



EUROPEAN
RENTAL
ASSOCIATION

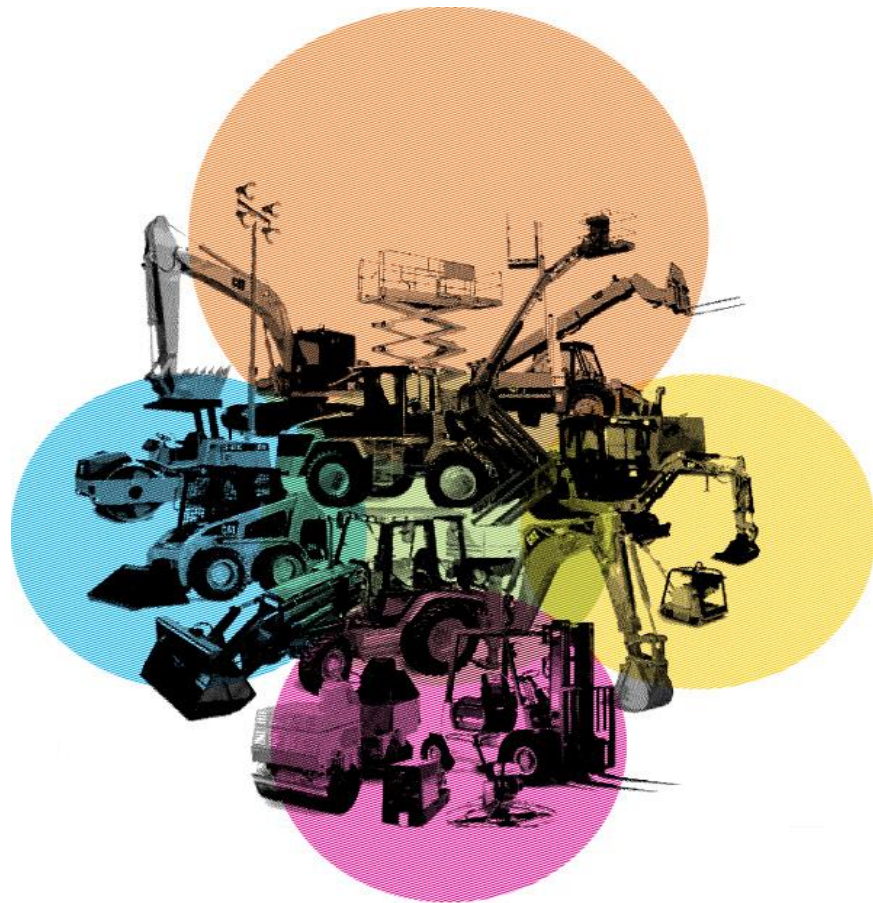
Image of the rental industry

Pierre-Yves Rallet

Loxam



Please react on Twitter, @era_rental



Today's workshop

- A quick update on the work of the Promotion Committee
- Presentation on European Rental Week – Huw Longton, ERA
- Workshop (groups of ten) on:
 1. **How can we promote the rental business during European Rental Week?**
(What activities, who should be involved, what could be promoted, etc.)
 2. **What are the good reasons to work in the rental industry** (that can be promoted during European Rental Week)?
- Wrap-up of our session

Promotion Committee members include:

6 Rental associations

5 Rental companies

6 Suppliers



Pierre-Yves Rallet
Committee Chairman

See the full list on the ERA website

<https://erarental.org/mission-and-structure/>

- **Partnership with Lectura** continued, promoting the TCO and CO2 calculators to equipment users (+ a big upgrade to the CO2 Calculator)
- **Investment in videos** to promote ERA and the industry
- **Audience growth** on the website and social media
- **New publications** for promoting and supporting the industry
- **International cooperation** through Global Rental Alliance
- **Working more closely with the national associations** – European Rental Week



The future priorities for the Committee will be sustainability, people and finance

Partnership with Lectura to promote TCO and CO2 calculators:

- CO2 and TCO calculators promoted on Lectura Specs website
- Reaches target audience of equipment users



EQUIPMENT CO₂ CALCULATOR

Powered by the European Rental Association

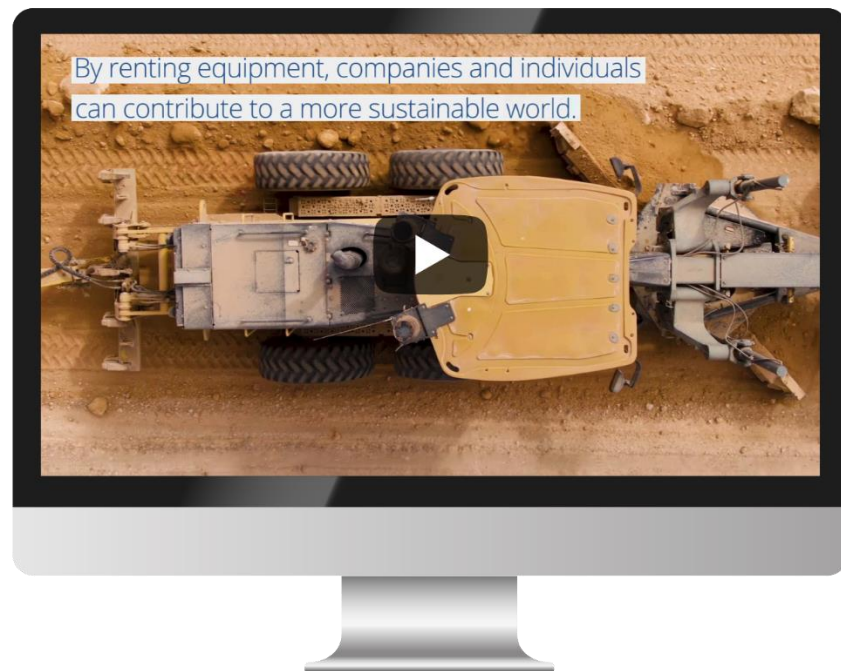
Updates

Equipment CO2 Calculator upgrade launched last week:

- ✓ New calculators for handheld tools and modular space
- ✓ Group calculations for a specific project, task or jobsite, or an entire equipment fleet
- ✓ Improved navigation with 5 equipment categories

Investment in videos

- ‘Anything can be rented’
- ERA presentation video
- Impact of digitalisation
- Why renting is good for the environment
- Jobs in rental
- Benefits of rental



15%

Growth in website traffic

230

Social media posts

>200k

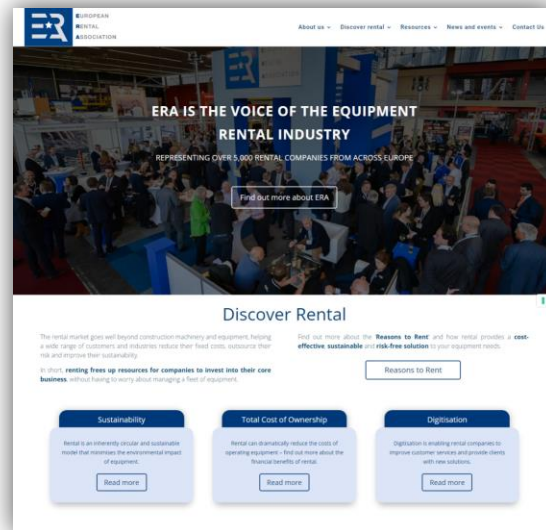
Social media impressions

18%

Growth in Twitter followers

48%

Growth in LinkedIn followers



New publications for promoting and supporting the industry

- Reasons to rent
- Environmental manifesto
- Impact of digitalisation
- Cybersecurity guide
- Sustainability KPIs 2.0





International cooperation through the Global Rental Alliance (GRA)

- Reasons to Hire, Reasons to Rent poster
- Sharing best practices on people, promotion and sustainability
- New GRA website - globalrentalalliance.org

REASONS TO HIRE

REASONS TO RENT

- SAVE MONEY AND CONTROL COSTS**
 - Minimise the size of your equipment fleet
 - Access the latest equipment without worrying about maintenance, repairs, upgrades or borrowing costs
 - Reduce your transport fleet
- SAVE TIME AND RESOURCES**
 - Access state-of-the-art products with a vast range of equipment at your fingertips
 - Enhance productivity with telematics and GPS
 - Save time spent on equipment maintenance and management
 - Save storage space, with equipment no longer sitting idle
- HAVE A PROFESSIONAL PARTNER READY TO HELP**
 - Get the right equipment when you need it from rental suppliers close to your job site
 - Rent flexibly in the short, medium or long term
 - Access expert advice, not just equipment
 - Have the right data at the right time
- ENSURE SAFETY, MINIMISE RISK**
 - Get well-maintained equipment that complies with regulations, with inspections before each delivery
 - Get expert training on operating equipment
 - Utilise remote tracking for predictive maintenance
- LOWER YOUR ENVIRONMENTAL IMPACT**
 - Get the right equipment for the job
 - Optimised logistics reduces emissions transporting equipment to job sites
 - Rental maximises the utilisation rate of equipment
 - Rented equipment is very well maintained, increasing its efficiency and lifetime

Global Rental Alliance The Global Rental Alliance (GRA) is a networking organisation of equipment rental associations formed in 2002 to promote rental worldwide. Since 2021, the GRA secretariat has been administered by the European Rental Association.



Working more closely with the national associations

- 3 joint Promotion-National Association Committee meetings to discuss how best to promote rental
- Outcome: European Rental Week



9-15 OCTOBER 2023

- 1. How can we promote the rental business during European Rental Week? (What activities, who should be involved, what could be promoted, etc.)**
- 2. What are the good reasons to work in the rental industry (that can be promoted during European Rental Week)?**

Co-moderators



Jose Blanco, ASEAMAC



Jürgen Küspert, bbi