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RENTAL

Extended version

The world's largest rental companies

Official Magazine of the ERA



THE ONLY GLOBAL MAGAZINE FOR THE EQUIPMENT RENTAL INDUSTRY

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comment

Rental influence

I was quite astounded by the true size of the global equipment rental market when I began compiling all the information for this year's IRN100.

Then again, with some of the acquisitions, mergers and divestments that have occurred in the industry this year so far, nothing really surprises me anymore.

This year sees the €40 billion mark breached for the first-ever time, while it came so close last year. The usual suspects complete the top 10, while a handful of new companies have entered the top 100 along the way.

Some interesting events have occurred in recent months, though, which will effect next year's table. Major acquisitions from the likes of United Rentals and Loxam have meant that certain companies in this year's table, such as Lavendon Group, will no longer appear in the IRN100 after this year, since being purchased by others.

I'd like to thank every company which provided me with the required information in order to make their position as accurate as possible. As ever, IRN has had to estimate certain figures, with information being difficult to come by, but these estimates are clearly defined where appropriate.

The IRN100 Extended Version provides extra analysis with a variety of tables and graphs, which I hope will come in useful for all the readers. The table has also been updated slightly since the June issue of the magazine, with a few companies coming forward with their revised figures – many thanks to those which did, as this always makes for a more accurate piece.

I met a man from a lighting tower manufacturer this year, who told me he keeps a copy of the IRN100 Extended Version in his briefcase at all times, which really hit home the importance this publication has for both rental companies and manufacturers. I hope you also feel it is appropriate to do so, as you never know when you may need such information about the industry, in one simple read.

I won't give too much more away in my comment, as the tables and graphs, along with the commentary, speaks for itself.

I hope you all enjoy the read, and if I can be of anymore help to you in the future with vital information on the global rental market, then please do not hesitate to contact me – my details are at the bottom of the page.

That's all for now, so sit tight.

Joe Malone
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International Rental News



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IRN100 Notes & thanks

IRN again thanks those companies and individuals who contributed information to the survey. If you have comments, or would like to be included next year, please contact the editor. Tel: +44 (0)1892 786211

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Rankings are based on rental revenues for 2016 (or the most recent financial year) and include sales of used fleet and consumables/contractor supplies. Where known, sales of new equipment have been excluded from the survey.

Figures denoted (Est) have been estimated by IRN. As in previous years, figures denoted RER are taken, with thanks, from the annual RER-100 survey published by US-magazine RER (Rental Equipment Register) in May 2017.

All revenues have been converted into € using exchange rates as at 31/12/16, as follows (exchange rates used in last year's survey are given in brackets):

€1.00	=	US\$1.057	(1.093)
	=	UK£0.852	(0.738)
	=	AU\$1.458	(1.51)
	=	CA\$1.4141	(1.517)
	=	JPY123.053	(131.7)
	=	ZAR16.985	(16.99)
	=	SEK9.559	(9.19)
	=	SG\$1.539	(1.547)
	=	NOK9.498	(9.603)
	=	BRL3.423	(4.326)
	=	CNY7.305	(7.087)
	=	NZ\$1.518	(1.598)

A growing IRN100

As a year-on-year increase of 4.25% is recorded for the largest rental companies in the world, Joe Malone reviews the global rental market from 2016.

Once again IRN100 rental revenues grew year-on-year – by 4.25% – with the presence of rental getting stronger. A total of €41.2 billion was generated by the top 100, meaning the €40 billion mark had been breached for the very first time.

On a like-for-like basis (stripping out the impact of currency fluctuations between 2015 and 2016), the value of the IRN100 grew marginally by 4.2% year-on-year, with the combined total of the top five companies rising some 6.4% to reach €14.2 billion at constant exchange rates, and €13.7 billion in real terms – see Table 1.

It must be noted that UK companies may have seen a decrease in their sales, when using Euros, but in local currency, this may not be the case. Indeed, the Euro appreciated against the pound over the course of 12 months.

It must also be noted that US companies grew by an average of 6% year-on-year.

So, the usual suspects remained at the top of the list, in the shape of United Rentals and Ashtead Group, while the rest of the top ten looked familiar, but were not necessarily in the same order as a year before.

Capital expenditure, however, did fall 12.1% year-on-year among the top 25 spenders, as no less than €6.3 billion was spent on new fleet investment – one which saw Ashtead Group rise above United Rentals in the rankings – see Table 6.

There were one or two big movers in the table this year, none more so than Maxim Crane Works, which threatened to enter the top ten for the first time, but fell marginally short, finishing 11th.

The US-based crane hire company rose six places after a 17th place finish in 2016, aided by its merger with AmQuip Crane Rental.

This which was triggered by Private equity firm

Products featured in the IRN100

IRN limits its definition of rental to products that are, broadly, related to the construction industry as well as some sectors of general industry and events. That means we include construction equipment, small tools, portable accommodation, aerial equipment, pumps, shoring equipment, power and temperature control. This excludes many other rental sectors, including specialist businesses such as medical equipment rental, testing and measurement equipment, and the rental of specialist oil and gas related equipment. Industrial forklift trucks is another sector that we do not yet cover.

TABLE 1

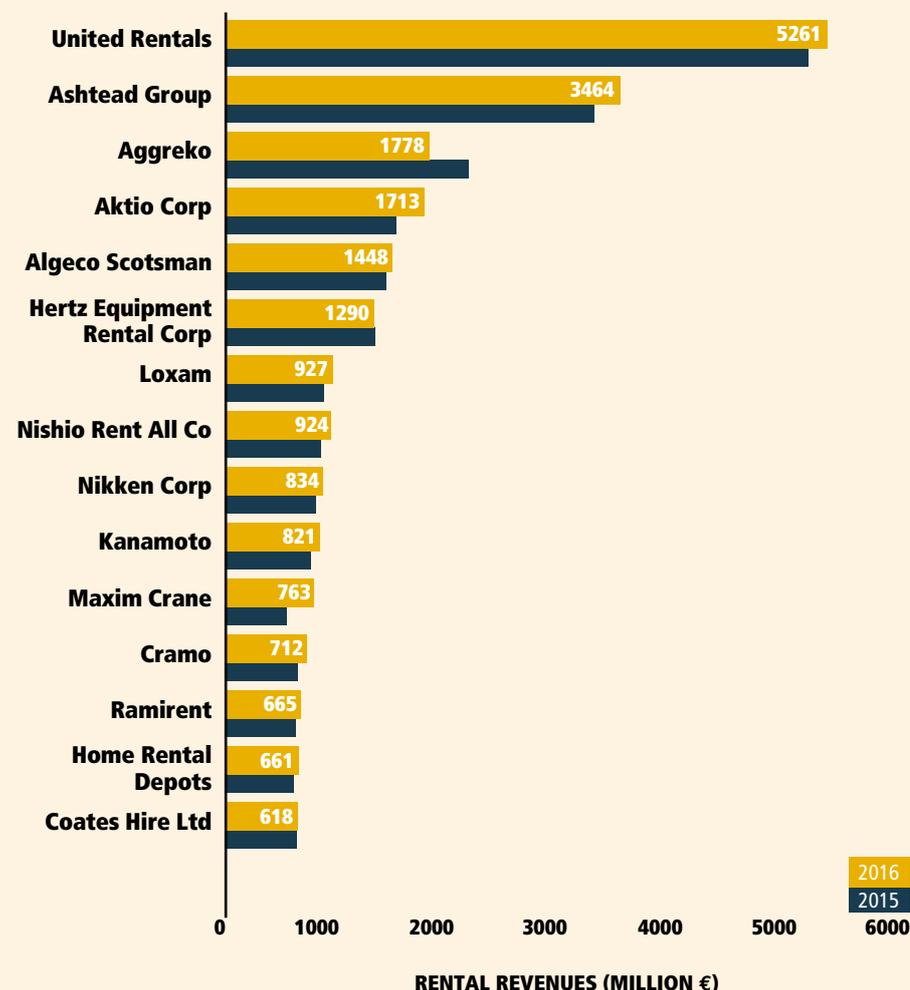
IRN100 Revenues

	2016 (currency adjusted)	2016 Revenues (€ billion)	2016 % change (adjusted)	2015 Revenues (€ billion)	2014 Revenues (€ billion)	2013 Revenues (€ billion)	2012 Revenues (€ billion)	2011 Revenues (€ billion)	2010 Revenues (€ billion)	2009 Revenues (€ billion)	2008 Revenues (€ billion)	2007 Revenues (€ billion)
TOP 5	€ 14.2bn	€ 13.7bn	6.4%	€ 13.35bn	€ 10.87bn	€ 9.23bn	€ 8.38bn	€ 6.96bn	€ 5.30bn	€ 5.04bn	€ 6.30bn	€ 7.20bn
TOP 10	€ 18.8bn	€ 18.5bn	3.8%	€ 18.1bn	€ 15.51bn	€ 13.01bn	€ 12.35bn	€ 11.44bn	€ 8.90bn	€ 8.07bn	€ 10.00bn	€ 10.80bn
TOP 50	€ 34.8bn	€ 34.5bn	5.7%	€ 32.9bn	€ 29.30bn	€ 25.55bn	€ 25.43bn	€ 24.23bn	€ 20.20bn	€ 18.73bn	€ 22.00bn	€ 22.10bn
TOP 100	€ 41.4bn	€ 41.1bn	4.2%	€ 39.7bn	€ 35.42bn	€ 31.70bn	€ 31.40bn	€ 29.43bn	€ 24.90bn	€ 23.20bn	€ 27.10bn	€ 26.90bn
TOTAL WORLD MARKET	€ 75bn	(Est)		€ 73.5bn	€ 70bn	€ 70bn	€ 65bn	€ 60bn	€ 55bn	€ 55bn	€ 60-65bn	€ 62bn

RANK 17 16	COMPANY	TURNOVER (€ MILLION)		HEAD OFFICE	AREAS OF OPERATION	TYPE OF RENTAL COMPANY	NUMBER OF		CONTACT DETAILS
		16/15	15/14				DEPOTS	STAFF	
15 13	Coates Hire Ltd	618	612	Sydney, Australia	Australia	Construction equipment, tools	238	2400	+61 2 9701 3308 www.coateshire.com.au
<i>Coates Hire, the largest rental company in Australia, saw a 5.1% year-on-year increase to its financial full-year revenues recently. The company attributed its increase to its operations in New South Wales and Victoria, which both grew around 15% for the year, but said conditions in Western Australia were "softer" than the previous year.</i>									
16 14	Sarens	584	606	Wolvertem, Belgium	63 countries worldwide	Cranes	112	4195	+32 52 319 319 www.sarens.com
<i>International heavy transport and lifting specialist Sarens ordered self-propelled modular vehicles for a total of €63 million from Kamag (Tii Group) in November last year – its biggest-ever order at the time.</i>									
17 18	Taiyo Kenki Rental	547	484	Shizuoka, Japan	Japan	Construction equipment	110		+81 542 843 111 www.taiyokenki.co.jp
<i>While Taiyo maybe lagging behind its fellow Japanese rental companies listed higher up in the IRN100, the company's revenues grew over 13% year-on-year, representing a move in the right direction.</i>									
18 19	Kiloutou	532	462	Marcq en Baroeul, France	France, Poland	Construction equipment, tools	485	4000	+33 359 56 55 39 www.kiloutou.fr
<i>Following an announcement for growth initiatives at the start of 2016, the company has since gone on to make a number of acquisitions, entering new markets such as Italy.</i>									
19 22	Ahern Rentals	510	437	Las Vegas, Nevada, US	US	Construction equipment	78	2097	+1 800 400 1610 www.ahern.com
<i>Ahern rents forklifts, booms, hydraulic scissors and heavy construction equipment.</i>									

GRAPH 3

IRN100 'Top 15' revenues in 2016



shape of Aggreko. The company's rental revenues for 2016 were €1.8 billion, which represented a year-on-year fall of 16%, and saw 4th place Atkio Corp move that much closer to its third spot. Interestingly, Aggreko was the only company in the top five to see its revenues decrease year-on-year.

Aggreko operates throughout over 100 countries worldwide and has been the leading power supplier for major sporting events, such as the Winter Olympics.

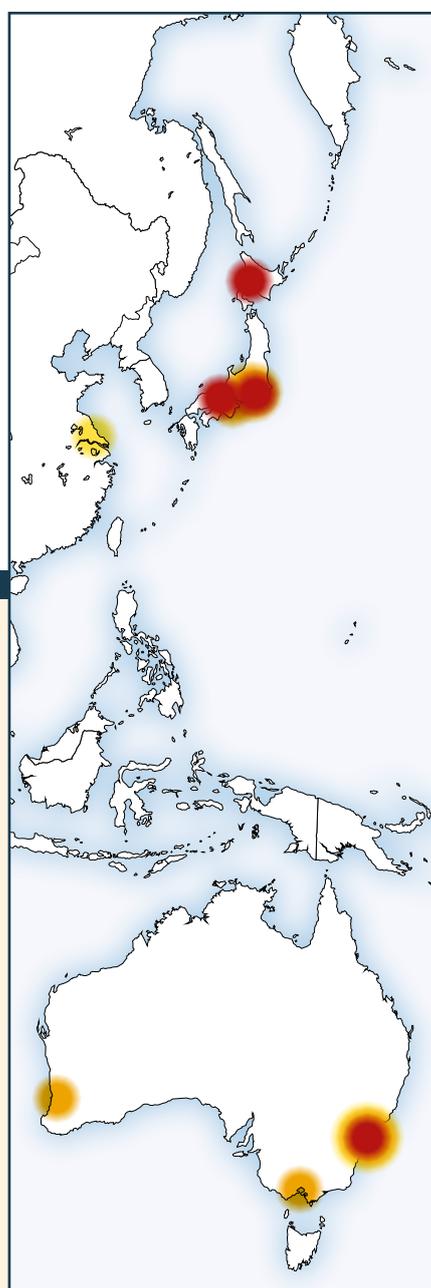
Japanese rental company Atkio Corp and US-based Algeco Scotsman made up the rest of the top five, with both companies seeing increases to their revenues. Atkio Corp invested €437 million into new fleet equipment in 2016, while Algeco Scotsman spent €255 million.

Growth League

Technically, the biggest rise was seen by Peinemann Holding (58%). However, it must be noted that last year's figure was underestimated, therefore it was not placed in the Growth League (Table 7). It did, however, spend €38 million on new fleet for the



RANK 17 16	COMPANY	TURNOVER (€ MILLION)		HEAD OFFICE	AREAS OF OPERATION	TYPE OF RENTAL COMPANY	NUMBER OF		CONTACT DETAILS
		16/15	15/14				DEPOTS	STAFF	
=93 NEW	De Boer Structures	90	73	Alkmaar, Netherlands	NL, BE, UK, DE, ES, FR, QA, AE	Party/events, marquees	9	250	+31 72 5400 444 www.deboer.com
<i>New entry to the IRN100.</i>									
95 NEW	Ardent	84	72	Enfield, UK	UK	Construction equipment	11	220	+443333202555 www.ardenthire.com
<i>New entry to the IRN100.</i>									
96 96	Briggs Equipment	REB 83	82 REB	Dallas, TX, US	US, Mexico, UK	Construction equipment			+1 214 630 0808 www.briggsequipment.com
<i>Materials handling rental specialist.</i>									
97 98=	Prangl Gesellschaft M.B.H.	82	80	Brunn/Gebirge, Austria	Europe	Cranes, aerial platforms	16	655	+43 02236 326 350 www.prangl.at
<i>One of the relatively rare major European rental companies to combine the rental of cranes and aerial platforms.</i>									
=98 98=	Foselev	80	80 EST	Aix-en-Provence, France	France, Congo, Gabon	Cranes, portable accommodation, aerial platforms			+33 4 42 24 57 57 www.foselev.com
<i>Maputo, Mozambique-based African subsidiary, TCO Foselev, created February 2015.</i>									



branches throughout the UK, including five specialist survey and laser rental locations. Boels did not disclose the acquisition price.

Boels Verhuur finished up in 11th place in the European Top 50 league table, and 28th in the IRN100.

New entrants

Meanwhile, there were four new entrants to the IRN100 this year. Topping the list of new companies was De Boer Structures, which was placed at joint 93rd alongside Komatsu Cummins Chile Arrienda. The company recorded revenues of €90 million for 2016, compared with €73 million a year earlier. De Boer also topped the list of near misses last year, at 101, and its healthy increase in 2016 means the company jumped eight places year-on-year.

De Boer is a Netherlands-based company which operates globally, renting mainly for the events industry. It has nine depots and employs 250 people.

Next up, in 95th position, is Ardent. The UK rental company – which also made the near misses table last year – recorded revenues of €84 million for 2016, which is a rise of €12 million year-on-year. Ardent is a renter of construction equipment and has 11 depots to its name, while employing 220 people.

Last year, Speedy sold its large plant fleet to Ardent Hire Solutions for £14.4 million (€16.3 million) in cash. The sale included excavators, dumpers and ride-on rollers with operating weights of 3 tonnes and above.

Ardent was created by the merger of Fork Rent and One Call Hire in 2015 – a deal that was

GRAPH 11

IRN100 Regional breakdown – 2016

