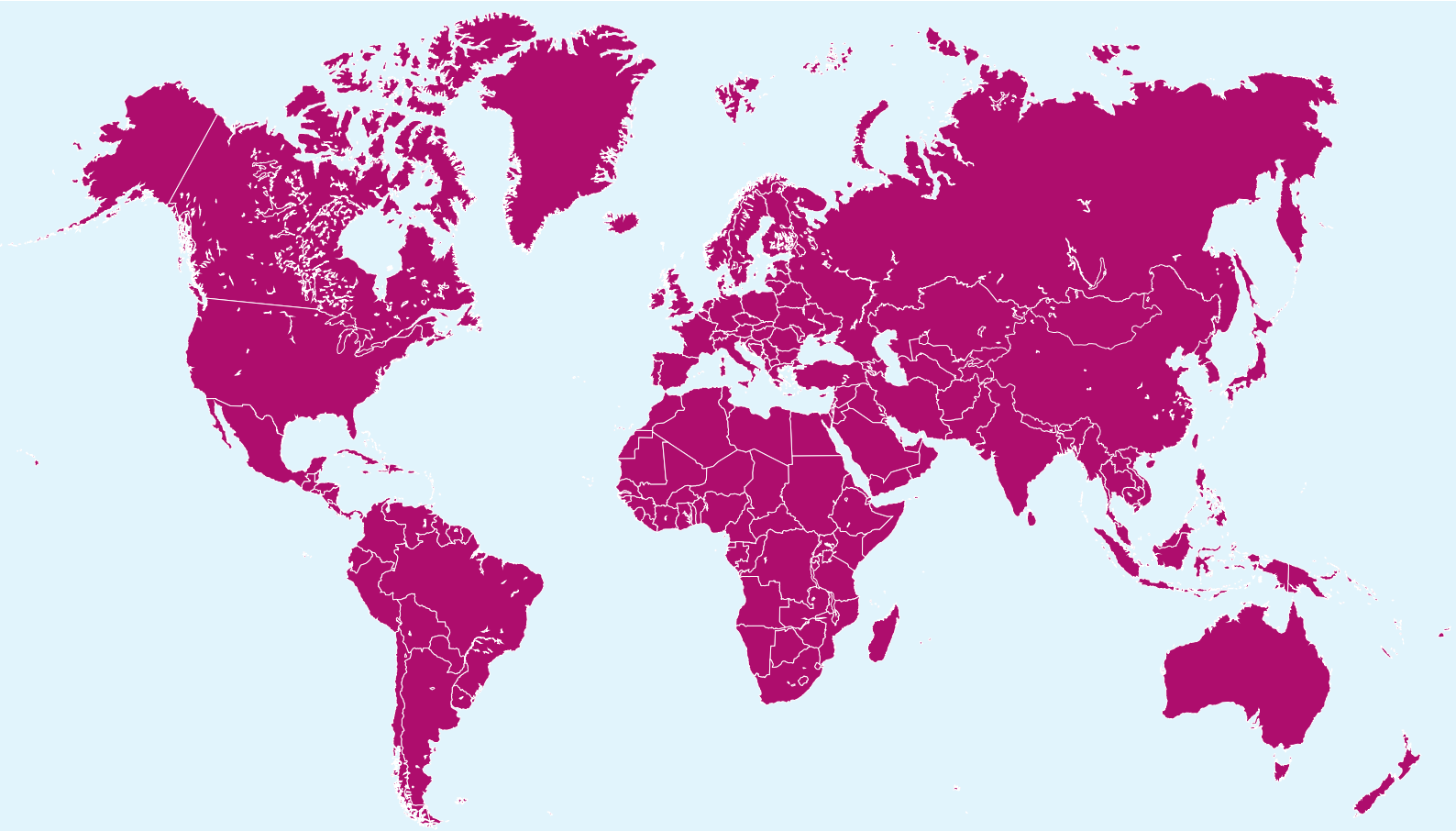


THE GLOBAL RENTAL INDUSTRY

AUGUST 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
- Rental 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 will for the first time analyse the world's 100 largest rental companies over a ten-year period. It will examine changes in revenue, headcount, depot numbers and fleet capex on a global and regional basis to highlight key industry trends. It will also look at the industry in terms of rental companies' specialities, their ownership structure and OEM affiliations. Key contents will include:

ECONOMIC DRIVERS AND EQUIPMENT MARKET TRENDS

- Comparison of rental market trends with benchmark data

RENTAL INDUSTRY BENCHMARKS

- Revenue, headcount and depot number growth trends
- Analysis of specialist rental segments, including AWP, cranes, power and accommodation
- Analysis by key region

PROFILES OF UP TO 20 LEADING RENTAL COMPANIES

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

FORECASTS

- Globally, by region and by speciality

PRICE

€2,600

USD\$3,000

SPECIALITY COVERAGE

Generalists
Accommodation specialists
AWP specialists
Crane specialists
Power specialists

REGIONAL ANALYSIS

Asia-Pacific
Australasia
Europe
North America
Selected emerging markets

For more information and to request table of contents, go to:

www.offhighwayresearch.com

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