | Wheel Loaders | Wheel Loaders | Equipment Details

AUCTION CORNER - BUY DIRECT TODAY

View all items in this yard View all similar items View Similar
 Request more information Send as email Print Info sh

2003 John Deere 644H

Dublin, CA

Description: LOADER WHEEL 4.0 CU. YD. *
Make: John Deere
Model: 644H
Year: 2003
Serial #: DW644H0588395
Meter: 4,281
Equipment #: 530315

Location: United Rentals (Store 046)
667 Dublin Court
Dublin, CA 94568

Hours:

DIRECT SALES DETAILS
Price: \$78,967 (USD)
Contact: Brent Frichard
Phone: (925) 829-2980

United Rentals

Price: \$78,967 (USD)
Dublin, CA
(925) 829-2980

2003 John Deere 644H

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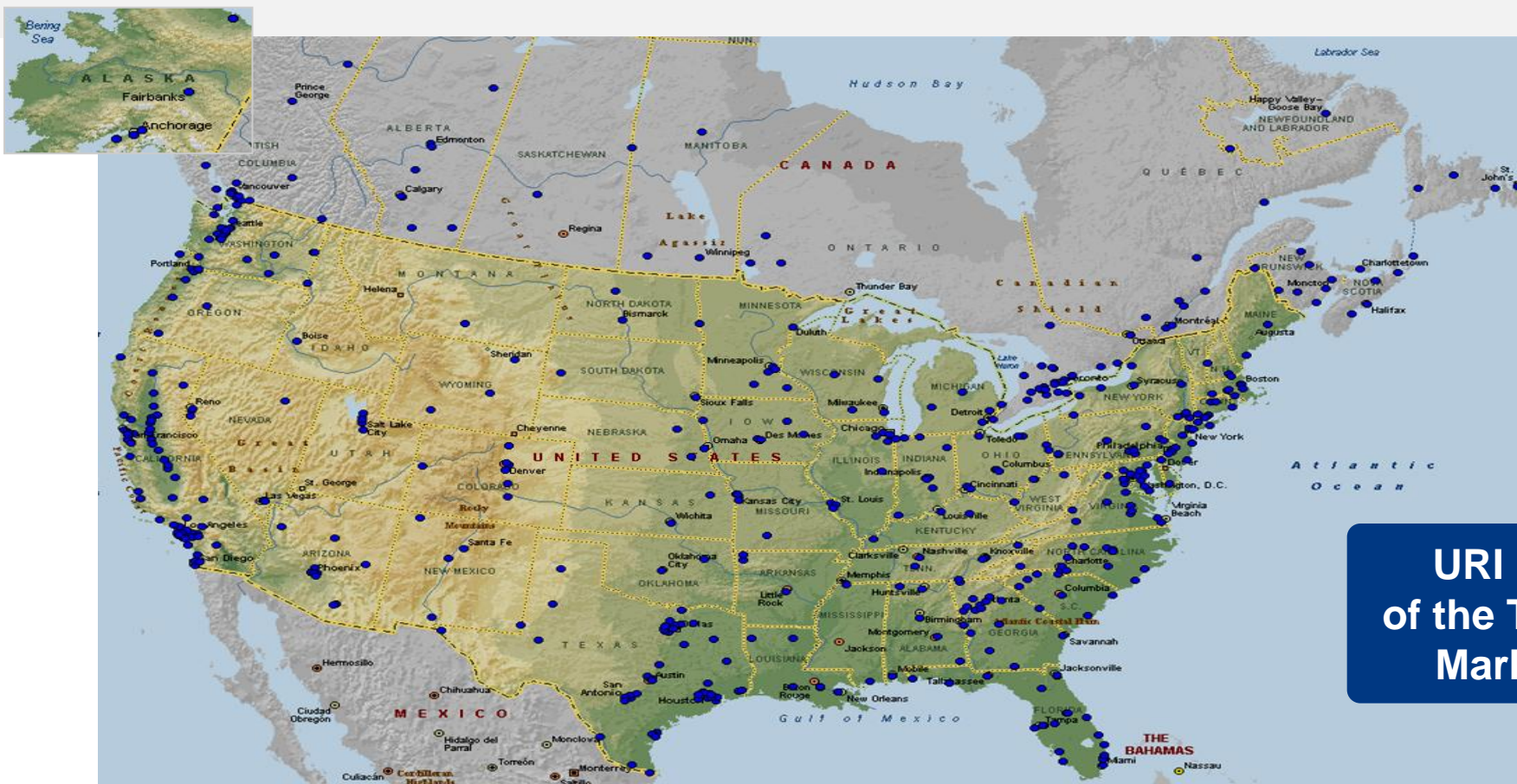
Location Information

Location: United Rentals (Store 046)
Address: Dublin, CA



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Broad Geographic Footprint

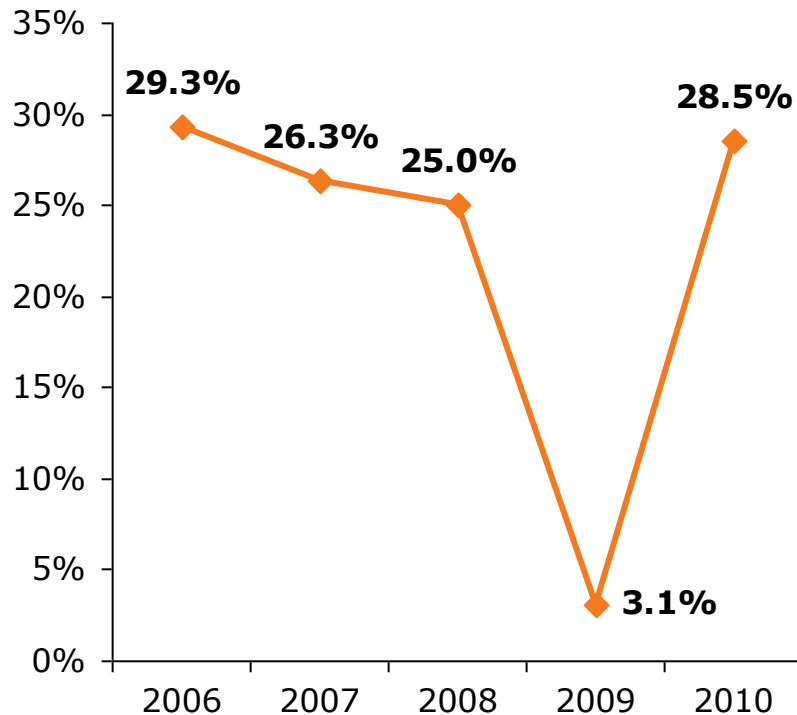


**URI in 99
of the Top 100
Markets***

Strong Competitive Advantage

Used Sales Margins Improving from Recent Lows

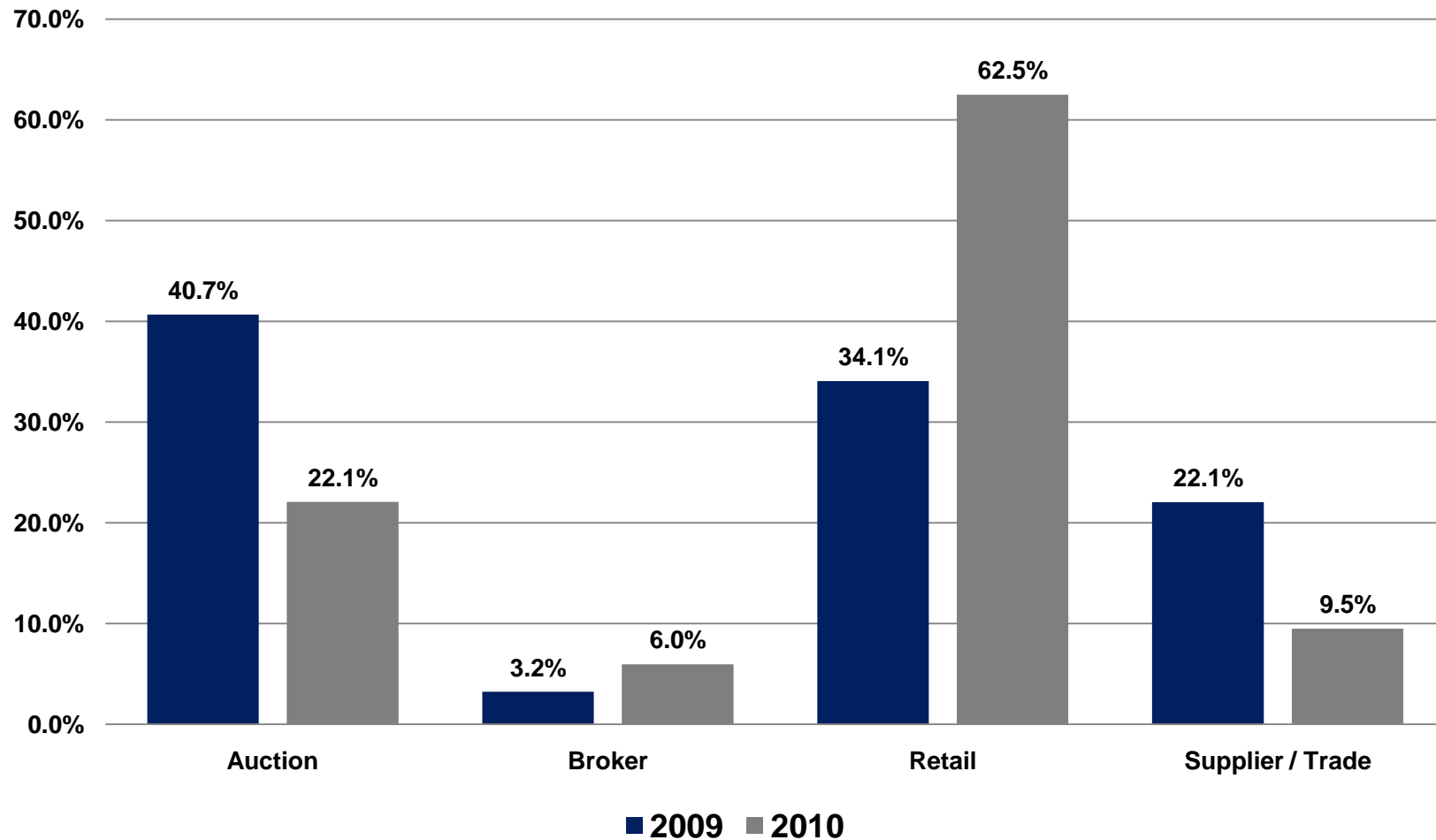
Used Sales Margin Trend



Margin improvement driven by market improvement and channel mix

- Focus is to sell used equipment through the retail channel
- List of items available for sale provided to sales representatives
- Representatives have a full quarter to sell before equipment is taken to auction
- Sales to vendor are used strategically to leverage capital spend

Used Sales by Channel





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Utilizing OEM's for Refurbishment



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