

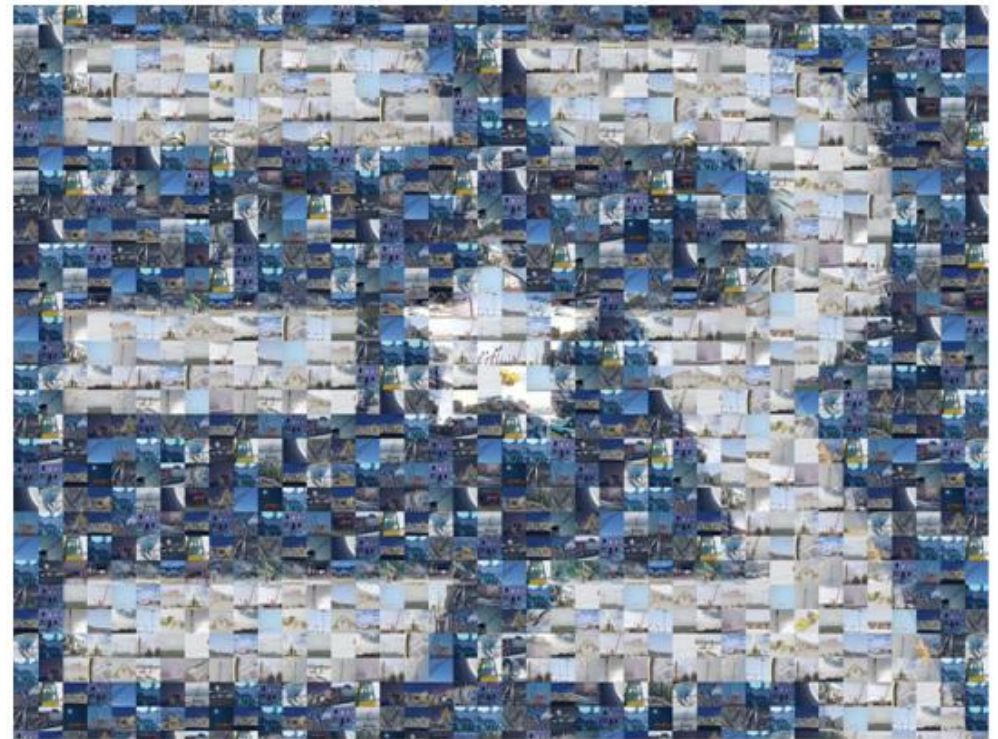
ERA Convention 2010

“New Opportunities for Rental”

National Associations

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New Opportunities

This is a brief consideration of a few possible rental opportunities in the future

The conclusion in advance: **Sustainability** of the development of the company is the most important opportunity! This means:

- è A closer collaboration with the customer
- è More and better services for the customer
- è Improvement of the skills of the employees

Present State: Recession

The total construction output dropped by 8.4 %
in 2009 (19 Countries / Euroconstruct)

Forecast 2010: - 2,2 %; no recovery before 2011

The manufacturing industry: Low capacity utilization

The public sector: No money for investments

Opportunity: New Markets?

Are there new markets?

Often, «new markets» aren't that new or they are already occupied

Niche markets are often very small and already occupied by specialists

è A good opportunity only for a few rental companies

Opportunity: Internet?

Being present in the Internet and online marketing is important for rental companies

But: The Internet is mainly a new opportunity for the customer

- è Products and services are easier to compare
- è Competition becomes even more intense

Other Opportunities

- n State-of-the-art equipment
- n Surveillance systems
- n Fleet management systems
- n Long-term rental
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The Most Important Opportunity: **Sustainability**

- n Constant adjustment of the product lineup and the range of services to the needs of the customer
 - n Creation of apprenticeship places
 - n Training, education and motivation of employees
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The Most Important Opportunity: **Sustainability**

- n Optimization of internal processes
 - n Implementation of quality and safety standards
 - n Improved collaboration with competitors and associations
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Tasks for Associations

- n Promotion of reasonable «rules of the game» for market players = setting a standard
- n Identification of new market opportunities for the rental industry
- n Collaboration with colleagues of other associations



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Thank you for your attention!