



For Immediate Release
Feb. 16, 2005

Contact: American Rental Association
Elaine Barreca (800-334-2177, ext. 255)
Elaine.Barreca@ararental.org

New ARA Research is Bullish on Future of the Rental Industry *Key findings released at **The Rental Show***

Las Vegas – The American Rental Association (ARA) has released key findings from the equipment rental industry's first comprehensive state-of-the-industry research report. The research, released this week at **The Rental Show** in Las Vegas, will serve as the cornerstone for industry research to be provided by ARA for the construction, general tool and party/special event segments of the equipment-rental market. The report, which estimates domestic revenue potential for the industry in five years to reach \$30.7 billion, is the first of its kind to provide insight into the industry as a whole as well as by these market segments.

"As the trade association representing the equipment rental industry, ARA takes very seriously our role to serve as the information source and resource for the industry," said Christine Wehrman, ARA executive vice president and CEO. "ARA will continue to be the leader in this initiative."

The *ARA 2004 State of the Equipment Rental Industry Report* results indicate 2004 domestic rental revenue estimates at \$23.8 billion, dominated by the construction/industrial segment (\$13.4 billion), followed by the general tool segment (\$8.8 billion), and party/special event rentals (\$1.6 billion). The dollar value placed on 2004 rental-equipment inventory for the industry is estimated at \$34.1 billion. On an annual basis, the industry reinvests approximately \$3.3 billion into new inventory. Inventory and annual dollar investment follow the same pattern as total rental revenue for the three rental segments. Domestic revenue generated from the party/special event segment of the industry is projected to increase 37.5 percent over the next five years to \$2.2 billion, the largest percentage jump of the three sectors.

"It is a bullish future ahead for the equipment-rental market," said Wehrman in reference to the revenue potential for the industry of \$30.7 billion, a 28 percent increase over the next five years. "The rental industry is poised for dynamic growth."

ARA partnered with International Communications Research based in Media, Pa., to conduct the research. Additional information from the report will be featured in upcoming 2005 ARA publications.

####

The American Rental Association (ARA), an international non-profit association founded in 1955, comprises more than 7,500 owners of equipment rental businesses and 1,100 manufacturers and suppliers of rental equipment. ARA is based in Moline, Ill., and operates additional offices in Washington, D.C., Austin, Texas, and Kansas City, Mo. Along with the American Rental Association Foundation, the ARA works to represent, educate and promote the growing rental industry. The ARA annually sponsors **The Rental Show**, the largest rental trade show in the world. For more information, visit the ARA Web site at www.ararental.org, or call ARA at 800/334-2177.