



EUROPEAN
RENTAL
ASSOCIATION

Annual Report 2014



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AVAILABLE OCTOBER 2014!

The European Equipment Rental Industry 2014 Report

Get the most comprehensive
data available on the European
Rental Industry

The **European Equipment Rental Industry 2014 Report** gives you the most comprehensive data currently available on the European Rental Industry.

The Report contains a country-by-country analysis over 12 European countries, **detailed market size information for the years 2011-2014** and key ratios among which fleet size and investment as well as penetration rates.

After a special focus, in 2013, on the validation of the UK rental market, the 2014 reports puts emphasis on the French market, validating the size of the equipment rental market and giving additional information on the market structure.

Find out what to expect of the Rental Industry in each country with the 2015 forecasts!



If you would like to get your copy,
please contact the European
Rental Association by email
on era@erarental.org



EUROPEAN
RENTAL
ASSOCIATION

Dear colleagues,



2014 was expected as a year of recovery for the rental industry and the first part of the year has been encouraging. Nonetheless, amid a global economic environment more difficult than foreseen and feeling the impact of the Ukrainian crisis, many countries are revising downward their expectations for this year and probably next year, with UK and Germany being the two most confident and optimistic markets in Europe at the moment.

These results are supported by the findings of the ERA/ IRN quarterly rental trackers and the research in the preparation of the European Equipment Rental Industry 2014 Report.

In this context, the rental companies are more aggressive than ever in trying to offer new products and new services as well as optimizing their performance by improving their processes.

Our 9th Convention showed again that the European Rental Business wishes to be informed and to get the right understanding of the challenges that our industry will have to face in the coming years, or is sometimes already facing. New technologies will bring changes in the way business is done and, if we haven't started yet anticipating, we shouldn't lose any more time! No reason to be afraid though, our industry has proven to be very innovative in challenging times.

2014 has been a busy year for the New ERA Board as well as for the five ERA Committees. The efforts are significant to make our Association even stronger in order to serve our industry and fulfil the needs of our members.

I want to thank again the other Board members, as well as all the members involved in the ERA Committee. It is not always an easy task to find time and energy to work for the Association. However, it is the best possible way for our companies to share our experiences and our innovations and to make the European rental business grow.

In 2015, the ERA's convention will be taking place on 3 and 4 June in Rome. I encourage you all to save the date in your agenda and look forward to seeing you there!

Yours faithfully,

Vesa Koivula
ERA President

ABOUT THE ERA

The key mission of ERA is to promote the rental concept in order to foster a continued growth of the rental industry by creating an open European market, at a much larger scale than any national market.



To achieve this goal, ERA acts as the representative association of the equipment rental sector at European level, complementing the activities undertaken by national rental associations locally.

Our work focuses on 5 main areas:

- Promotion of the rental concept
- Sustainability
- Statistics on rental market
- Equipment technology
- Harmonisation of national regulations



ERA BOARD

- > Manages the ERA
- > Gathers seven representative members covering various trades and countries
- > Is elected by the General Assembly (Chair elected by the Board)

The Board is composed of:

Vesa Koivula / President
 Pierre Boels / Vice President
 Chris Davies / Vice President
 Marzia Giusto / Vice President
 Hervé Rebollo / Vice President
 Magnus Rosen / Vice President
 Peter Schrader / Vice President

ERA SECRETARIAT

- > Supports the association's daily activities
- > Supports the work of the association's Committees
- > Represents the ERA in Europe and globally.
- > Carries out the association's communication activities
- > Organises the ERA's events

The Secretariat is composed of:

Michel Petitjean /
 Secretary General
 Hans Craen /
 Supervisor
 Carole Bachmann /
 Manager
 Veerle Guns /
 Assistant

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MARKETS OUTLOOK: TRENDS AND EVENTS IMPACTING THE RENTAL INDUSTRY

CONSTRUCTION INDUSTRY TRENDS

The European Construction Industry Federation (FIEC) said European construction fell 2.3% in 2013 to €1,162 billion. But it forecasts a 0.1% increase in 2014, equivalent to about €1 billion additional activity. FIEC said that cuts in government spending had been particularly damaging to the industry in 2013, with construction of public non-residential buildings falling -5.5%, while infrastructure was down -3.7%.

In the meantime, a forecast from the UK's Construction Products Association (CPA) has pointed to recovery in the construction industry starting in 2014 and continuing

in 2015 and beyond with predicted construction output growth of 2.2% in 2014 and 4.5% in 2015.

On a particular note, and, according to CECE, the Committee for European Construction Equipment, the Russian construction equipment market is one of the growth engines for Europe, where government and private projects in the oil and gas industry, infrastructure and housing sectors are stimulating demand.

RENTAL INDUSTRY TRENDS

From a rental perspective, most European companies have been waiting for a genuine recovery, focusing on efficiency rather than on expansion. Among the trends developed and pursued by the industry are:

Continued trend on outsourcing agreements

- Zeppelin Rentals acquiring a large part of Hochtief's Streif Baulogistik rental business, including the power, portable accommodation and project planning and logistics operations;
- Speedy Hire signing a contract with National Grid to provide hired plant and equipment under a managed services agreement;
- Ramirent signing various agreements with Finnish building firm and Finnish telecom giant Empower but also with Norwegian contractor.

Continued trend in online rental development

- BigRent.com in the US covering around 5,000 rental locations;
- Erento expanding in Europe.

Recent Trend on joint ventures in emerging markets or large construction projects

- Cramo and Ramirent forming a joint-venture for Russian and Ukrainian operations;
- Ramirent and Zeppelin Rentals forming a joint venture to combine resources and expertise in a bid to support construction of the world's longest immersed tunnel – the Fehmarnbelt project.

Recent Trend in developing new services completing rental offer

- HSS Hire acquiring TecServ, servicing contract cleaning equipment in the UK;
- Cramo creating a new sub-brand, Cramo Adapteo, for its portable accommodation rental business to help it penetrate non-construction markets;
- Hewden's "core products" delivery guarantee;
- Ramirent signing an agreement with NSS Group to acquire its weather shelter and scaffolding division Dry Construction Concept (DCC), a move in line with its "More Than Machines strategy", delivering value added services and know-how;
- Zeppelin Group acquiring Blohm + Voss Inspection Service GmbH, providing testing and inspection services for mainly industrial customers in sectors including shipbuilding, ship repair, power generation, aviation and automotive and mechanical engineering;
- A-Plant launching "express stores";
- Loxam expanding its city centre rental project, with now 7 locations in Paris targeted at local craftsmen, SMEs and smaller contractors.



FLASHBACK ON THE RENTAL INDUSTRY IN THE SECOND PART OF 2013

HSS Hire acquires UK Platforms, Haulotte group's UK rental business, comprising a fleet of 2,400 units from 10 locations. This follows the previous purchase of generator rental company Abird and confirms a strategy of adding specialist businesses to the company's traditional tool hire network.

Portakabin acquires Oecon Mobilraum GmbH, a manufacturer and distributor of modular buildings in Germany, located near Stuttgart and selling from six locations in Germany and Austria. The acquisition gives Portakabin a significant inroad into Germany and adds to its existing sales and rental operations in France, Belgium and the Netherlands. Riwal buys the aerial work platform business of crane company Sarens Belgium NV.

UKrenters invest in developing markets with Nixon Hire agreeing on a joint venture with Al Jeri Transportation in Saudi Arabia and Speedy Hire establishing a 50/50 rental joint venture in Kazakhstan with Glasgow-based shipping, transport and oilfield services company J. & J. Denholm group.

GAM and Peruvian heavy equipment rental and sales company Crosland Técnica reach an agreement to cooperate on the Peruvian equipment rental market.

UK-based Coates Offshore, owned by Australia's Coates Hire, secures refinancing in support of international growth strategy in the rental business to the offshore oil and gas industry worldwide.

Kiloutou acquires MOST Location, a family owned access rental company with around 1,000 platforms.



FLASHBACK ON THE RENTAL INDUSTRY IN THE FIRST PART OF 2014

Volvo sells its North American rental business Volvo Rents to US private equity firm Platinum Equity, who gives the company a new name: BlueLine Rental. The transaction includes only the Volvo Rents operations in the US, Canada and Puerto Rico, with annual revenues of €450 million and 2,000 people. Outside America, the Volvo Rents brand is used by Volvo CE for its dealer-rental operations.

Loxam buys Dansk Lift, a Danish powered access rental company. This move gives Loxam rental operations in Norway and Sweden for the first time and boosts its existing operation in Denmark.

United Rentals acquires a sizeable pump rental business, National Pump and Compressor, in an attempt to diversify further away from pure construction markets. The company operates from 35 locations, including 4 in Canada and 63% of its business is in the oil & gas and petrochemical sectors.

Hertz Corp is to spin-off its equipment rental division, Hertz Equipment Rental Corp. (HERC), in a US\$2.5 billion deal that is expected to close in early 2015.

Saudi Arabian car rental and leasing company Hanco acquires Byrne Equipment Rental, one of the largest rental businesses in the Middle East.

Kiloutou acquires EWPA Majster, a leading rental company in Poland, operating 20 branches with a fleet of more than 4,000 machines.

Loxam acquires Dutch rental company Workx. The company has a network of 41 branches and employs 280 people.

IN THE MEANTIME, INNOVATION AND CONSOLIDATION CONTINUE AMONG THE EQUIPMENT MANUFACTURERS

Hyundai Heavy Industries completes its first factory in Brazil with capacity to produce up to 4,000 units between excavators, wheel loaders and backhoe loaders.

Sumitomo Corp., through its subsidiary SMS International Corp., increases its interest in Sunstate equipment Co, Phoenix, to 80%.

Volvo CE's Chinese joint venture company, SDLG, opens its first production facility outside China. Manufacturing has started at its excavator factory in Brazil, an assembly hall within the Volvo CE facility in Pederneiras, São Paulo.

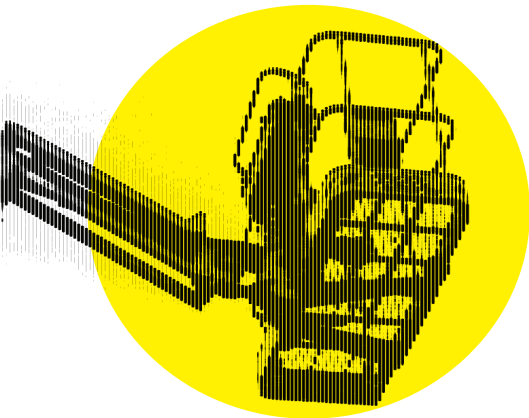
Netherlands power rental company Bredenoord partners with contractor Dura Vermeer to develop a hybrid power generator, which could reduce fuel use and CO₂ emissions by up to 40%.

Yanmar acquires a 6.2% stake in Manitou and the two manufacturers will cross-distribute products in Latin America. This deal follows a similar strategic alliance for North America signed by both companies in 2012.

Chinese manufacturer Liugong expands its presence in Poland with the acquisition of components producer ZZN Transmission Plant, adjacent to dozer manufacturer HSW already bought by Liugong's in 2012.

Xtreme Manufacturing acquires a majority stake in Snorkel from Tanfield, which retains 49%. Xtreme is a telehandler producer owned by Don Ahern, also owner of Ahern Rentals in Las Vegas.

ERA ACHIEVEMENTS 2014



Since its founding in 2006, the ERA has made great strides in promoting and defending the interests of the rental industry at European level. This has included but is not limited to the promotion of rental as a solution for cost saving and sustainability concerns, the defence of the industry at European level through contacts with other European associations and the European Commission, the preparation, in association with IHS Global Insight, of statistics of relevance to the European Rental Sector, the publication of guidance on the production of safety instructions and the production of a framework for general rental conditions, which can be used by rental companies and associations for their own rental conditions.

In addition to this, ERA has been playing an important role in the international rental landscape. ERA is one of the members of the Global Rental Alliance, a partnership of seven rental associations whose aim is to increase the profile of equipment rental worldwide and to build global understanding of the industry. The ERA has also been helping foster the development of new rental associations, with the emergence of rental associations in new markets.

In 2013, a new Board was elected and reviewed the results of the membership survey that had recently been carried out. They defined the priorities for the activities of the association's Committees for the years to come.

On the following pages you will find a detailed account of the activities of the ERA's various committees.



PROMOTING THE RENTAL CONCEPT

COMMITTEE CHAIR: Fiona Perrin, HSS

Promotion has been defined as a Top Priority by the Board. The key mission of the ERA's Committee on Promotion is to promote the concept of rental in Europe. Over the years, the Committee has developed many tools our members can use in their own communication, such as the "Rent vs. Buy Calculator" or the Discover Rental guide that was made to explain the benefits of rental to any person not familiar with our industry. With the objective of becoming a louder voice for our industry, the Committee has worked on a communication strategy, making sure that the right messages are delivered through the right channels.

To help the Committee, the decision was made to choose a professional PR agency. The first task, and the trial, for the selected agency, will be to communicate on the 2014 Statistics Report (published in October) beyond our industry press into new financial, business and national press. If the operation is a success, we will then roll out the full programme to cover campaigns throughout the year (White Papers on Sustainability, Attracting talent, studies on Rental in new market segments).

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THE VOICE OF THE EQUIPMENT RENTAL INDUSTRY

HOME ABOUT MEMBERS WHY RENT PUBLICATIONS EVENTS NEWS CONTACT RESERVED AREA



PROMOTING THE RENTAL CONCEPT

In order to increase the ERA visibility on the social networks, a twitter account, @era_rental, was created before the Convention, with a dedicated hashtag for the Convention, #eraconvention2014.

By the end of 2014, a new ERA website will be launched with a more contemporary design, mobile and tablet responsive, multi-lingual, rich in updated content and information. It should become the primary platform for ERA promotion.

The Committee is also looking at promoting rental in markets where its penetration is currently low.

The Committee wants to focus on exploring new markets (in terms of customers, of products or of required services). For this reason, it has also appointed a MBA students team from the Solvay Business School (Belgium) to make a study on assessing the potential of rental of heavy equipment. The conclusions will be delivered by the end of 2014 and the results will be published by ERA. At the same time, this study allows the rental industry to profile itself amongst high-potential students.

Indeed, attracting and keeping talents – in all areas of a business – remains an issue for the rental industry. Several associations have put in place extensive programmes to promote the opportunities offered by the rental industry and to provide vocational guidance with a number of partner high schools or public institutions. ERA will share best practice through members and national associations. A specific area will be dedicated on the new website, providing a 360° view of career opportunities. A special focus needs to be given to the attractiveness of our industry as well as to the quality of our companies as employers.



STATISTICS

COMMITTEE CHAIR: Graham Arundell, Hire Association Europe. The overall aim of the working group is to produce European-level market data on construction equipment rental markets, using consistent definitions and methodology across countries. The Statistics Committee partners with IHS Global Insight - the same provider used by ARA to produce well-established market standard data in US.

Commissioning market research does not simply mean handing the task over to a market research partner. The committee is closely involved in issues of scope, definition, methodology and format of outputs at every step of the way with the research company.

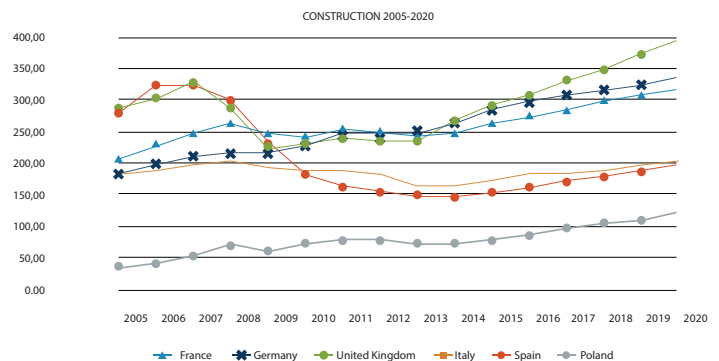
Highlights of some of the key findings in the 2014 report include:

- In 2013, the total size of the European equipment rental market (without operators) was €22,63 billion representing an average increase of 1.0% at constant exchange rate over 2012.
- The forecast for 2014 and 2015 is showing respectively 2,8% and 2.6% increase, at constant exchange rate over year n-1.
- Based on 2011 statistics, and for the 12 countries covered under the study, the structure of the European equipment rental industry (without operators) is as follows:
 - # of rental companies (without operators): 14,650
 - # of employed persons (without operators): 117,650

OUTPUTS

EUROPEAN CONSTRUCTION EQUIPMENT RENTAL MARKET GROWTH

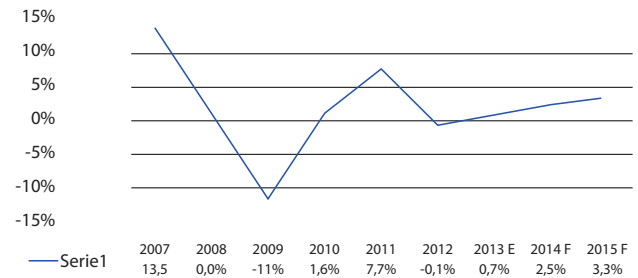
Macro Trends in Construction Markets in Europe:
Bottom out for most large construction markets in Europe in 2009 with the exception of Italy and Spain. Italy and Spain should bottom out around 2014. UK shows the best long term prospects.



STATISTICS

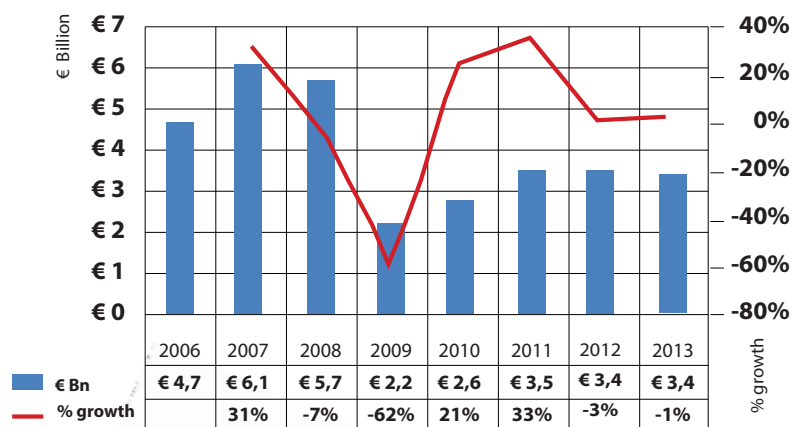
EUROPEAN CONSTRUCTION EQUIPMENT RENTAL MARKET GROWTH:

After a steep decline in 2009, most markets started to recover around mid-2010, and continued to grow in 2011. In 2012 growth rates fell close to zero. 2013 was forecasted to experience very slight growth. Growth is expected to strengthen in 2014 and more so in 2015.



INVESTMENTS IN RENTAL EQUIPMENT

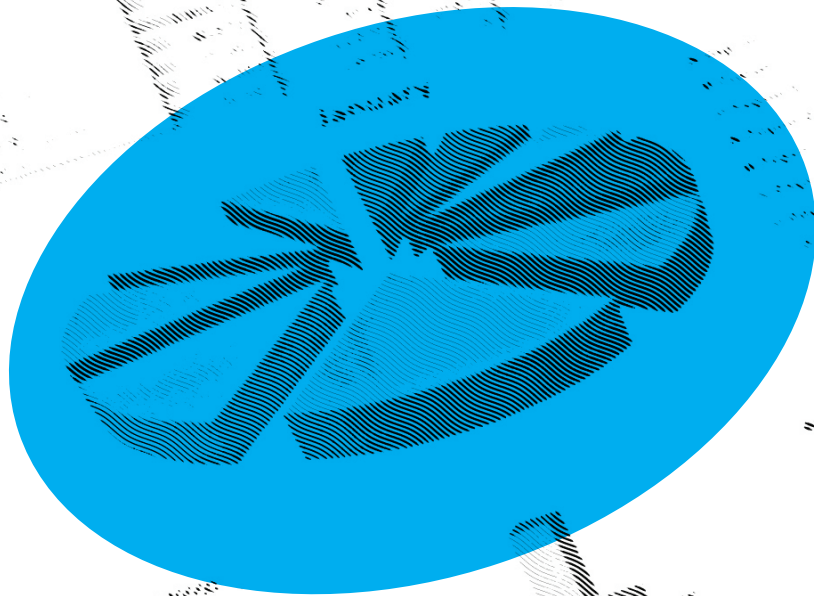
Investments in rental equipment grew at a dramatic rate before the crisis, reaching a peak in 2007. Investments dropped by 2/3rd in 2009. After a degree of recovery in 2010-2011, investment growth is believed to have leveled off again in 2012 and in 2013.



STATISTICS

2014 REPORT DEVELOPMENTS

- Validation of rental market sizing for FRANCE,
- Comparative analysis of methodologies used by IHS/Global Insight and ASTERES, DLR (the French rental association) consultant,
- Review of the classification by Product categories and by Market segments established in UK in 2013,
- First attempt to breakdown the rental activity / volume between the rental companies and the equipment distributors / dealers / manufacturers,
- Preliminary exploration of "internal rental" by contractors / customers. 2014: report published in October. Objective 2015: Validation of rental market sizing for Germany

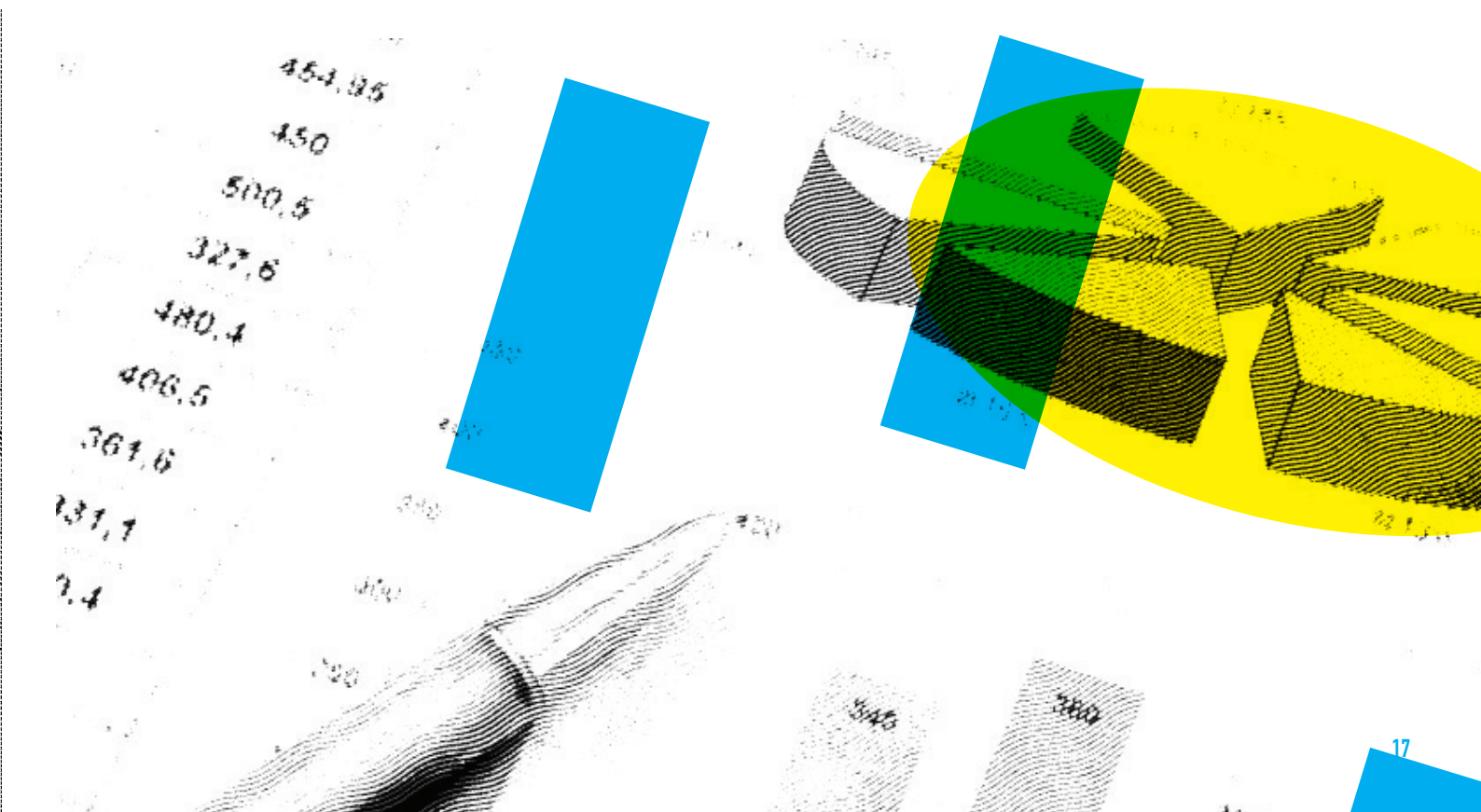


STATISTICS

GLOBAL RENTAL ALLIANCE SURVEY

There is a consensus among the members of GRA (Global Rental Alliance, including the USA, Canada, Brazil, Europe, Australia and New Zealand) to share a total revenue number of US\$ 73 billion for fiscal year 2012.

This figure represents a 6.6% increase over 2011 rental revenues, as calculated by IHS Global Insight. GRA is still working on numbers for rental / hire locations, people directly employed and rental / hire penetration.



SUSTAINABILITY



COMMITTEE CHAIR: Franciska JANZON, Ramirent

One of the findings of the membership survey performed by the ERA in early 2013 was that a large number of members believe that the association should focus on increasing awareness and visibility of rental both towards the market and authorities, in particular on resource efficiency and sustainability of rental.

As a consequence, the ERA's former Committee on Sustainability was revived in the autumn of 2013. It is aimed at supporting the rental industry in promoting the environmental benefits of rental as well as in developing tools for helping members to respond to requests from customers and aligning practices in the industry where relevant.



This move comes timely, as, over the last 24 months, EU Institutions have been debating issues such as the concept of leasing or rental society. The European Parliament notably commissioned a report entitled "Leasing Society", which looks into ways of shifting from the ownership of goods to placing the focus on the service such goods render. The report looks at different models of leasing/rental and compares their environmental benefits. It also identifies the barriers that regulators will need to tear down, notably in areas such as taxation, accounting standards or public procurement to encourage an increased penetration of leasing and rental in all aspects of life. At the same moment, the MEP Judith Merkies published a study, entitled "The lease society: the end of ownership", in which she also identifies the benefits of leasing / renting compared to owning in terms of resource efficiency. Judith Merkies opened the ERA Convention in Amsterdam and you can read more about her lecture in the ERA Convention part of this report.

SUSTAINABILITY



In 2010, ERA issued a report, “Sustainability in the rental industry”, in order to support rental companies willing to implement CSR policies. This document aimed at supporting rental companies wishing to consider sustainability in their daily business operations and outlined the various issues rental companies can consider when looking at the main aspects of sustainability (economic, environmental and social).

Today, the objective of ERA is to make it easier for its members to show to their customers that rental is the only sustainable option and that sustainability leads to lower costs and, for itself, to convince the European and national authorities that rental should be promoted as being the sustainable solution. Because this topic is very sensitive, the Committee, supported by the Board, has decided to mandate an external consultant in order to collect best practices among equipment stakeholders and establish a benchmark. The study will be carried out during the second half of 2014. Then, the committee will prepare the tools destined to help rental companies as described above.



EQUIPMENT TECHNOLOGY

COMMITTEE CHAIR: Martin HOLMGREN, Cramo

The ERA's Committee on Equipment Technology mostly gathers representatives of rental companies and equipment manufacturers. Together, they aim at progressing on issues of common interest where better cooperation between rental companies and manufacturers can help solving concrete issues for mutual benefit. Its mission statement is since there is one: "Making it safer, easier and cost effective for the rental industry by working together with equipment stakeholders on:

THE KEY DRIVERS OF THE TOTAL COST OF OWNERSHIP

(damages, accidents, maintenance, etc.),

STANDARDISATION WHEREVER POSSIBLE

(telematics, decals, compaction, etc.),

SIMPLIFIED INSTRUCTIONS MANUALS AND TRAINING

(operation, maintenance, safety, e-learning)

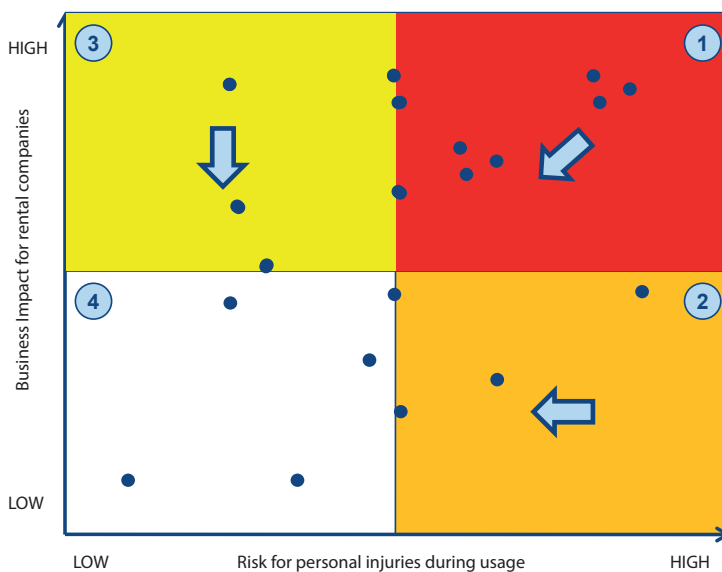
PARTS MANAGEMENT AND KEY DRIVERS OF REPAIR AND MAINTENANCE TOTAL COSTS,

NEW LEGISLATIONS IMPACT ON RENTAL INDUSTRY. "

EQUIPMENT TECHNOLOGY

Last year, and after it had released its understanding of the key drivers of the total cost of ownership, the Committee decided to look at how some adaptations to equipment could allow for reducing the cost of usage and maintenance of equipment and for increasing safety of people involved.

Two workshops were organised at BAUMA in 2013 and their key findings have been taken by the Committee for further action.



The issues to be addressed included notably: improved availability of spare parts considered the most critical by the rental industry, improved information to end-users for reducing damages caused to equipment, prospects of adapting option packages for equipment in a way that is more in line with equipment rental companies' needs.

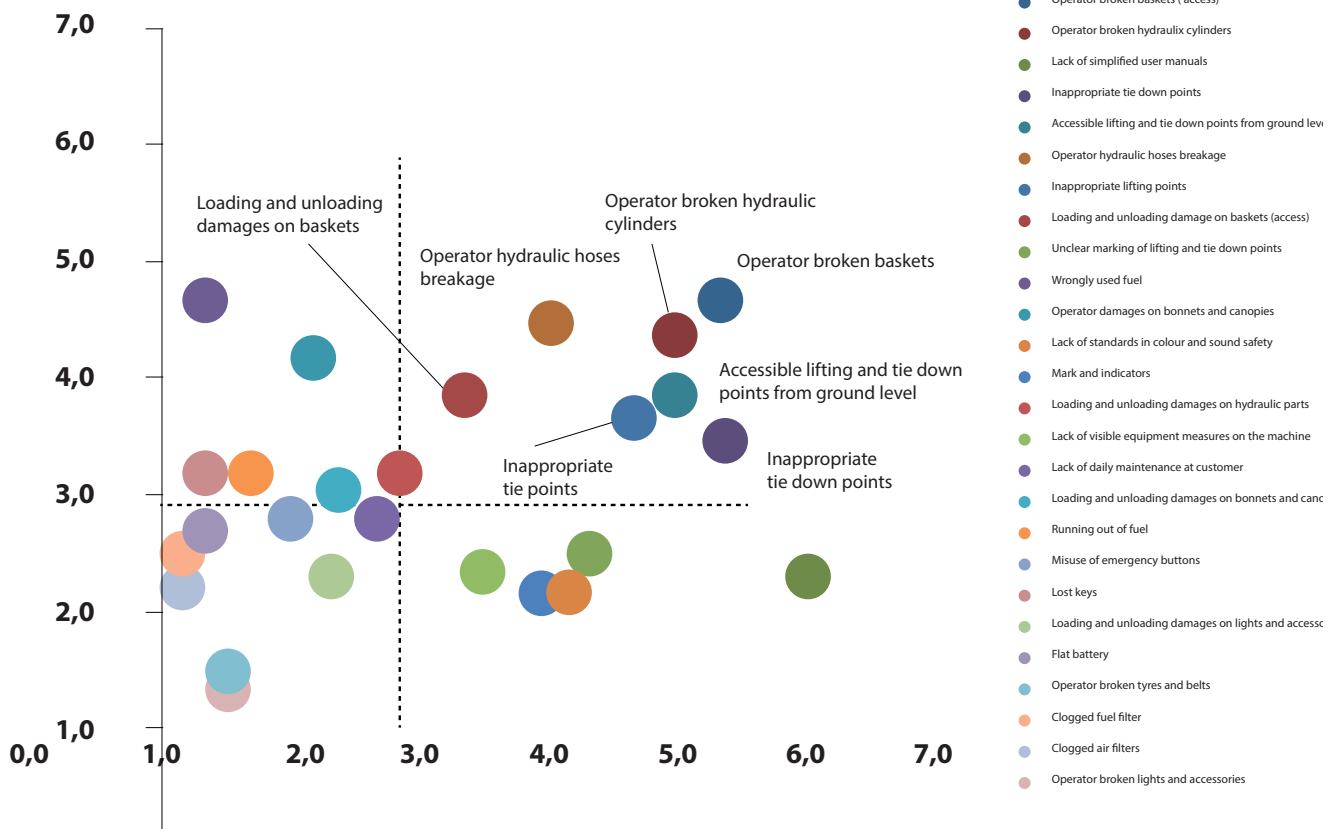
A subgroup, only made of the rental companies' representatives, decided to work on the preparation of a framework for damage events in the equipment rental industry, with the ambition to achieve tangible results by concrete OEM actions and by clear communication from the rental industry. The results of these subgroup works will be handed over to the OEMs (members of the Committee) at the beginning of September 2014. This will be followed by an in-depth discussion about the project findings between the rental companies and the OEMs in October.

EQUIPMENT TECHNOLOGY

It is also planned to take the opportunity of Intermat 2015 to organise face to face meetings between the OEMs and the rental companies with the objective of presenting / understanding the improvements of the equipment dedicated to address the requests of the rental companies. The possibility of delivering a "rental certified equipment" label is contemplated, as well as the idea of participating actively in the selection of the "Rental Product of the Year" for the European Rental Awards 2015.

The workshop results - Booms

2. + 3. The Matrix



NATIONAL ASSOCIATIONS

COMMITTEE CHAIR: Kevin MINTON, CPA

The Committee was created in 2013, as a continuation of the former Norms and Safety Committee, who later became the EU Affairs Committee, and of the Association Day. It is composed of the representatives from the national rental associations that are members of the ERA.

This Committee is the new platform for the associations to meet and exchange and also for them to think about how to improve the rental business in general. It focuses notably on safety issues, attracting talents to the industry and all issues relevant to the national associations.

It has also started an important work of updating the list of EU issues and EU organisations of relevance to the rental industry, initially identified by the EU Affairs Committee.

After reviewing an exhaustive list of the EU issues, the Committee has decided to pay particular attention to the following ones:

- **REPLACEMENT OF ENGINES,**
- **NOISE OF EQUIPMENT IN OUTDOOR USE,**
- **COMPLIANCE OF EQUIPMENT,**
- **CROSS BORDER TRANSPORTATION OF EQUIPMENT,**
- **INSPECTION OF WORK EQUIPMENT,**
- **OPERATOR LICENCES AND TRAINING,**
- **INSTRUCTION MANUALS,**
- **EQUIPMENT THEFT.**

All these issues are followed either by the National Associations committee or by the Equipment Technology committee or the Sustainability Committee.

ERA is also in touch with various European organisations.

First on the list is the European Commission. ERA is in relation with the DG Markt, the Internal Market and Services Directorate General, and the DG Enterprise, the Directorate-General for Enterprise and Industry.

On top of that, ERA is also member of three committees at the CEN, European Committee for Standardisation and is a partner of critical / stakeholders associations in Brussels, like CECE, FIEC and Leaseurope.



FRAMEWORK FOR THE PRODUCTION OF INSTRUCTION LEAFLETS

Background

It is recognised that more information on the safe use of rented equipment should be provided to users and to accordance with the requirements of Directive EC 2006/42/EC (Machinery Directive) and Directive 2009/104/EC (Use of Work Equipment).

It has long been a practice in some countries to provide such information and the ERA has a desire to encourage established rental companies both in mature and emerging markets to do so.

In order to support rental companies and national rental associations when crafting instruction leaflets to be distributed to customers in one or the other countries, the ERA has drafted this framework. Leaflets produced according to the framework will be entitled to add 'produced in accordance with ERA Framework' as a form of accreditation if so desired.

Leaflets should fall in to one of 4 categories:

- ▶ Hand operated tools & equipment
- ▶ Lifting & Access
- ▶ Small Plant – up to 2.5 tonnes
- ▶ Heavy Plant – above 2.5 tonnes

It is considered that provision of a small leaflet for Heavy Plant would not be appropriate to ensure that a user would have sufficient knowledge or experience to safely use this type of equipment; therefore this framework is intended to cover only the first 3 categories as it is expected that the manufacturer's handbook will be made available.

Authoring of the leaflet should be carried out by a suitably qualified individual experienced in writing technical documents. They should also be able to display a working knowledge of the equipment and understand the practical implementation of relevant health, safety and environmental legislation.

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ERA Statement on In-service Inspection

Best Practice Statement on In-service Inspection of Work Equipment

Purpose of the statement

1. The intention of this statement is to encourage consistency by defining what the European Rental Association considers to be best practice in the management and conduct of in-service inspection.

Terminology

2. In this statement periodic in-service inspection is referred to as inspection. Inspection is required by law on lifting machinery (paragraph 4). These inspections provide for the ongoing safety of lifting equipment in use.

3. The term employer refers to employers and self-employed.

European Legislation

4. In Europe the Use of Work Equipment Directive 90/269/EEC as amended by Directive 95/63/EEC, Article 4a(2) states the following:

"The employer shall ensure that work equipment exposed to conditions causing deterioration which is liable to result in dangerous situations is subject to:
- periodic inspections and, where appropriate, testing by competent persons within the meaning of national laws and/or practices;
- special inspections by competent persons within the meaning of national laws and/or practices each time that exceptional circumstances which are liable to compromise the safety of the work equipment have occurred, such as modification work, accidents, natural phenomena or prolonged periods of inactivity to ensure that safety and safety conditions are maintained and that the deterioration can be detected and remedied in good time."

5. The above Directive is implemented in member states by national law and/or guidance.

Purpose of inspection

- 6. Inspection is intended to:
- verify that the machine is operating as intended;
- identify defects or weaknesses which could compromise the safety of the machine;
- specify the time scales within which identified defects or weaknesses need to be rectified;
- establish that defects identified in the previous inspection report have received attention;
- assess the correct function of all safety devices;
- check that warning notices are correctly fixed and legible; and
- where necessary, following the inspection, specify any limitations on the use.

Duty holders

Employers

7. Employers have a duty to appoint competent bodies or persons to carry out inspection. They are responsible for ensuring that inspections are carried out and that a current inspection report is available for each item of plant covered by the regulation (paragraph 4).

ERA CONVENTION 2014

THE NINTH ERA CONVENTION TOOK PLACE IN AMSTERDAM, FROM 24 TO 26 JUNE 2014.

The International Rental Show (IRE), the Aerial Platforms Exhibition (APEX) and the European Rental Awards Dinner took also place at the same venue. During 3 days, rental experts from Europe and the world were gathering at the RAI in Amsterdam for the largest European rental event.

The theme for this Convention was "Internet as a Game Changer". A number of keynote addresses and roundtables dealt with this theme. But other topics of interest were addressed, as you will read in the coming pages.

The Convention also provided participants with the opportunity to visit a brand new Boels Verhuur rental depot.



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A. CEO PANEL

The Convention began with a panel discussion gathering senior industry figures from the rental industry, on the theme “The Challenges and Opportunities facing the Equipment Rental Market”, moderated by Nadine Dereza.

Michael Kneeland, CEO of United Rentals, the largest rental company in the world, Vesa Koivula, CEO of Cramo and ERA President, Gerard Deprez, CEO of Loxam, Derrick Golden, COO at Volker Stevin Materieel, and Gareth Lewis, Regional Head of Northern Europe at Hilti, shared their views on the various challenges they could identify such as the changes in communication with the new technologies and the younger generations arriving in the business community.



B. PLENARY SESSION*



Judith Merkies
- Rental versus Ownership

Judith Merkies, member of the European Parliament and author of the book "The lease society: The end of ownership", presented her vision of a "Leasing society" and the benefits it would have in terms of resource efficiency. She underlined how important it is, in a first time, to align the interest gaps between the purchaser/user, who wants to have a lasting product, and the manufacturer/supplier, who wants to sell as much as possible, and between economic growth and environment.

The way of aligning economic with social development could be the "Leasing Society". The manufacturer in a leasing society would retain responsibility of its product throughout the product's entire lifespan, including its use and removal, which would be closer to a circular economy. End users would not be allowed to discard the products they have fully consumed, because the physical materials that comprise the product would not be their property.



*Presentations available on the ERA website,
www.erarental.org*

Companies would have to consider the entire lifecycle of the product. In this way, companies would be motivated to pay more attention to the recyclability of the materials they choose to make their products.

Therefore, the model should be fostered by consistent policy measures with regard to taxation, consumer protection, design and recycle criteria, for a new business strategy of today but also for a growth strategy for the larger society of tomorrow.

Cor Molenaar
- The Future of Internet, disruption for all trades



Cor Molenaar is professor at the RSM / Erasmus Universiteit in Rotterdam, the Netherlands, specialized in eMarketing and Distance Selling, and has also his private strategy consultancy agency eXQuo consultancy.

He spoke about the changes brought by internet in our world, private and professional, and about the necessity of having today an in-depth review about why and how the customers will buy from us and about the necessity of adopting new business models.



Christine Wehrman
– Trends in the US Rental Industry

Christine Wehrman, CEO of the American Rental Association, ARA, presented the trends in the US Rental Industry. The US Construction Segment has been performing very well over the last few years and, of course, the European market was eager to understand better the reasons of this growth.



Graham Arundell
– Trends in the European Rental Industry

Graham Arundell, Managing Director of HAE, Hire Association Equipment, and Chairman of the ERA Statistics Committee, presented the trends in the European Rental Industry. Graham came back to the 2013 report, its highlights and special focus, and introduced the 2014 report.

C. GUEST SPEAKER*



Richard Robinson, Director at Google, Head of B2B markets, gave his vision and input to the thoughts in our fast changing environment, showing us how the world, technology and the people are unpredictably changing. To grow, our industry must exceed the pace of change and build a digitally enabled business.



*Presentation available on the ERA website,
www.erarental.org*

D. ROUNDTABLE SESSIONS*

YIELD MANAGEMENT

Ann-Charlotte Ågren, Financial Manager at Cramo Sweden, **Eric Hills**, SVP Sales and Marketing at Zilliant, and **William Plummer**, Executive Vice President and CFO at United Rentals, discussed price optimisation in the rental industry.

The session was moderated by **Charles Miller**, from CL Miller Consulting. **Ann-Charlotte Ågren** and **William Plummer** presented the objectives of their companies introducing pricing optimisation tool and described their strategies. Eric Hills explained Zilliant's vision of rational pricing in the rental industry.



PARTS MANAGEMENT



Martin Holmgren, Senior Vice President Group Fleet Management at Cramo, and **Alexander Schuessler**, Executive Vice Chairman and Founder of SmartEquip, presented Parts Management, respectively

from a rental company point of view and from a solution provider point of view. The session was moderated by **Guy Cremer**, Manager Fleet Operations at Boels Verhuur BV. **Martin Holmgren** shared the key success factors for parts management to support the repair and maintenance process and stressed the fact that parts management is crucial and will be in focus of the

rental industry and that equipment manufacturers will gain competitiveness by understanding the rental industry's needs and requirements. **Alexander Schuessler** presented the parts management

in the age of the internet. He insisted on the fact that an efficient parts management is a significant driver of rental company profitability, both in terms of cost and turnover, and that the Internet provides OEMs growing opportunity to deliver significant parts management efficiency, directly to their fleet customers.



INTERNET AS A GAME CHANGER



Eugen Russ, CEO of Erento, and **Christian and Thomas Seifert**, respectively CEO and Cofounder of Avenit AG, presented their views on "Internet as a Game Changer".



The roundtable was moderated by **Nadine Dereza**. **Eugen Russ** gave his vision on how Internet will affect the rental business, asking in introduction if it should be considered as a blessing or as a curse but answering as a conclusion that the outcome will just depend on the actions taken by the companies.

Christian and Thomas Seifert presented Augmented Reality, what the experts plan about it, the trends and innovations to expect and e-commerce related to the rental business.



They showed the growing importance of the share of the e-commerce in the B2B sales, described the challenges and advantages related to e-commerce for the rental companies.



*Presentations available on the ERA website,
www.erarental.org*

E. COUNTRY IN FOCUS*

What can we learn from Japan

an overview of the equipment rental market in Japan

Speaker Xiaoming Cheng, Board Member of JCRA

Moderator Murray Pollok, International Rental News

ABOUT JAPAN

- Area: 377,962 km² (62nd)
- Population: 127 M (10th)
- GDP/Person: 27,480 € (3rd GDP worldwide)

Xiaoming Cheng , presented the Japan rental market and industry challenges.

JCRA

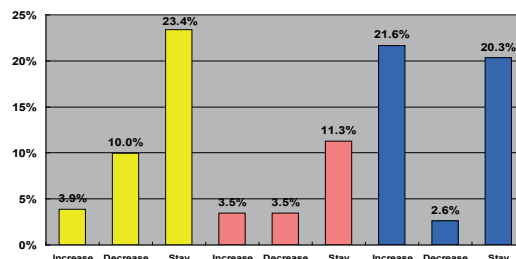


The Japan Construction Machinery Rental Association has over 980 rental companies including national, regional, local rental companies and 26 manufacturers, such as Caterpillar, Komatsu or Hitachi, representing over 80% of the rental industry.



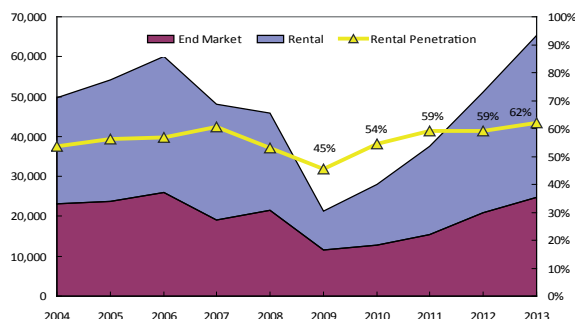
CUSTOMER NEEDS

The customer procurement needs in the next 5 years are very encouraging for the rental business as shown in the chart below.



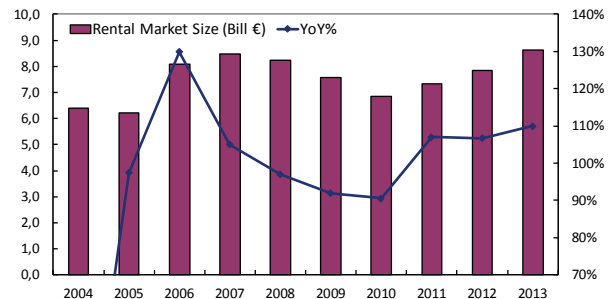
RENTAL PENETRATION

From 2009 to 2013, the rental penetration in Japan for excavators and mini excavators has grown from 45% to 62%.



INDUSTRY GROWTH TREND

The size of the Japanese rental market in 2013 is approaching EUR 9 billion and has exceeded the previous highest level of 2007.



COMPETITIVE LANDSCAPE

Aktio Corp, Nishio Rent All Co, Nikken Corp, Kanamoto Co and Taiyo Kenki Rental represent 41% of the Japanese rental market. The local rental companies (more than 1,000 companies) represent 46% of the rental market.

The rest is covered by manufacturers like Komatsu (4.7%), Hitachi (3.5%), Kobelco (2%) or Caterpillar (2%).

TIER IV IMPACTS

Tier IV changes Used Equipment dependent business model:

- Used Equipment resale value may decrease by 30 to 70% due to problems to export to Low Regulation Countries on emission control,
- manufacturers and Large National Rental Companies are highly dependent on Used Equipment profit.

Tier IV causes high ownership costs:

- higher purchasing price and insurance costs,
- higher maintenance & repair costs,
- requires skilled technicians and service equipment.

Proper market environment to accept Tier 4:

- governmental regulations to public construction project,
- practicable de-tier solutions.

Distribution Impacts:

- huge pre-buying demand (Tier III) in 2012 and 2013,
- potential significant demand drop (Tier IV) in 2014 and 2015.

E-BUSINESS DEVELOPMENT

Xiaoming Cheng concluded his presentation giving an update on the Japanese rental market in terms of e-commerce and gave the example of Kenki.com, the first web store in Japan. However it seems that the trend is not yet a major one and that Japanese rental companies are still struggling with developing an effective business model of e-business fitting the Japanese business culture.



*Presentation available on the ERA website,
www.erarental.org*

EUROPEAN RENTAL AWARDS



Large Rental Company Of The Year (> € 15 million revenues)

LOXAM WINNER >> Loxam (France)



Despite difficult market condition in its home market of France, 2013 was something of a 'year of action' for Loxam. It shifted to the single Loxam Rentals brand for its general rentals operations, continued the expansion of its city-centre LoxamCity stores and expanded its Loxam Laho Tec business, which offers suspended access, access towers and formwork. Loxam also opened up a potentially significant distribution channel through partnerships with DIY and builders merchant's networks Leroy Merlin and Weldom. The DIY stories and LoxamCity initiatives were part of a wider plan to be 'closer to the customer', with other initiatives including LoxamDrive, which allows customers to reserve equipment by phone or online and pick it up at the branch of their choosing. Loxam remains Europe's largest rental business, with revenues of €805 million in 2013 and EBITDA profits of €239 million. It continued to expand its international operations in 2013 with the acquisition of Dansk Lift, an aerial platform business with depots in Denmark, Norway and Sweden.



Large Rental Company of the year (>€15 million revenues)



SHORTLISTED >> AFI (UK)

2013 was a year of profitable growth for AFI, one of the UK's largest powered access rental companies. Following an £85 million refinancing, it made acquisitions in the UK (Hi-Reach and Wilson Access) and the Middle East (Access Rental Gulf), with revenues growing 37% and operating profits up 44%. More than its financial growth, the year was notable for AFI's investment in safety. It more than doubled the number of training days and has reduced the number of personal injury and road accidents by a third compared to 2012. Its commitment to safety extends beyond its own workforce. During the year, AFI launched an updated version of its SmartZone system, which controls and monitors the use of powered access machines.



SHORTLISTED >> GAP Group (UK)

GAP Group's diversification project continued successfully in 2013, with the Glasgow, UK-based company investing further in its specialist divisions. These specialist businesses helped GAP grow its annual sales by 22% in 2013. In support of the lifting division, in 2013, GAP established a dedicated Test, Inspect and Certify team. The company is committed to an apprenticeship scheme that it has been running for several years. Every depot in the network employs at least one apprentice and all apprentices have the option to be employed by GAP when their training is completed.



Small Rental Company of the Year (< €15 million revenues)



WINNER >> Hotmobil (Germany)

Hotmobil has exploited the shift towards a rental culture in mainland Europe to rent a range of mobile heating, chillers and steam units. The company, which employs 80 people and has a fleet of 1,000 rental units throughout Europe, also has expertise in product design, manufacturing some of its own units. Its range of heating units spans from 40 kW to 2.5 MW, suitable for supplying hot water during a renovation project or for temporary structures such as marquees. In meeting the needs of a growing rental market, Hotmobil has been able to develop products specifically designed for rental applications.



SHORTLISTED >> Dromad Hire (Ireland)

The winner of this award last year, Dromad Hire, has had another successful year, expanding its Fitness4GHire brand, adding parts supply to its activities and reporting a 32% increase in revenues in 2013. In the face of Ireland's severe downturn following the financial crisis, Dromad established a new operation renting fitness equipment to sport centres, hospitals and other customers. Last year it further expanded this operation by establishing a franchise for the Fitness4Hire brand and now has three independent franchises around the country offering next-day delivery. The company has also established a parts supply operation by joining forces with UK parts supplier IPS. Dromad is now offering 10,000 parts to the Irish rental market through IPS Ireland.



SHORTLISTED >> GGR Group (UK)

This specialist mini-crane and vacuum lifting specialist continues to expand its business, with revenues in 2013 growing 12% to £8.5 million and a 26% increase in the number of customers to more than 1,300. The family-owned business added to its range of niche products during the year. 2013 also saw the company implement some initiatives to improve customer service and satisfaction levels and now uses a third party online feedback system called Trustpilot to gather customer responses.



Small Rental Company of the Year (< €15 million revenues)

Around 75% of its business is repeat business. The company's professionalism is highlighted by the number of important projects it has been involved in, including London Crossrail, the SSE Hydro Arena in Glasgow and the Olympic Aquatic Centre legacy project.



SHORTLISTED >> Crestchic (United Kingdom)

Crestchic Loadbanks is a UK company that rents loadbanks for testing power supplies, primarily in sectors such as oil and gas, marine, data centres and power generation. In addition to its UK depots it has offices in France, Germany, the Netherlands, Dubai, Singapore, North America and Brazil. During 2013 – the company's 30th year – Crestchic invested heavily, opening a new £2.5 million rental facility close to its headquarters, providing a single base for its international loadbank rental operation. The facility – which has reduced lead times by 50% – can deploy units from 30 kW for a day's rental up to a 50 MVA high voltage package to the other side of the world for an extended project. The new rental yard has helped Crestchic increase customer retention rates to 95%. The company also added new products to its range. Revenues increased by 5% during the year and the company says it is targeting double digit growth rate this year.



SHORTLISTED >> Industrial Access (Romania)

Faced with the challenge of a depressed Romanian construction market, Industrial Access reported "the most challenging year in the history of our company". It responded to the crisis in several ways, but mainly by improving on its internal processes and increasing the amount of work done by computer systems. It integrated all its computer systems into a single Smartrent system, giving instant access to all its processes, from asset management to customer service. The company maintained its presence in four countries (Romania, Bulgaria, Serbia and Moldova) and, despite the challenging conditions, managed to keep reductions in profit at less than the market slowdown and maintained a strong cash position.



Rental Product of the Year



WINNER >> Power Towers (Pecolift access platform)



Power Towers' Pecolift is a 3.5 m working height vertical mast platform that uses a patented "stored power mechanism" in the mast that makes it very easy for the operator to manually lift the platform using a handle. This means the platform has no need for an engine, battery, hydraulics or electrics, making it a low maintenance, rental friendly platform. Launched in the UK in January 2013, the Pecolift has been an unqualified success, with over 2,600 machines sold.



HIGHLY COMMENDED AWARD >> SDMO (Rental Compact generators)

During 2013, SDMO completed the launch of its new Rental Compact line of gensets for the rental market, comprising models in the 16 to 550 kVA power range. The sets have been developed specifically with rental in mind with SDMO saying that the "revolution" was the realisation that rental sets are often used by people with little knowledge of power equipment. In addition to features that make the sets easy to handle on site, SDMO has also developed the technology – the sets use Stage 3A engines and there is a new patented cooling system that reduces noise, makes the machines more compact, and allows them to be operated effectively even in very hot conditions. These features have helped the Rental Compact range find rapid acceptance among rental companies in Europe, including in major power rental markets such as France and the UK.





Rental Product of the Year

SHORTLISTED >> Firefly (Cygnus hybrid generator)

Firefly launched its new Cygnus Hybrid Power Generator (HPG) in April 2013, offering customers an integrated power solution that can combine with a range of power sources such as solar, wind, battery and mains grid. It will also connect to a conventional diesel generator to manage variable load requirements, reducing diesel fuel consumption and CO₂ emissions. Firefly says trials have shown that genset fuel use can be reduced by up to 50%, with a 60% decrease in genset runtime and that what sets it apart from other hybrid systems "is its ability to provide both single and three phase power in one unit. Meaning the contractor or the plant hirer does not need source two units to provide both forms of power. The contractor benefits from being able to use both types of power at the touch of a button from the HPG."

SHORTLISTED >> Niftylift (HR28 hybrid access platform)

The Height Rider 28 (HR28) is a hybrid four wheel drive articulated boom platform powered by a diesel engine supplemented by battery power when required, allowing the use of a smaller engine and thereby reducing fuel consumption, engine emissions and noise. The HR28 can operate on battery alone for indoor, quiet or clean applications, and the diesel engine then recharges the batteries without a mains power source. The platform also incorporates Niftylift's patented SiOPS safety system, a secondary guarding system that prevents the operator being crushed onto the controls. Niftylift was the first manufacturer to develop this technology and has now been followed by others in the market.

SHORTLISTED >> Tower Light (VTLED lighting tower)

Tower Light is well known in rental markets around the world for its lighting tower products. In 2013, it built on its reputation for innovative products with the launch of a LED lamp version of its well-established VT lighting tower range. The use of LED lamps means that the less power needed to light up the lamps and therefore Tower Light was able to replace the standard 9.0 kW engine with a 5.0 kW unit. This lowers fuel consumption from an average of 1.8 l/min to 1.0 l/min. Other benefits of LED lamps, says Tower Light, include zero maintenance, longer life, lower disposal costs, and the ability to be restarted when hot, unlike metal halide lamps that have to cool first.



Rental Safety Campaign of the Year



WINNER >> Ramirent (Finland)

Ramirent's safety campaign was firmly targeted at workers on construction sites in Sweden. It set up a trailer equipped with safety information, equipment and videos and went on a countrywide tour visiting 28 major construction sites during the year, providing advice and information to more than 5,000 site workers. The trailer would arrive on site at a pre-arranged time, giving workers a welcome break from the routine while doing something useful. As part of the programme, Ramirent developed a TB Safety Guide (TB stands for Tryggare byggare – Swedish for safer construction workers) for use on smart phones. The guide provides guidance on issues such as working at height, dust control, vibration levels on hand-held equipment and lifting. As well as improving safety knowledge on sites, Ramirent also used the trailer to visit its own depots and improve its staff knowledge on safety and related products. The programme has led to an increase in demand for safety-related products, led customers to ask for more training, and made an obvious connection between machines, safety knowledge and Ramirent.



SHORTLISTED >> AFI (UK)

AFI is shortlisted for its development of the SmartZone, a device that controls and monitors the use of powered access platforms and ensures that machines cannot be operated by anyone who has not been properly trained and authorised to use them. The system recognises a smart card – such as an IPAF PAL card – and will only unlock the machine if the operator has the required licence category and if the card is not out of date. In addition, the system builds up a profile of what each operator has been doing and will prompt familiarisation training if the operator has never used a particular model. Similarly, it will prompt the user to carry out pre-use checks if he or she has not operated a machine for the previous 24 hours. In addition to these features the system can also be used to create a geofence, with the machine unable to restart in areas outside the prescribed zone. Also included is an autolock capability, if a machine is left without being locked.



Rental Safety Campaign of the Year



SHORTLISTED >> Lavendon Group (UK)

Europe's largest powered access rental company created a 'Your safety, our priority' campaign targeting both its own employees and external customers. The campaign, including printed, digital and video content in four languages, aimed to provide straightforward and consistent way of informing and engaging its customers on key areas of health and safety. A key part of the initiative was to involve employees in the development of the tools, with staff at five locations in the UK, France, Belgium, Germany and the United Arab Emirates participating. This also served to show customers that its employees played an important role in maintaining safety on their jobsites. Lavendon says the all 1,500 of its staff have a copy of the 'Your safety, our priority' guide, helping codify high standards of the group to all new and existing staff, and that the programme has raised awareness with its customers about the importance Lavendon places on safety and demonstrates the high standards that must be met. In the process, the online health and safety sections of Lavendon's websites have been transformed from a static, seldom updated page to "a six page journey featuring videos, downloads and health and safety guidance."

Rental Marketing Campaign of the Year



WINNER >> Hewden (UK)

Hewden created a Core Fleet of its most popular 30 products – excavators, telehandlers, dumpers, rollers, scissor lifts and telescopic booms – and guaranteed that any orders from the Core Fleet placed before midday were guaranteed delivery the following morning, while orders placed between midday and 5.00pm would be delivered before 5.00pm the next day. If it failed to deliver, customers would receive a £100 credit note, no questions asked, and a written apology from Hewden's CEO. The initiative has succeeded. It has broadened Hewden's appeal to the small and medium sized contractors and builders, with business to these customers increasing by 11%, and it has increased time utilisation on the core products from 53% to 62% (on a now larger fleet). As of 20 February this year, Hewden had a success rate of 99.8% on the Core Fleet deliveries. The success of the programme has led Hewden to invest heavily in the core fleet, spending £35 million on more than 500 new machines last year and planning to invest more than £40 million on the core fleet this year.





Rental Marketing Campaign of the Year



SHORTLISTED >> 4-punto-1 (Italy)

Facing extremely difficult economic conditions, four of Italy's biggest rental companies decided to work together to create an alliance that would provide customers with a single point of contact for a wide range of products.

The four - Venpa (access and earthmoving equipment), Milantractor (power rentals), Tecnifor-Fae (portable accommodation) and E-Mac (cranes and scaffolding) - created a rental alliance called 4punto1, designed to offer equipment to large customers working on major projects. The alliance was launched in March 2013 with a joint marketing and promotions plan, which included the alliance presenting the concept to 100 of the largest contractors in Italy. The concept has already paid off, with 4punto1 winning work on major projects, including the new Metro 5 line in Milan, the Hotel Marriott project on Sacca Sessoly Island in Venice, and the Expo2015 site in Milan.



SHORTLISTED >> Nationwide Platforms (UK)

Nationwide Platforms created an extensive marketing campaign around the new Pecolift low-level access platform that it added to its fleet in 2013. The effectiveness of the campaign can be measured by the fact that the company attained 70% utilisation on the fleet of 1000 Pecolifts.

The campaign, undertaken during the first six months of 2013, included 30 trials and demonstrations around the UK, internal communications to Nationwide staff to familiarise them with the machine, a professional video, leaflets, web content (a special Pecolift landing page) and digital communications with customers.

In addition to the high utilisation rate reached for the fleet, Nationwide says it managed to get the Pecolift rented to prestigious projects and major industrial sites, including St Barts Hospital in London, Heathrow Terminal 2, Hartlepool Power Station and Heysham Nuclear Power Station.




ERA / IRE Rental Person of the Year



WINNER >>

**GILL RILEY,
founder and managing director**



Ms Riley leads a company that, in 15 years, has become one of the fastest growing small and medium sized rental companies in Europe, with a rental fleet of mini-cranes and 27 dealers throughout Europe all promoting the mini-crane concept. With her brother Graeme, Ms Riley has built GGR Group into a strong niche business through a combination of energy, spirit and strong leadership. She travelled the world to source glass lifting vacuum lifters and mini-cranes, seeing the potential to combine them for use inside buildings where space was restricted. Ms Riley believed that this represented a potentially lucrative rental market, and so it has proved. Ms Riley became an early adopter of the equipment, which was then relatively unknown in Europe. After adding ten cranes to her hire fleet, these machines were soon in high demand, transforming the business. Ms Riley also takes seriously her role as a woman in what often remains a very male environment. Last year she trained and hired the company's first female mini crane operator, and she personally mentors many of the female staff who provide technical advice to customers.



EUROPEAN
RENTAL
ASSOCIATION

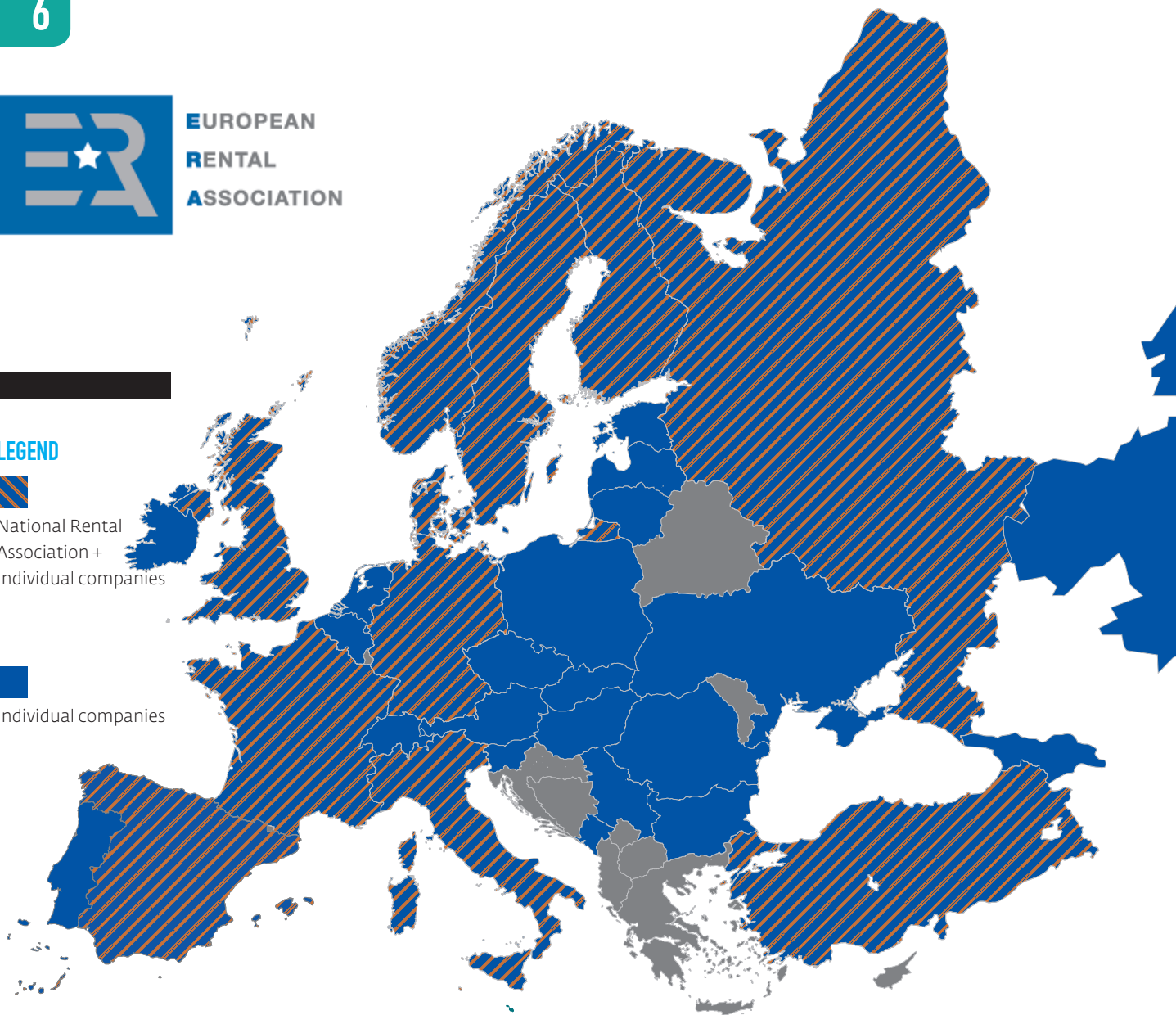
LEGEND



National Rental
Association +
Individual companies



Individual companies



ERA MEMBER COMPANIES OPERATE IN ALMOST ALL COUNTRIES IN EUROPE

Find out which companies operate in your country at www.erarental.org

ERA MEMBERS: NATIONAL RENTAL ASSOCIATIONS (AS OF AUGUST 2014)

DENMARK / Danish
Rental Association
FINLAND / TKL
FRANCE / D.L.R.
GERMANY / BBI
ITALY / Assodimi

NORWAY / Norwegian
Rental Association
RUSSIA / NAAST
SPAIN / CONFALQ
SWEDEN / Swedish
Rental Association

UNITED KINGDOM / CPA / HAE
TURKEY / IMDER
INTERNATIONAL ASSOCIATION /
IPAF

ERA MEMBERS: RENTAL COMPANIES (AS OF AUGUST 2014)

BELGIUM /
Atlas Copco Portable Air
Locasix
Six Equipment
TVH

BULGARIA /
Johnny Service
Stroyrent

FINLAND /
Ramirent
Cramo

FRANCE /
Acces Industrie
Chambault
Groupe SALT
Hertz Equipment Europe
Kiloutou
Loxam

GERMANY /
Zeppelin Rental
Wacker Neuson
Rain for Rent International
Hotmobil
Liebherr Mietpartner

GEORGIA /
Georent
KAZAKHSTAN /
Equipment Rental Solutions

ITALY /
Nacanco
Venpa

PORTUGAL / Machrent
ROMANIA / Industrial Access
RUSSIA / Indes
SWITZERLAND / Avesco

THE NETHERLANDS /
Aerzen
Boels Verhuur
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Energyst
IQ Pass International
Peinemann Holding
Riwal Hoogwerkers
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Hewden Stuart
HSS Hire
Lavendon Group
Red-D-Arc
Speedy Hire
VP Plc

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Caterpillar
CL Miller Consulting
Containex
Dantherm Air Handling
DEIF
Datatag ID
El-Björn

Euro Auctions
Genie Europe
Haulotte Group
Hilti
Hinowa
Hitachi Construction Machinery
HSO Enterprise Solutions
inspHire
Iron Planet
JCB
JLG International
Kaeser Compresseurs
KHL Group
Liebherr France

Manitou
Roesler Software Technik
Ritchie Bros. Auctioneers
Sany Germany
Skyjack UK
Smartequip
Swepac
Sycor
Tower Light
Trackunit
Volvo CE Europe
Wacker Neuson
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