



EUROPEAN
RENTAL
ASSOCIATION

Trends in the European Equipment Rental Market

Report of the ERA Statistics Committee

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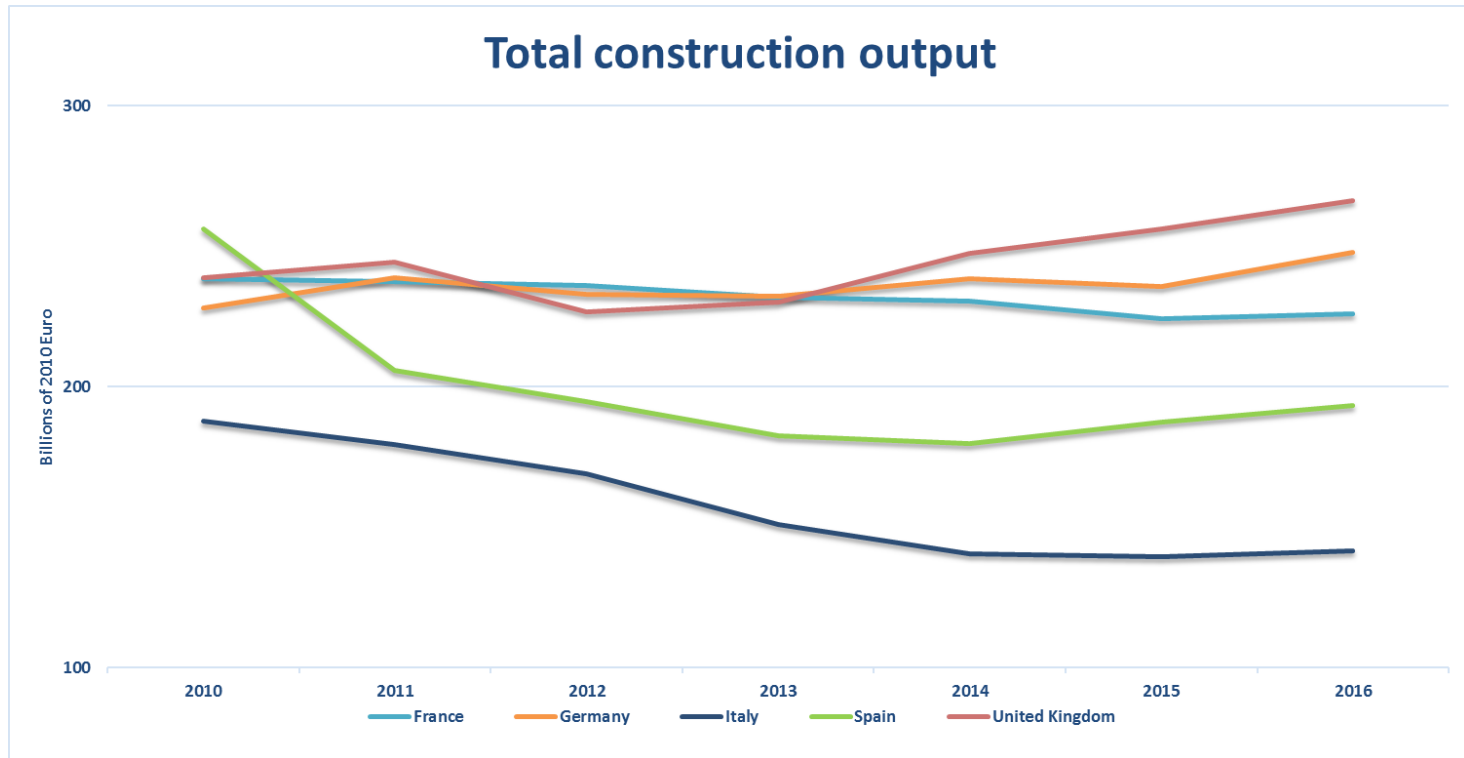
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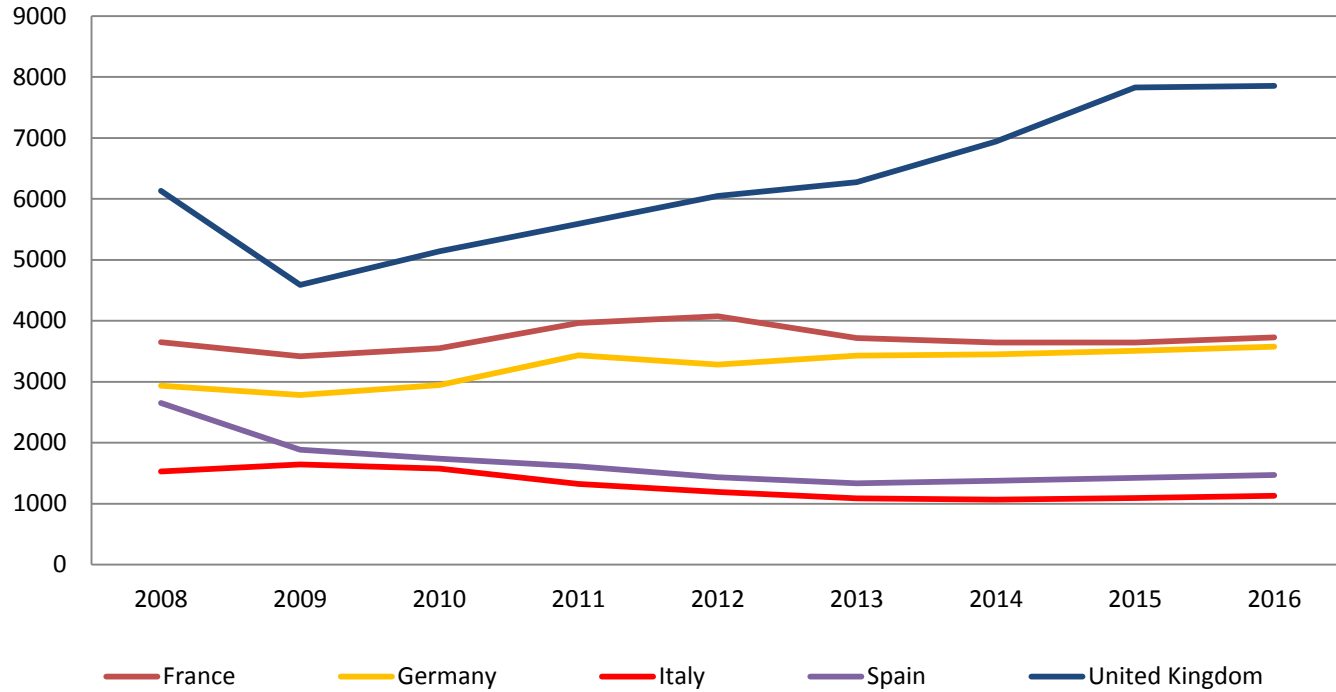
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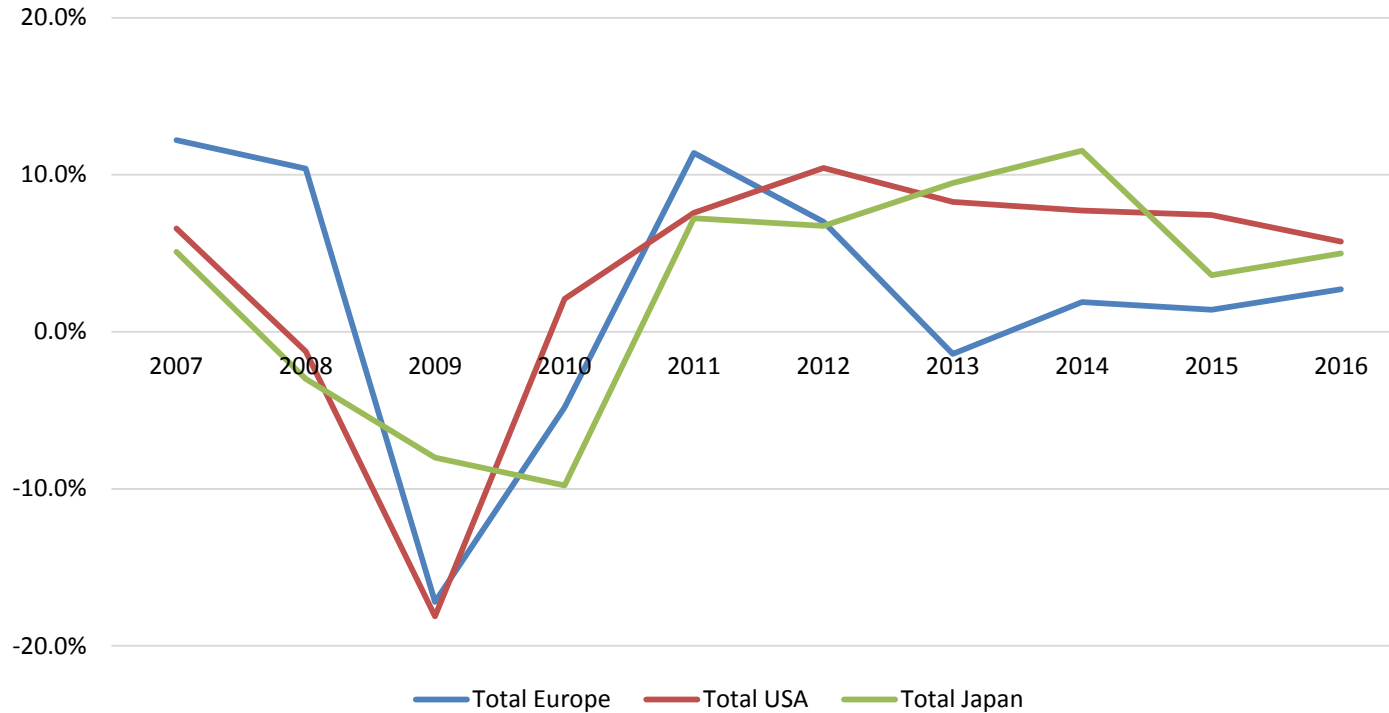
Long term trends - Main European construction markets (Bil.€)



Long term trends – Main European rental markets (M€)



Long term trends - Main world rental markets (% growth, LCU)



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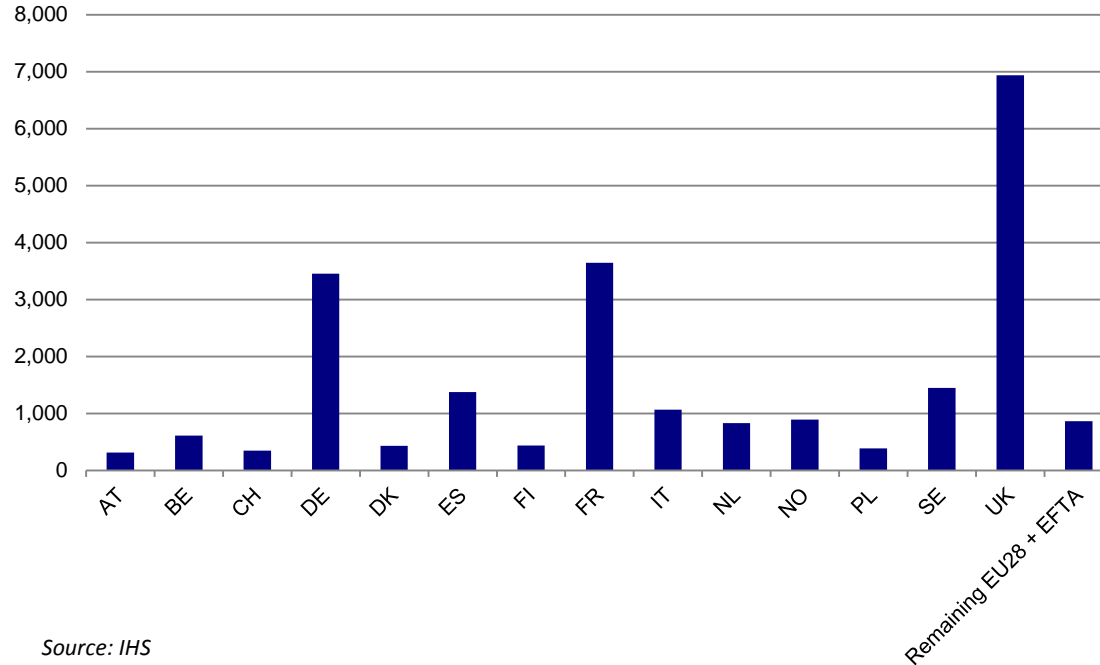
ERA Market Report 2015 Highlights

- In the EU28 and EFTA Countries, **Total Rental Turnover of €23.06Bn in 2014** an **increase in value of 1.9% over 2013** at constant exchange rate
- **In 2015**, the estimate is showing growth with an **average increase of 1.4% over 2014** at constant exchange rate
- The **May 2016 Update** of the 2016 Forecast revises **slightly downwards** the **September 2015 original** of the 2016 forecast from **+1.3% to +1.0%**

Rental revenue growth per country 2016

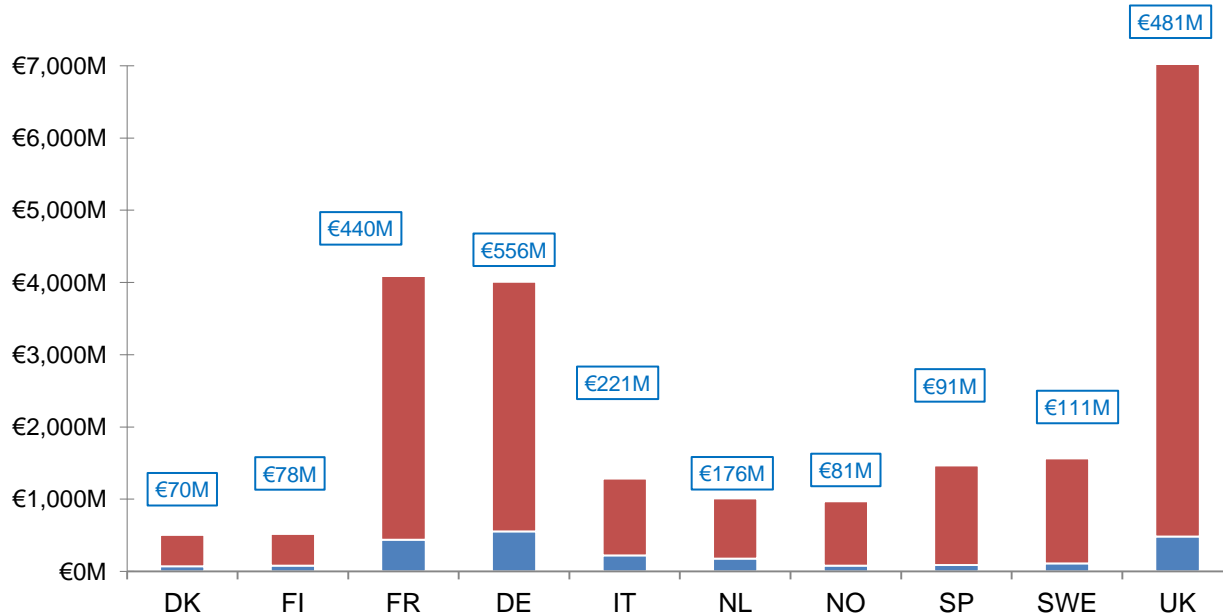
	ERA 2015 Report (Sept 2015)	Update (May 2016)	Difference in % points
Countries	2016	2016	2016
Austria (AU)	2,9%	3,9%	0,98
Belgium (BE)	2,3%	2,8%	0,42
Denmark (DK)	2,6%	1,2%	-1,38
Finland (FI)	3,6%	3,2%	-0,49
France (FR)	2,4%	3,0%	0,66
Germany (DE)	1,8%	3,5%	1,72
Italy (IT)	3,4%	3,0%	-0,43
Netherlands (NL)	1,8%	1,0%	-0,79
Norway (NO)	2,3%	1,3%	-1,01
Poland (PL)	1,8%	1,9%	0,15
Spain (ES)	3,1%	2,0%	-1,15
Sweden (SE)	0,9%	1,0%	0,05
Switzerland (CH)	0,3%	1,0%	0,73
United Kingdom (UK)	3,7%	2,3%	-1,35
EU 28 & EFTA	1,3%	1,0%	-0,23

Total Rental Turnover 2014 by Country (in million €)

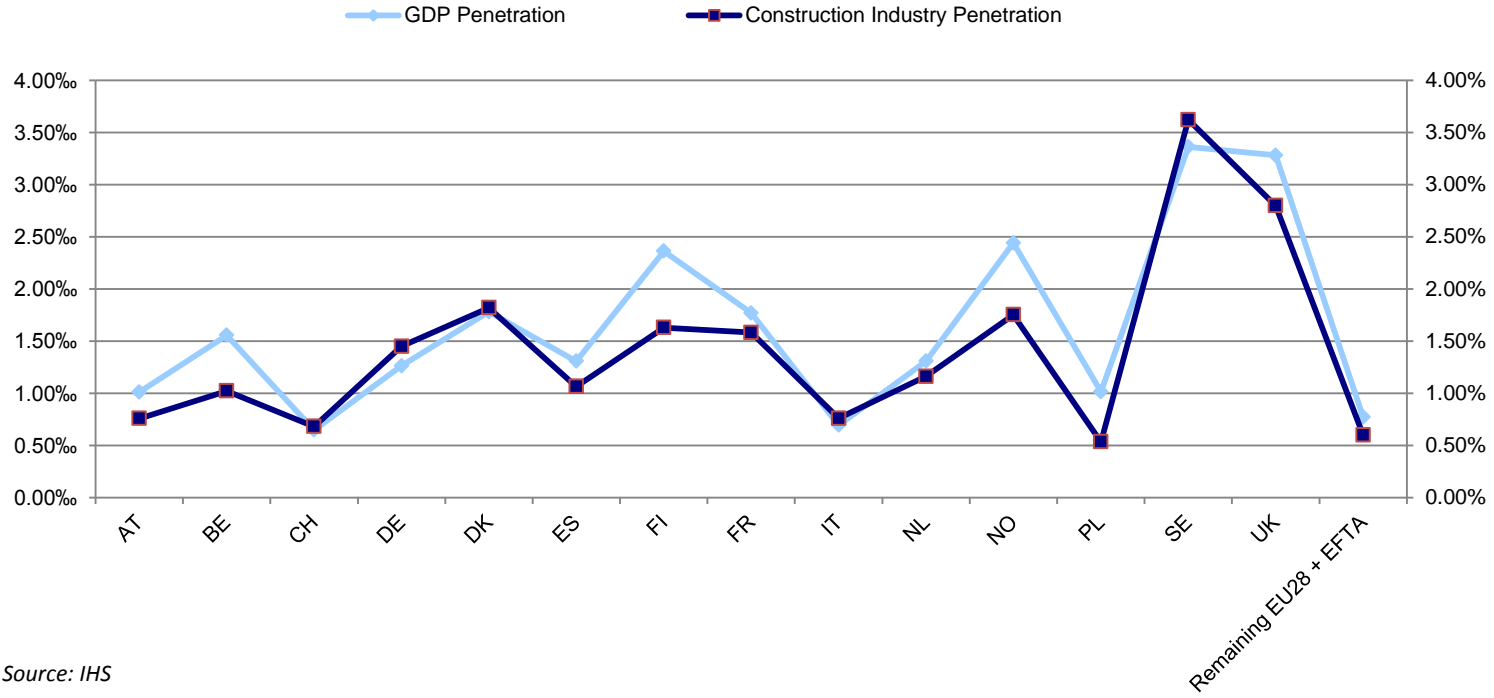


Source: IHS

TOTAL Rental Revenue & MEWP Rental Revenue



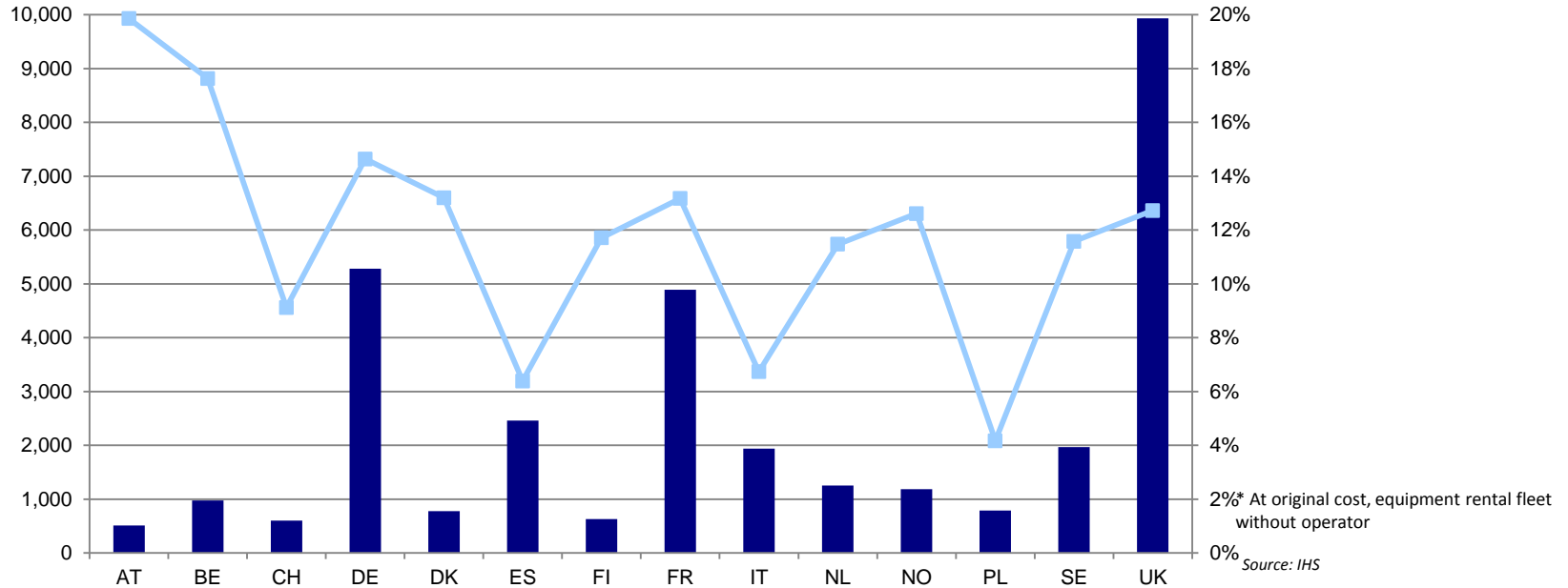
Penetration Rates 2014 against GDP and Construction



Source: IHS

Investments and rental Fleet Size in 2014

■ Value of Rental Fleet* [million Euro] — Ratio: Investment in Rental Equipment / Value of the Rental Fleet



03 / Special Focus on the leading European rental markets

	UK in 2012	France in 2013	Germany in 2014
1 - General Plant	45,2%	41,1%	51,8%
2 - Tools & General Equipment	13,7%	18,5%	8,6%
3 - Access	15,9%	24,3%	15,1%
4 - Power Generation & T° Control	12,6%	8,4%	10,7%
5 - Accomodation & fencing	6,2%	2,9%	7,4%
6 - Industrial Machinery	1,4%	0,0%	0,9%
7 - Cranes	5,0%	0,1%	0,5%
8 - Transportation		4,8%	2,6%
9 - Construction Site & Traffic Safety			2,5%

Equipment rental revenue without operator by main market segments

Level 1 - market Category	Share of total revenue			Level 2 - market Category	Share of total revenue		
	UK in 2012	France in 2013	Germany in 2014		UK in 2012	France in 2013	Germany in 2014
Construction	62,9%	67,7%	64,3%	1.1 Residential Constr.	10,5%	18,4%	7,8%
				1.2 Non-Residential Constr.	30,5%	18,4%	32,7%
				1.3 Infrastructure constr.	21,9%	30,9%	23,8%
Non-Construction	37,1%	32,3%	35,7%	2.1 Services Sector	20,3%	16,5%	12,8%
				2.2 Consumer Sect. & Others	1,7%	6,2%	9,5%
				2.3 Industrial Sector (excl. Industrial construction)	15,1%	9,7%	13,4%

Equipment rental revenue without operator by main “channel to market” categories

Level 1	Share of total revenue	
	France in 2013	Germany in 2014
1 - Rental companies	92.5%	67.0%
2 - Distributors having a rental activity	7.0%	31.0%
3 - OEMs having a rental activity	0.5%	2.0%
Total	100%	100%

2016 Report Developments

- **Validation of rental market sizing for Nordic Countries**

After the work done in UK, France and Germany, a similar methodology will be applied to the specifics of each of the 4 Nordic Countries.

- **Additional country to the current scope of 14: Czech Republic**

- **Comparative analysis between Total and MEWP rental markets**

Using the main findings of ERA and of IPAF, the International Powered Access Federation, as included in their annual report.

- **USA Summary**

Summary of the main findings of the ARA, the American Rental Association, as included in their US rental revenue, produced jointly by the ARA and IHS.

- **Schedule: 2016 Report to be published mid October**