



## ABOUT UNITED RENTALS

United Rentals (NYSE:URI) was founded in 1997 and quickly became the world's largest equipment rental provider. Today, our company continues to build on its industry leadership with a best-in-class range of resources and the largest customer service network of its kind in North America.

United Rentals deploys \$14.16 billion of fleet (original equipment cost) through approximately 1,180 branches, a centralized reservation service and automated online ordering. Our branches are fully integrated through technology, allowing them to collaborate on solving customer needs.

## CUSTOMERS

United Rentals' customer base is a diverse mix of construction and industrial companies, utilities, municipalities, government agencies and others. Most of our customers align with two categories: approximately 48% are non-residential construction, and 47% are non-construction, such as industrial. About 5% are homeowners, municipalities and other types.

To serve this base, we employ customer service professionals who have firsthand knowledge of equipment capabilities and site challenges. Their expertise, together with our company's commitment to safety, are compelling competitive advantages.

## BUSINESS OPERATIONS

United Rentals serves its customers as a single-source solution, provided through two business segments: General Rentals and Specialty Rentals: **General Rentals** offers construction, industrial and homeowner equipment for rent, and related services. **Specialty Rentals** includes the rental of equipment and tools for underground construction, temporary power, climate control, fluid solutions, disaster recovery, onsite tool management and related services.

To serve specific sectors of its customer base, United Rentals has a comprehensive National Accounts program, industrial specialists and government sales specialists.

Additional customer services are provided by the company's centralized, toll-free call centers, emergency response teams, and individuals dedicated to larger accounts, such as managed services consultants and single points of contact.

## UR WORKSITE®

**The United Rentals safety culture** takes a no-compromise approach to loss prevention and safe behavior. Examples of safety initiatives include the company's Injury and Illness Prevention Program, branch safety meetings, driver safety programs and the United Academy® training and certification management portal for customers and employees.

**Total Control®** is United Rentals' proprietary, web-based rental management software, designed to help large customers reduce equipment consumption, control costs and drive efficiencies.

**UR Control®** is an online rental management platform that provides unlimited access to account details, giving customers the tools to track and control equipment costs and view all rented equipment, even across multiple accounts. With UR Control, users can request equipment pickups, submit electronic (ACH) payments, and access more than a dozen customer-specific reports that support bidding, budgeting and decision-making.

**Tool Management** is a service for capital projects, maintenance shutdowns and turnarounds, whereby an on-site mobile tool room is established to facilitate workflow and enhance accountability.

**On-Site Shop Services** are offered for major capital projects through a centralized, on-site maintenance and repair facility.

**Sustainability** is a major, ongoing focus of United Rentals as part of our commitment to Corporate Responsibility. Our company has implemented Sustainable Growth initiatives in the areas of facilities, fleet and logistics. We believe that these initiatives will result in the reduction of our total cost of operation and will safeguard the environment, while helping our customers reduce their own carbon footprints.



## COMPANY SNAPSHOT

President and Chief Executive Officer  
Matthew J. Flannery

Executive Vice President and Chief Financial Officer  
Jessica T. Graziano

Executive Vice President and Chief Operating Officer  
Dale A. Asplund

### Company Profile:

- 2019 total annual revenue of \$9.35 billion, including \$7.96 billion in equipment rental revenue, from two reporting segments: General Rentals and Specialty Rentals.
- \$14.16 billion OEC of rental fleet that includes 4,000 classes of construction and industrial equipment, as well as specialty solutions for trench safety, fluid solutions, power generation and climate control.
- A customer service network of approximately 1,170 rental locations in North America and 11 in Europe, including a presence in more than 300 metropolitan markets in North America.
- A team of approximately 18,400 industry experts with knowledge about equipment applications for virtually all types of construction and industrial projects.
- Safety leadership in risk management and loss prevention, professional customer training, certifications and site evaluations.
- Unparalleled technology and specialty resources, such as Total Control®, Tool Management, On-Site Shop Services and Online Ordering.
- Sustainable growth and diversity practices that are the foundation of corporate responsibility.

### Contact Information:

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