



EUROPEAN
RENTAL
ASSOCIATION



ERA – Equipment Technology Committee

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ERA Secretary General

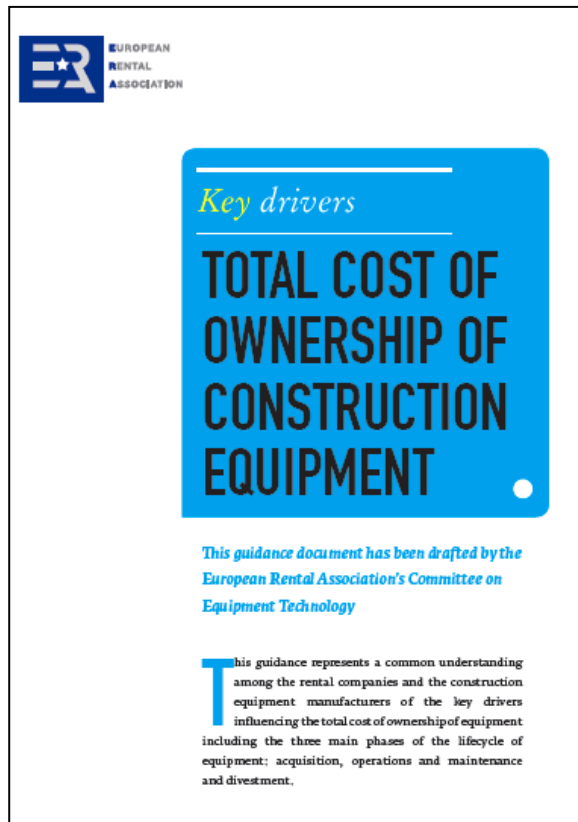
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Committee members

Rental Companies		Equipment Manufacturers Services Suppliers	
Aggreko	Loxam	Atlas Copco	Manitou
Boels	TVH	Caterpillar	Terex / Genie
Cramo	Ramirent	Hilti	Volvo
HSS Hire	Speedy Hire	Hitachi	Smartequip
Kiloutou	Hewden	JCB	C. M. Consulting
Lavendon		Yanmar	Trackunit
		Ammann	Sany
Associations			
CONFALQ	IPAF	SRA	

Total Cost of Ownership – Key Drivers



This guidance document represents a common understanding among the rental companies and the OEMs of the drivers influencing the total cost of ownership of equipment throughout the three main phases of the lifecycle of equipment:

- Acquisition,
- Operations & maintenance,
- Divestment.

Survey among rental companies

A survey was conducted among rental companies to identify:

- The most common damages to rented equipment caused by inexperienced users,
- The most common accidents caused by inexperienced users,
- The categories of equipment “under maintained” most by customers when rented out,
- The most frequent reported issues in service calls,
- The type of information on Operations, Maintenance and Safety the rental companies believe their customers would like to receive.

Experts Workshops

- To build on the results from the survey, the Committee organized two workshops at BAUMA 2013 with experts from rental companies and OEMs to analyse and research how accidents and damages can be best reduced for:
 - **Construction Equipment**
 - **Access Equipment**
- Both workshops identified general lessons and specific issues, which have been reported in a catalogue so-called: ***“Catalogue of Rental Industry Issues, Needs and Requirements for Construction and Access Equipment”***.
- Other topics considered at the workshops as potentially generating added value :
 - Safety, Operation and Maintenance instruction manuals,
 - Spare parts,
 - Standardisation

Spare parts – Analysis of most critical spare parts

- Review of different types of the most critical spare parts
- Estimate of the share of spare parts ordered from OEMs →
 - Large majority ordered from non OEMs → Main reason → Cost
 - Trend is for increasing OEMs share (especially in USA and rental/distributors)
- OEMs do not understand the real magnitude of the issue as they miss totally the total volume of spare parts's consumption.
- Strong focus on purchase price by rental companies may hinder the understanding of the real picture when taking into account administration and transaction costs

Safety, Operations and Maintenance Instruction Manuals

- Rental companies consider that easy-to-read safety, operation and maintenance information leaflets should be provided to end-users in addition to the manuals, too large, too detailed and too difficult to read.
- Some rental associations have developed such leaflets in cooperation with OEMs, trade unions and public authorities in different languages.
- Some OEMs have started to produce such leaflets on a experimental basis.
- The rental industry is ringing a bell to the OEMs → These leaflets would be best done by the OEMs at once.

Standardisation

Telematics

- Understanding between ERA and ARA that an upgrade of the standard is possible in some areas and would fit better the rental industry's needs.
- In the USA, the Association of Equipment Management Professionals (AEMP) partners with the Association of Equipment Manufacturers (AEM) to set data standards and to come to an agreement on what types of telematics information is needed.

Standardisation everywhere possible

Telematics, Simplified Manuals, Computerised Compaction, Decals, Controls in Access...

Catalogue of Rental Industry Issues, Needs and Requirements for Construction and Access Equipment

- The feedback received from experts during the workshops have been reported in a catalogue so-called: ***“Catalogue of Rental Industry Issues, Needs and Requirements for Construction and Access Equipment”***.
- This catalogue objective is to build a “critical” or “minimum” menu of options for the rental industry for both Construction and Access Equipment.

Catalogue of Rental Industry Issues, Needs and Requirements for Construction and Access Equipment

- This catalogue will include also:
 - Safety, Operations and Maintenance instructions manuals
 - Standardisation of Telematics...

And, more generally, any topic of interest developed further by the ERA committee.

Through the ERA Equipment technology Committee, the OEMs work on and learn about the common requirements of the whole European rental industry.

THANK YOU!