



United Rentals, Inc.
Corporate Headquarters:

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unitedrentals.com

Contact Information:

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History

United Rentals was founded in 1997 and quickly became the world's largest equipment rental company. In 2009 the company had \$2.4 billion in revenues, with an equipment fleet valued at \$3.8 billion of original equipment cost. Additional information is available at unitedrentals.com.

Customers

Our company's customer base is a diverse mix of independent contractors, construction companies, federal and state government agencies, municipalities, manufacturers, utilities and property superintendents.

United Rentals' equipment is used in the construction of manufacturing plants, airports, office buildings, warehouses, hotels, malls, residences, roads and bridges, as well as a variety of other construction and renovation projects. Our customers' rental needs range from earth movers to underground construction equipment, power generators, aerial work platforms and more.

Company Snapshot

**President and
Chief Executive Officer:**
Michael J. Kneeland

**Executive Vice President
Chief Financial Officer:**
William B. Plummer

\$2.4 billion in total annual revenues (2009), including \$1.8 billion in equipment rental revenue, from two reporting segments: general rentals; and trench safety, pump and power

8% share of the construction and industrial equipment rental market in North America

Approximately 7,400 employees

Nearly 550 rental locations in 48 states and 10 Canadian provinces

More than 300 metropolitan markets served

The largest fleet of rental equipment in the world: approximately 2,900 classes of rental equipment with a total original cost of \$3.8 billion

Quality new equipment, used equipment, contractor supplies and parts for sale

Factory-trained maintenance and 24/7 emergency response

Certified safety training, operator training and technical support

Online rental reservations, equipment research, account analysis and management at unitedrentals.com



Business Operations

United Rentals serves its customers through the operation of two business segments: general rentals and trench safety, power

& HVAC. Our general rentals segment offers construction, industrial and homeowner equipment for rent. Our company also offers North America's largest rental fleet of aerial work platforms, including boom lifts, scissor lifts and reach forklifts.

Our trench safety, power & HVAC segment includes the rental of equipment for underground construction, temporary power, climate control, disaster recovery and related services such as training. These categories of equipment are primarily used by infrastructure contractors, industrial customers, municipalities and the military.

National Accounts and Government Sales

To meet the needs of our National Accounts and Government Sales customers, United Rentals has established a dedicated Customer Care Center in Tampa, Fla. This 24-hour facility, staffed by multilingual customer service professionals, provides our company's larger customers with a single point of contact for equipment rentals, sales, service and supplies. The service center utilizes the same information technology system as our branch network, allowing service center operators to confirm equipment availability across the country as easily as if they were physically at the branches.

Technologies

Our company's sophisticated information system, RentalMan®, links the entire United Rentals branch network and provides instant information about equipment availability at all branches.

For our customers, we provide URdata® online access to account management functionality, including equipment status, reporting and trends analysis, as well as access to key services through our mobile website.

Our website unitedrentals.com is a state-of-the-art online customer service site that makes it easy for customers to compare equipment, check rates, request reservations and seek project advice.

Recent News of Interest

September 23, 2010: United Rentals Launches Mobile Website with Smart Phone Interface

August 16, 2010: United Rentals Announces North American Industrial Joint Venture with Fluor's AMECO

December 21, 2010: United Rentals Expands Environmental Stewardship with Launch of Major Sustainability Program

