



ERA CONVENTION 2026

JUNE 2-4

**Celebrating 20 Years:
Building the Next Era of Rental**

Maastricht, The Netherlands

For more information visit:
erarental.org

Celebrating 20 Years: Building the Next Era of Rental
#ERAConvention2026



EUROPEAN
RENTAL
ASSOCIATION

The future of rental products

What will we rent in 10 years?



EUROPEAN
RENTAL
ASSOCIATION

Glyn Matthews

Digital Transformation Manager
Sunbelt Rentals



#ERAConvention2026

Celebrating 20 Years: Building the Next Era of Rental



DISCLAIMER

THE FUTURE IS UNWRITTEN BUT I'LL HAVE A GUESS ANYWAY!



HANDLE WITH CAUTION
- MAY BE COMPLETELY WRONG

FUTURE PREDICTIONS UNDER CONSTRUCTION

OUTCOMES NOT EQUIPMENT



SMART, CONNECTED FLEETS



AUTONOMOUS & REMOTE OPS



SUSTAINABILITY & NET ZERO



DATA & AI OPTIMISATION



ENERGY SOLUTIONS



ROBOTICS & AUTOMATION



NEW BUSINESS MODELS



TEMPORARY ECOSYSTEMS



WORKFORCE TRANSFORMATION

TOMORROW MIGHT HAPPEN
MAYBE MAYBE NOT
WHO KNOWS?





“The rental industry has spent decades optimising how we rent machines.

But what if machines become the least important part of the transaction?”



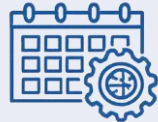
Labour Shortages



Autonomous Equipment



Carbon Regulation



AI Scheduling



Remote Operations



Robotics



Subscription Models

Autonomous & Robotics



Celebrating 20 Years: Building the Next Era of Rental



Energy & Temporary Infrastructure



Celebrating 20 Years: Building the Next Era of Rental



Data & Compliance



Outcome Based Rental



GUARANTEED
UPTIME
99.5%



PROJECT
COMPLETION
ON TIME



TOTAL COST
OPTIMISED



Celebrating 20 Years: Building the Next Era of Rental



The Challenge

Autonomous & Robotics

Energy & Temporary Infrastructure

Data & Compliance

Outcome Based Rental

Think about what customers will demand when:

- Labour is scarce
- Carbon is regulated
- Sites are autonomous
- Uptime is guaranteed
- AI plans projects in real time



Round 1

The Future of Rental Products

Autonomous & Robotics

Energy & Temporary

Infrastructure

Data & Compliance

Outcome Based Rental

Celebrating 20 Years: Building the Next Era of Rental



Future Rental Products

Services

Business Models

Risks / Opportunities

15 Minute Timer

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15



Round 2

The Future of Rental Products

Autonomous & Robotics

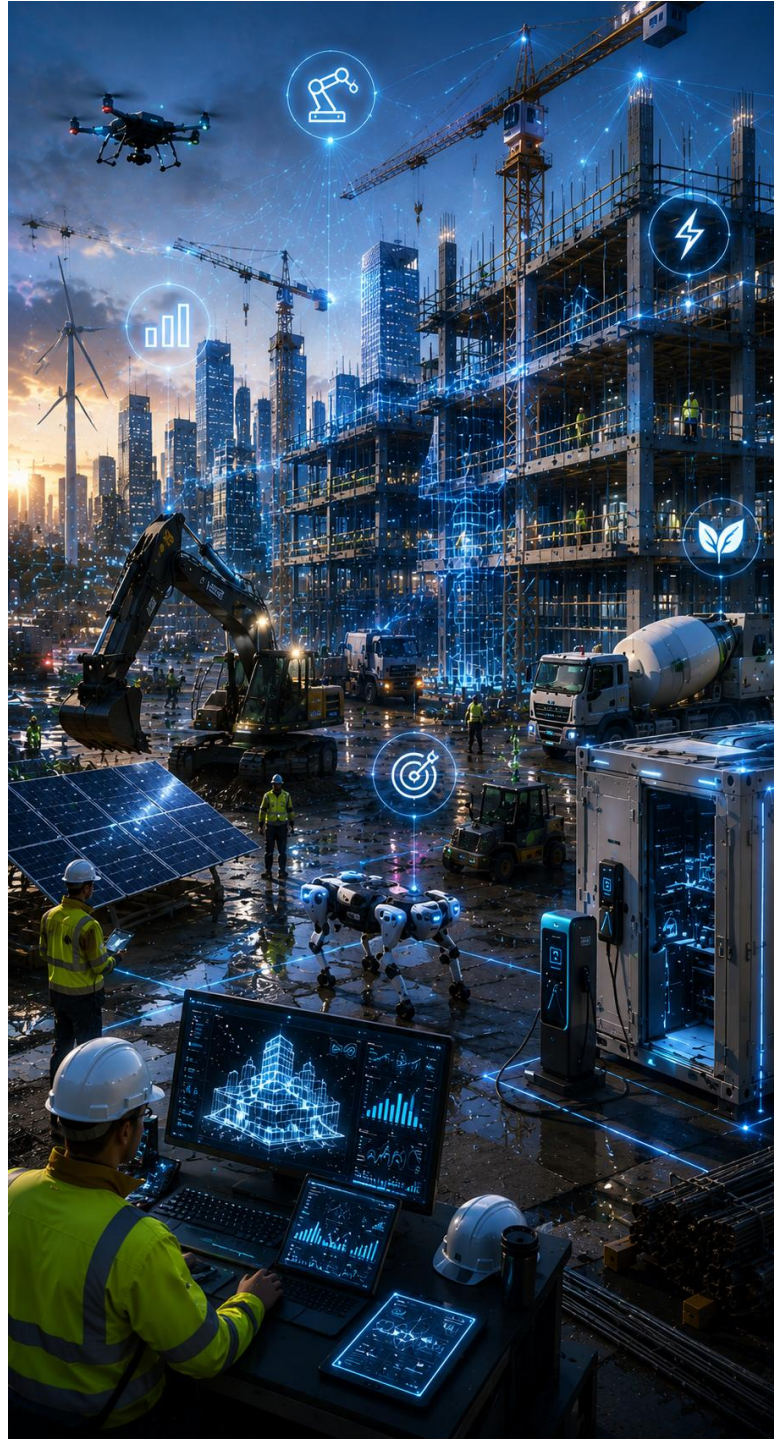
Energy & Temporary

Infrastructure

Data & Compliance

Outcome Based Rental

Celebrating 20 Years: Building the Next Era of Rental



Build on Previous Ideas

Challenge Weak Ideas

Add Missing Concepts

10 Minute Timer

1	2	3	4	5
6	7	8	9	10



Round 3

The Future of Rental Products

Autonomous & Robotics

Energy & Temporary

Infrastructure

Data & Compliance

Outcome Based Rental

Celebrating 20 Years: Building the Next Era of Rental



Most Likely

Most Disruptive

Most Profitable

Most Dangerous

10 Minute Timer

1	2	3	4	5
6	7	8	9	10



EUROPEAN
RENTAL
ASSOCIATION

Round Up

The Future of Rental Products



Autonomous & Robotics

**Energy & Temporary
Infrastructure**

Data & Compliance

Outcome Based Rental



Final Takeaways



Rental may evolve from supplying equipment to delivering outcomes

...Customers may increasingly buy certainty rather than equipment.



Final Takeaways



Data, energy & automation may become as valuable as the rental fleet itself

...The future competitive advantage may not only sit in the yard, it may sit in the platform.



Final Takeaways



The winners may orchestrate entire temporary ecosystems

...The future rental company may look less like a hire business and more like an intelligent temporary infrastructure partner.



“If we were building a rental industry
from scratch today,

Knowing what the world might look like
in 2036...

Would we design it the same way?”

THANK YOU

SMART CONNECTED FLEETS

AUTONOMOUS & REMOTE OPS

DATA & AI OPTIMISATION

TEMPORARY ECOSYSTEMS

SUSTAINABILITY & NET ZERO

FUTURE RENTAL ECOSYSTEMS

ENERGY SOLUTIONS

OUTCOMES NOT EQUIPMENT

RENTAL EVOLVED



Celebrating 20 Years: Building the Next Era of Rental



ERA CONVENTION 2026

JUNE 2-4

**Celebrating 20 Years:
Building the Next Era of Rental**

Maastricht, The Netherlands

For more information visit:
erarental.org

Celebrating 20 Years: Building the Next Era of Rental
#ERAConvention2026