



EUROPEAN
RENTAL
ASSOCIATION

Why in Italy?

Experience of a European company

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BOELS IN EUROPE

- The company has been founded in 1977 in the South of the Netherlands
- In the '90s the European expansion begins.
- YTD we have more than 335 depots in 9 countries
(recent acquisitions: Drott rental in Austria and Yellow Rental in the Netherlands)

BOELS IN ITALY

- In 2011 Boels entered the Italian market
- 3 depots have been opened in the North of Italy
- Boels Rental is a generalist (Rents almost everything!)
- To be a generalist we offer complete solutions to the customers
- In Italy Rental companies are often specialised and very local
- Our market is BtoB and BtoC
- A lot of solutions concentrated in one company with clear values

WHAT IS DIFFERENT IN THE ITALIAN MARKET

- It is very difficult for an international company to understand some peculiarities of our market
- I had to explain a lot of things at the beginning
- Payments and deposit with cheques

PECULIARITIES OF THE ITALIAN MARKET

- Long payment terms
- Low rental rates
- High costs for employees, gasoline, insurance etc.
- Bureaucracy of the Italian government that slows down every investment
- In Italy the Debtor is more protected than the Creditor.

WHY IN ITALY?

- The rental penetration in Italy is much lower compared to the rest of Europe
- The potential growth in Italy is very high
- Boels adapts to this new market and has learned a lot during the process
- Mindset “Buy versus rent” is changing in Italy
- A company rents not because they have no money to buy but because they pay for the right machine at the right timing

SUSTAINABILITY

- It is an important part of our philosophy
- All our machines are from leading suppliers who all work on sustainability
- Our purchasing department considers sustainability with every purchase
- All machines are maintained regularly
- All machines are checked and verified according to match law requests
- For us the Assodimi project of Quality Rent is part of our philosophy from the beginning

THANKS FOR YOUR ATTENTION !