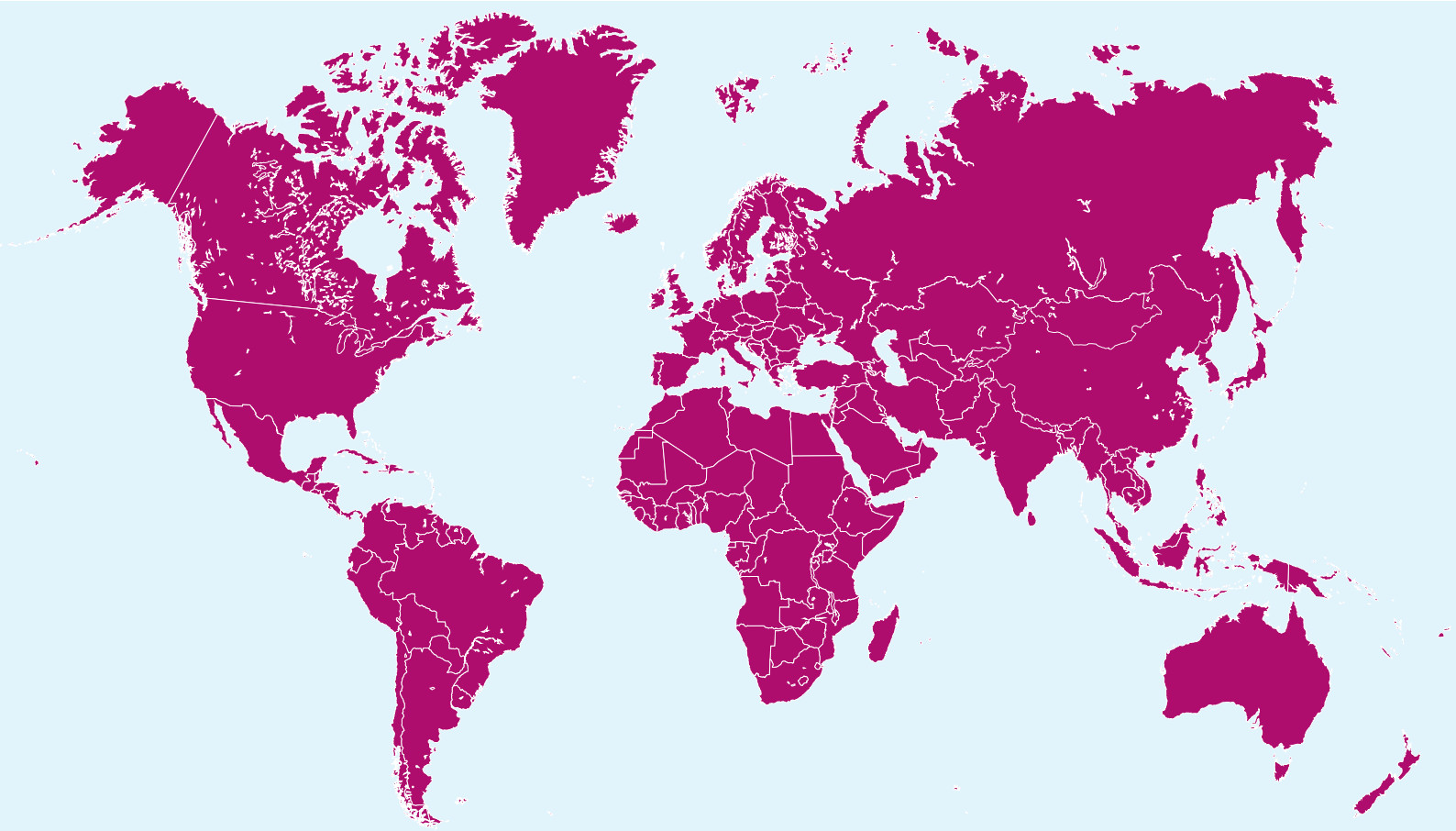


THE GLOBAL RENTAL INDUSTRY

SEPTEMBER 2020



WHAT DOES IT OFFER?

- Unique study on the world's largest rental companies
- Analysis of revenues, fleet capex, footprint and headcount
- Analysis by region, speciality and ownership type
- Profiles of leading companies
- Analysis of industry growth against economic indicators
- Industry growth forecasts

APPLICATIONS

- Rental companies - establish market position, competitive landscape and opportunities for growth
- OEMs - identify new customers and market opportunities
- Financial community - understand global and regional trends and use these to plan investments
- Benchmark rental performance

THE GLOBAL RENTAL INDUSTRY

The joint study by Off-Highway Research and *International Rental News* magazine for the first time analyses the world's 100 largest rental companies over a ten-year period. It examines changes in revenue, headcount, depot numbers and fleet capex on a global and regional basis to highlight key industry trends. It also looks at the industry in terms of rental companies' specialities, their ownership structure and OEM affiliations. Key contents include:

ECONOMIC DRIVERS AND EQUIPMENT MARKET TRENDS

- Comparison of rental market trends with benchmark economic data

RENTAL INDUSTRY BENCHMARKS

- Revenue, headcount and depot number growth trends
- Analysis of specialist rental segments, including AWP's, cranes, power and accommodation
- Analysis by key region
- Examining the influence of OEM-affiliated rental operations

PROFILES OF LEADING RENTAL COMPANIES

- Revenue, headcount and depot number development
- Company history
- Ownership structure
- Geographic footprint
- Growth strategy and major acquisitions

EQUIPMENT MARKET FORECASTS

- Globally, by region and by speciality

PRICE

€2,600

US\$3,000

SPECIALITY COVERAGE

Accommodation
AWPs
Cranes
Events
Power

REGIONAL ANALYSIS

Europe
Japan
North America

COMPANY PROFILES

Aggreko
Ahern Rentals
Aktio Corp
Algeco
Ashtead Group (including Sunbelt)
Boels Verhuur
H&E Equipment Services
Herc Rentals
Home Depot Rentals
HSS Hire
Kanamoto
Kiloutou
Maxim Crane
Nikken Corp
Nishio Rent All Co
Shanghai Horizon
Shanghai Panyuan
United Rentals
WillScot
Xylem
Zeppelin Rental

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