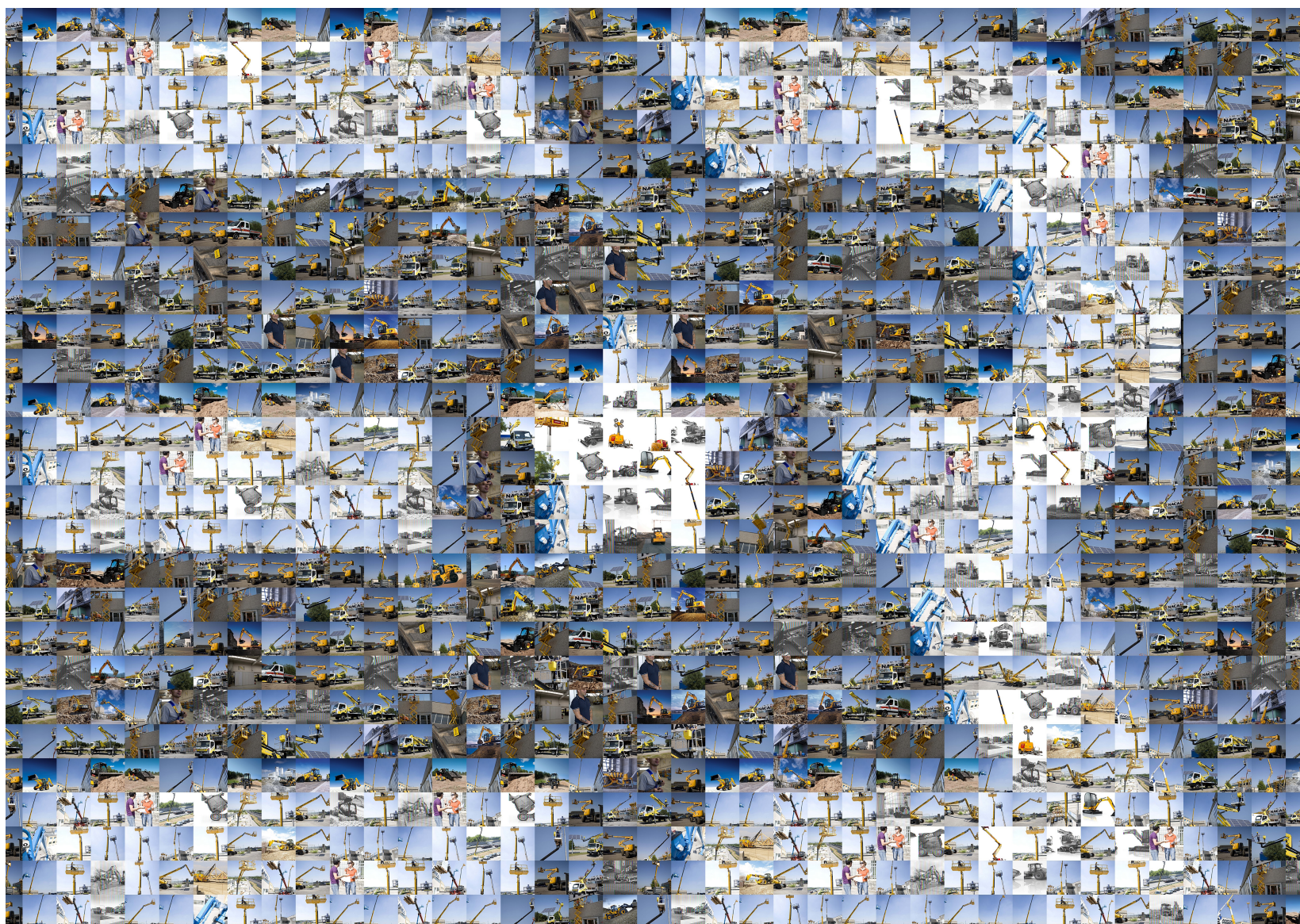




**EUROPEAN
RENTAL
ASSOCIATION**

THE VOICE OF THE EQUIPMENT RENTAL INDUSTRY



WWW.ERARENTAL.ORG

[@ERA_RENTAL](https://twitter.com/ERA_RENTAL)



ABOUT ERA

ERA, the European Rental Association, is the representative association of the equipment rental sector in Europe. ERA represents around 5,000 rental companies in Europe, either directly or through 14 National Rental Associations and the International Powered Access Federation (IPAF).

The Association is open to all European national rental associations as well as to all rental companies who have at least one operating location in Europe. The Association is also open to associate members who are stakeholders in the rental industry, such as equipment manufacturers or service providers.



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Our key mission is to support the growth of Europe's Rental Industry

To
achieve
this goal

We encourage increased efficiency in the industry by providing a number of tools to rental companies, such as recommendations for General Rental Conditions, the **Discover Rental Guide**, the **Reasons to Rent**, the Key Drivers influencing the **Total Cost of Ownership**, the guide for **theft prevention**...

We increase knowledge on the size and strength of the rental industry by **developing market sizing and benchmarking on the industry**, covering various product groups and geographical areas,

We create marketing tools to **help rental companies promote the concept of rental** and support the growth of the market all over Europe,

We provide education and the **sharing of knowledge** on topics of specific interest to the industry at our Annual Convention,

We work towards **removing barriers** that impede the free access to construction equipment rental services across borders,

We participate in the development of **European standards** and recommendations **to optimize health and safety levels** for our industry's employees and customers,

We coordinate **discussions between rental companies** and equipment manufacturers on the specific needs of the rental companies for their equipment, their operations and maintenance and the training of staff and customers,

We promote **the rental concept as fundamentally sustainable** towards European and national authorities,

We help our members convince their customers of the **benefits of renting** from both a financial and an environmental / societal perspective,

We support the existing national rental associations and the creation of national rental associations in countries where no association exists.



Our members receive information about the market and upcoming trends and can share ideas with experts from all over Europe

ABOUT ERA

Did you
know?

The Equipment Rental Industry in Europe represents over 15,000 rental companies, which employ around 120,000 people. The total turnover of the industry in Europe is around EUR 23,5 billion. Interested in knowing more? Our European Equipment Rental Industry Report contains detailed information on the Rental Industry in Europe.

Why join
us?

Network with leaders of large and small rental companies. Around 300 leaders of rental companies and representatives from national rental associations attend our annual convention to meet with their peers and with the suppliers to the industry,

Get access to all services offered by ERA in the fields of safety, sustainability, statistics or general rental conditions,

Support the development of Europe's Rental Industry through the promotion of the rental concept in developing markets, the education of European decision-makers on this industry and the promotion of a more sustainable industry,

Gain access to credible industry specific information, studies and updates on the development of the rental industry,

Make sure your company participates in discussions on equipment technology needs of rental companies with other stakeholders and in Europe wide efforts to combat equipment theft.

For more information
please visit our website
www.erarental.org

How cost
effective
is rental?

There are no two identical situations. The European Rental Association has therefore developed a **calculation model for the Total Cost of Ownership** of equipment to allow any company / individual to see whether, for their specific situation, it makes more sense to rent or buy construction equipment.

Our model is available upon request at era@erarental.org



WHY RENT?

Rental means you always have the right equipment; you can keep it for as long as necessary, having it delivered directly to the site. All of the routine checks are taken care of for you, meaning you don't need to worry about compliance with norms or regulations, reducing the costs and risks related to ownership

The right product when and where you need it: rental companies can provide you with the most comprehensive range of state-of-the-art equipment, just when and where you need it.

Reasons to rent

FINANCE / Release capital for your business

- Minimise the size of your equipment fleet
- Improve your cost controls
- Lower your maintenance costs
- Reduce your transportation fleet

EQUIPMENT / The right product when you need it

- A vast range of equipment at your fingertips
- State-of-the-art products

SERVICE / A professional supplier ready to help

- Availability: equipment when you want it
- Flexibility: short, medium or long term rentals
- Proximity: rental suppliers close to your work sites
- Equipment delivered to where you need it
- Expert advice, not just equipment

SAFE AND SECURE / Be safe: rent it and avoid risks

- Equipment that complies with regulations
- Safety checks before each delivery
- Well maintained products

SUSTAINABILITY / Save money and the environment

- Reduced investments by renting and sharing instead of owning
- Increased resource utilisation efficiency
- Permanent access to more modern eco-efficient equipment fleets
- Reduction of energy consumption



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