

ERA Convention 2011

“Growth Again”

Equipment End of Life Strategies:

What are the options for equipment at the end of life and what about final disposal?

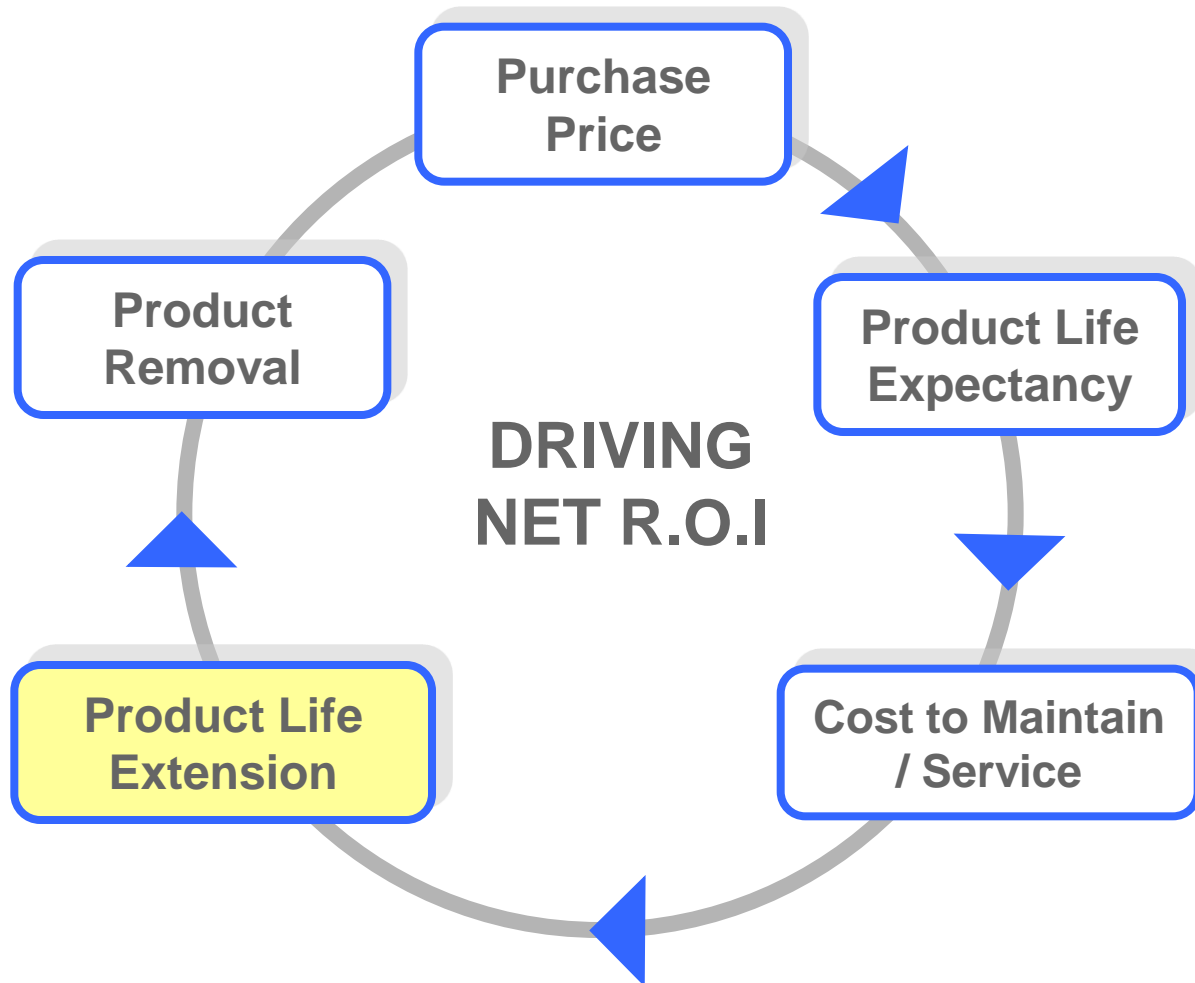
**David Downie, Chief Operating Officer
HSS Hire Group**



Product Life Cycle

- Range & Strategy
- Age Policy
- Write-off vs. Repair
- Disposal Options

- Refurbishment Policy



- Depreciation Policy

- Maintenance / Service Policy

What age was the plane you flew to Amsterdam on?



Finn air McDonnell
Douglas MD-113

18.2 years



SAS
Boeing 737 Next-Gen

19.7 years



Lufthansa
Boeing 737

20.3 years



British Airways
Boeing 767

22.1 years

What are the ages of these Genie 1932's?



5 Years Old



Refurbished – 9 Years Old



Brand New

Product Life Extension – Refurbishment

Is a Product Right for Refurbishment?

- ❑ Does the product have high utilisation?
- ❑ Is the product highly profitable?
- ❑ Does the product fit your customers requirements now and in the future?
- ❑ What is the cost to refurbish vs. to buy new?



Refurbishment Process



- Typical state of a unit at 7 years old



- Best in class Powered Access workshop
- 100% component recycling



- Same 7 year old unit 're-born'
- Latest Specification
- Estimated life expectancy of 5 years

Powered Access Refurbishment



Potential to Double the product life Expectancy Through Refurbishment for under 50% of the Price to Purchase Brand New

Other Industries using a Successful Refurbishment Programme



Haulage Trailers



Shipping



Hotels



Trains

Where next for HSS?



VT1 Lighting Towers



Generators



Lift Stackers