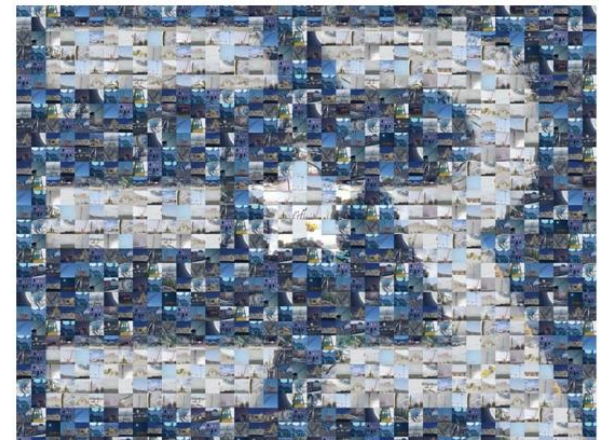


# ASSODIMI - OCTOBER 2014

*ERA – European Rental Association*



## ERA - STRUCTURE

### **ERA is an Extension to the National Rental Associations**

- ERA, the European Rental Association, is the representative association of the equipment rental sector in Europe.
- ERA represents over 4,700 rental companies in Europe, either directly or through 13 national rental associations.
- Potential to grow up to ~ 20 associations in the future



EUROPEAN  
RENTAL  
ASSOCIATION

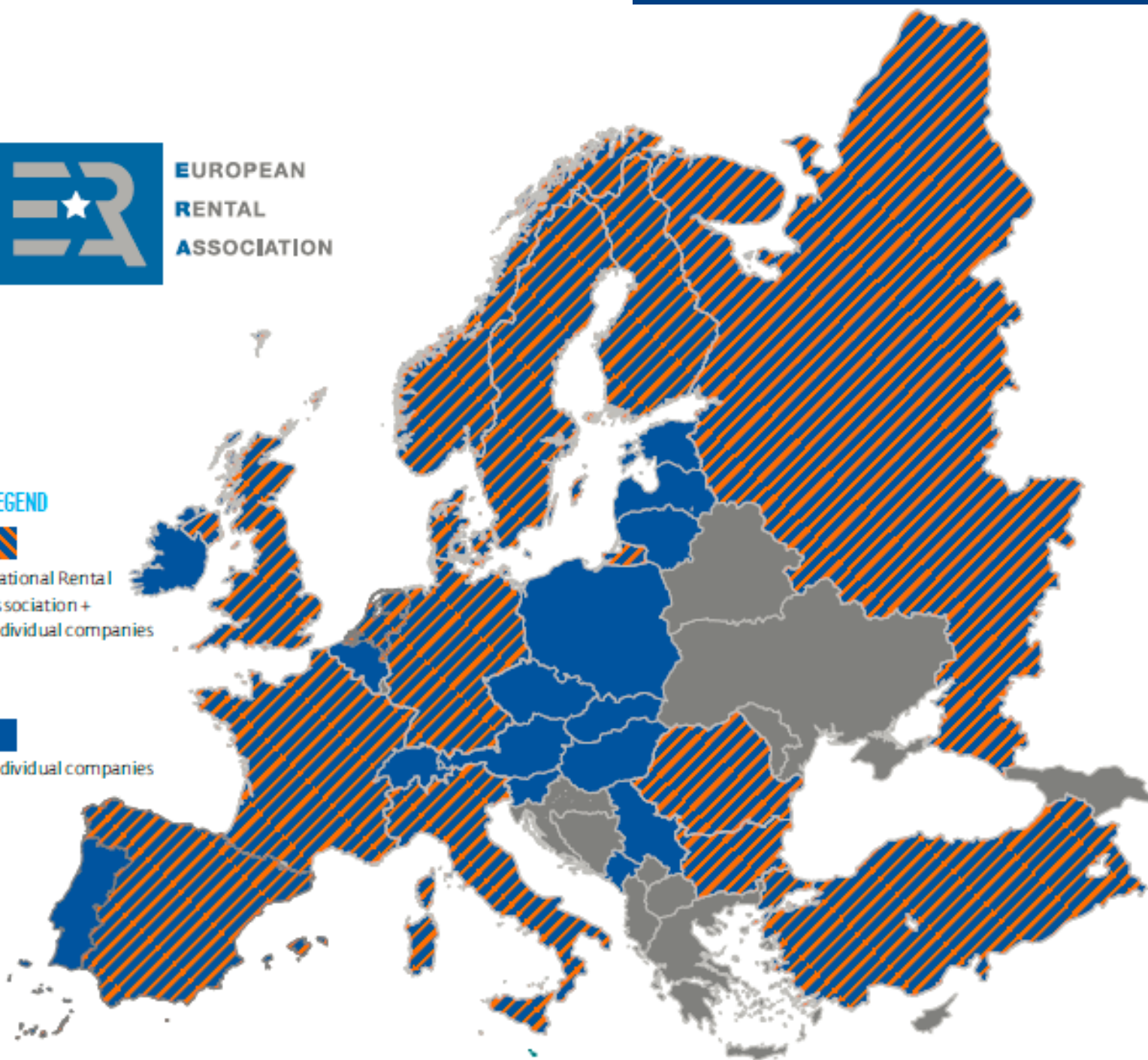
#### LEGEND



National Rental  
Association +  
Individual companies



Individual companies



## ERA - MISSIONS

### **ERA's Key Missions:**

**To support the growth of Europe's Rental Industry through**

- **Promotion of the Rental Concept**
- **Economic Studies and their impact on decision makers from construction industry to financial markets.**
- **Involvement in European Regulations**
  - **in preparation and/or in revision**
  - **in connexion with the national associations**

## ERA - COMMITTEES

**ERA is active through its working groups and committees**

- **Promotion**

- Promoting the rental concept
- Attracting and keeping talents to the rental industry

- **Statistics**

- Developing definitions and methodologies for statistics
- Increasing international cooperation

- **Equipment Technology**

- Providing a forum for equipment manufacturers and rental companies to discuss issues of common interest.

## ERA - COMMITTEES

- **Sustainability**

- Delivering tools to communicate on resource efficiency and sustainability of rental.

- **National Rental Associations**

- Monitoring and providing input in EU policies.

**These committees meet regularly and some are very successful thanks to:**

- the expertise,
- the industry knowledge,
- the commitment of the committee members

# ERA - RENTAL MARKETS

## Market Trends and Drivers

Market players believe that interest in rental (fleet outsourcing) will continue thanks to:

→ **Better fleet management**

- Replacing under-performing machines with higher profitable equipment
- Optimising fleet maintenance
- Developing preventive maintenance in order to extend age of fleet



# ERA - RENTAL MARKETS

## Market Trends and Drivers

### → Superior service

- Most rental companies plan on investing in better and newer services in order to differentiate themselves from competition
- Flexibility, availability, proximity, on-time deliveries

### → Need for more environmental equipment

- Following new engines regulations, compliant machines will be more expensive and require specialist maintenance
- End-users are expected to prefer to rent such machines than purchase them.



## ERA - CONVENTION - ROMA

### 2015 Convention in ROMA

- Date: June 3 & 4, 2015
- Venue: Hotel MELIA
- Exhibition: Table Tops
- Awards: 5 Categories
- Motto: Sustainability as a competitive advantage (?)