



# THE GLOBAL RENTAL ALLIANCE

“INCREASING THE UNDERSTANDING AND CONCEPT OF RENTAL WORLDWIDE”

**FOR IMMEDIATE RELEASE**



## **THE GLOBAL RENTAL ALLIANCE EXPLORES NEW INITIATIVES Building A Worldwide Rental Network**

*May 5, 2009* (MOLINE, IL) — The Global Rental Alliance held its annual meeting at **The Rental Show** in Atlanta, Georgia, U.S.A. The purpose of The Global Rental Alliance is to increase the profile of the equipment rental industry worldwide and to collectively increase value to the members of the respective organizations. The Alliance consists of the following rental/hire membership associations: Canadian Rental Association, DLR (France), European Rental Association, Hire Association Europe, Hire & Rental Industry Association (Australia), Hire Industry Association of New Zealand and American Rental Association. The participating organizations are committed to sharing information on initiatives throughout the year, and attending one another's major events and functions, as schedules permit.

Since the Alliance was founded in 2003, the working relationship of the respective associations has continued to strengthen, with increased focus on common initiatives that directly impact their

members, including: equipment theft prevention and recovery, legislative/regulatory, risk management/safety, industry research, workforce development/rental careers, education and insurance. Country-specific issues are also topics for universal discussion.

The Global Rental Alliance associations continue to build close working relationships, which provides a forum for exchange to increase the appreciation of one another's issues and to learn how the respective associations address these matters. Increased awareness of association priorities serves to strengthen the strategic outlook of each association and build collective resources within the Alliance.

During their annual meeting, a report was provided on The Global Rental Alliance International Rental Exchange pilot, which had initially been proposed at their 2008 annual meeting. The International Exchange Program is intended to advance publicly through participants the Alliance goal to educate, advance careers in rental, and increase worldwide awareness of the equipment rental industry. Peter Maginnis, branch manager, American Rentals, South Gate, Calif., was the first Exchange participant, working for Kennards Hire in Australia. With the knowledge gained from the pilot exchange, the program will continue to be developed; the Alliance members will consider nominees for future exchange opportunities. Administering the program is the ARA Foundation, a nonprofit philanthropic organization which develops and implements programs that create educational opportunities build relationships and aid the rental industry.

The Alliance has defined its February 2010 agenda to include more in-depth discussion of mutual issues and approaches when they meet in Orlando, Florida, U.S.A. More formal documentation will be developed prior to that time, which will be communicated on The Global Rental Alliance Web site ([www.GlobalRentalAlliance.com](http://www.GlobalRentalAlliance.com)).

"The Global Rental Alliance continues to develop programs and initiatives that benefit each member organization. This is worthwhile dialogue for the Alliance, and ARA is proud to be playing a part in making these working relationships and ventures successful," said Christine Wehrman, executive vice president and CEO of ARA. "I look forward to seeing what comes next from this dynamic group of individuals."

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## **About the Global Rental Alliance**

The Global Rental Alliance ([www.globalrentalalliance.com](http://www.globalrentalalliance.com)) consists of seven independent equipment rental trade associations that have joined together to increase the understanding and concept of rental worldwide. They include: the Hire Association Europe (HAE), Hire and Rental Industry Association Ltd., Australia (HRIA); Hire Industry Association of New Zealand (HIANZ); DLR, France; Canadian Rental Association (CRA); European Rental Association (ERA); and American Rental Association (ARA), United States. Each organization has as its members, businesses that rent equipment to the general public and suppliers that manufacture equipment that is a part of the member business rental inventory. While inventories differ somewhat within

each country, they essentially include equipment rented to the construction, homeowner and special event or party industries.

## **Contact**

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## **Note to Editors**

A photo of the meeting participants is attached. Pictured (from the left) are Mandy Maeren, Executive Director, Canadian Rental Association (CRA); Jay Williams, President, CRA; Michel Petitjean, Secretary General, European Rental Association; Peter Lancken, Board Representative, Hire and Rental Industry Association – Australia; Andrew Paquette, Senior Vice President, CRA; John Crabbe, Chairman of the Board, ARA; Chris Wehrman, CEO, ARA; Terry Douris, President, Hire Association Europe (HAE); Graham Arundell, Managing Director, HAE. Associations not present: DLR-France and Hire Industry Association of New Zealand.