

# The US aerial lift rental market in numbers



The report is available to IPAF members at £155/€175 or \$235 - Non members - £235/€265/\$355. The European report will cost the same amount or you can order the two together for £235/€290/\$390 for members - £390/€435/\$580 to Non members.

IPAF has teamed up with the ARA and IHS Global Insight to produce what may be the first publicly available in depth survey of the rental market for aerial lifts in the USA, we took a look at the report shortly after publication.

While this is a slim report at 33 pages, including 12 pages of introduction and explanation on how the data was collected, the 21 pages that make up the survey are really all that is required. HIS has used a wide variety of official statistics along with rental company surveys and interviews to produce a report that is insightful and detailed. The survey indicates that the aerial lift rental market more than quadrupled in the 10 years between 1997 and 2007, before dropping back in 2008 and 2009 to levels marginally above those for 2006.

In addition to the specific market numbers and forecasts the report includes several charts on US construction and economic statistics to provide background to its commentary.

This is particularly useful when comparing the economic and rental markets. The report values the total aerial lift population at over \$11 billion as of mid 2008 and looks at average ages and renewal rates to gauge future investment levels. Finally the survey looked at aerial lift rental penetration as a percentage of the total market and while determining that it is extremely high, estimates that it will climb during the current slow down as contractors owning equipment will not replace it preferring to rent during uncertain times.

In summary this is a good concise report with well thought out commentary and none of the stupid and ill informed conclusions that some less well informed independent surveys are guilty of. What shines through here is that the authors have taken the time to speak and listen to industry experts while interpreting the statistics and their survey results. If you are due to make a presentation to a financial institution or investors the material in this report will be highly useful, both in terms of preparation and to reference. We look forward to seeing the European report when it is published.

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