LiftOne RENTAL GUIDE

As industries embrace flexibility and cost efficiency, the demand for material handling rentals continues to grow. And in this rapidly evolving industry, efficiency and adaptability are crucial for maintaining competitive advantage and staying ahead of the curve.

MARKET ANALYSIS

In 2024, the global forklift market revenue earned over $72 billion U.S. dollars.

By 2030, projections indicate a 108% growth with expectations to surpass **$150 BILLION**[1]

Top Supply Chain Challenges

Top 5 company challenges rated extremely or very challenging[2]

- **53%** Price increases from inflation
- **51%** Customer demands
- **50%** Insight into customer behavior
- **52%** Talent shortage
- **50%** Supply chain disruptions/ shortages

TOP 5 REASONS TO RENT

01 Pay for What You Use

Renting can be more cost-effective as costs are based on utilization (days, weeks or months).

02 Reduced Maintenance Costs

LiftOne will complete routine inspections and maintenance to ensures rented equipment is in good working condition.

03 Improved Safety

LiftOne offers training so operators are equipped with the knowledge and skills needed to operate rented machines safely.

04 Flexibility

Renting is ideal for short-term or one-off projects, allowing businesses to adjust for seasonal demands and fluctuations.

05 Access to the Latest Technologies

Renting typically provides you access to the newer equipment models with lower hour usage.

up to **35%** cost reduction

Businesses can **reduce costs by 25-35%** by renting equipment to match seasonal demands rather than purchasing.[3]

up to **25%** accident reduction

60% of rental equipment is replaced every 3-5 years, ensuring modern and efficient machinery which can **reduce workplace accidents by 20-25%.**[4]

Rental VS Owned

Rented equipment has a **15-20% higher utilization** rate compared to owned equipment.[5]

Utilization rates for rented equipment can **exceed 85%**, compared to 60-70% for owned equipment.[6]

0 upfront capital expenses

Renting equipment improves cash flow since there are no large upfront outlay and financing expenses.[7]

0 equipment depreciation

Equipment **depreciates by 20-30% annually**. Renting eliminates the financial burden of depreciation.[8]

Operational BENEFITS

Companies can **save up to 30% in operational costs** by avoiding delays associated with equipment procurement and maintenance.[9]

Maintenance and repair costs can constitute **15-20% of the total cost of ownership**. Renting shifts these costs to the rental provider.[10]

RESERVE YOUR RENTAL & KEEP OPERATIONS MOVING

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1 – Grandview Research
2 – 2024 MHI Annual Industry Report www.mhi.org
3 – American Rental Association www.ararental.org
4 – National Safety Council www.nsc.org
5 – Global Data www.globaldata.com
6 – American Rental Association www.ararental.org
7 – Construction Executive www.constructionexec.com/article/rent-construction-equipment-and-minimize-economic-risk
8 – MHI www.mhi.org
9 – American Rental Association www.ararental.org
10 – MHI www.mhi.org