

# ALH T30 TELEHANDLERS

# Tempered business

Following last year's significant double-digit growth, the 2020 TELEHANDLER30 reflects a stabilized market.

Lindsey Anderson reports.

The 2020 TELEHANDLER30 will likely go down in history as an anomaly. The annual list, which ranks telehandler-renting companies by fleet size, reflects the 2019-2020 market; the pre-Covid-19 market. While growth is present on the T30 – a 3.28 percent total increase over last year – it does not represent the impact Covid-19 will have on rental operations. Companies across North America have publicly stated that CapEx spending will be significantly reduced from prior projections, and, as we have witnessed in the past, de-fleeting is likely to occur.

But, let's turn our attention to the data on this year's TELEHANDLER30. Our total list represents 80,168 telehandlers across North

**Michigan-based Aero Lift increased its telehandler fleet by 4 percent.**



**ABLE Equipment Rental increased its telehandler fleet by 56 units.**

American rental fleets, a 3.28 percent increase over last year's 77,576. The top five companies – United Rentals, Sunbelt Rentals, HERC Rentals, H&E Equipment Services and Ahern Rentals – make up the bulk of that figure, with 68,911 telehandlers amongst them.

United Rentals, the world's largest construction equipment rental company, once again claims the top spot, with 31,282 telehandlers in its fleet. This is a very slight decrease (0.44 percent) over last year's 31,420 units.

United announced a large drop in rental demand following the Covid-19 outbreak. Prior to mid-March, the company's first quarter performance was largely in line with its expectations, though this quickly changed with the onset of the Covid-19 pandemic. Total revenues in the first quarter were up 0.4 percent to \$2.125 billion. Within that, rental revenues decreased by 0.7 percent to \$1.783 billion. Rental revenues had been slightly up year-on-year through February, before the crisis began in March. Profits also took a hit, with adjusted EBITDA (earnings before interest, taxes, depreciation and amortization) dropping by 0.7 percent year-on-year to \$915 million.

Matthew Flannery, CEO of United, said although great uncertainty has been caused

by the pandemic and it prompted United to withdraw its full-year 2020 guidance, he said, "The modifications we've made to our operating protocols preserve our ability to serve the needs of thousands of communities, while retaining critical capacity for the return of end-market demand."

Meanwhile, H&E Equipment Services announced its first quarter 2019 financial results were negatively impacted, first by poor weather and softer demand, and then by the Covid-19 pandemic, though its depots have remained open.

The company's CEO and President Brad



**West Coast company Star Rentals maintained its fleet size.**

RANK		COMPANY	HEADQUARTERS	FLEET SIZE IN 2020	FLEET SIZE IN 2019	PERCENTAGE CHANGE (2019-2020)
2020	2019					
1	1	United Rentals	Greenwich, CT	31,283	31,420	-0.44%
2	2	Sunbelt Rentals*	Fort Mill, SC	20,500	18,000	13.89%
3	3	HERC Rentals, Inc.*	Park Ridge, NJ	6,250	6,200	0.81%
4	4	H&E Equipment Services	Baton Rouge, LA	5,900	5,900	0.00%
5	5	Ahern Rentals	Las Vegas, NV	4,978	4,974	0.08%
6	6	Sunstate Equipment Co.	Phoenix, AZ	4,530	4,350	4.14%
7	7	Leavitt Machinery*	Langley, BC, Canada	825	800	3.13%
8	8	Equipment Depot	Houston, TX	800	760	5.26%
9	9	Admar Supply Co. Inc.	Rochester, NY	532	540	-1.48%
10	10	High Reach Co. LLC*	Sanford, FL	495	488	1.43%
11	11	Manulift*	Sainte-Foy, QC, Canada	455	450	1.11%
12	12	Star Rentals	Seattle, WA	425	425	0.00%
13	13	The ALL Family of Companies (ALL Erection & Crane Rental Corp.)	Cleveland, OH	430	415	3.61%
14	14	Rental Equipment Investment Corp (REIC)	Miami, FL	362	374	-3.21%
15	15	Ameco*	Greenville, SC	320	310	3.23%
16	16	Cloverdale Equipment Co.	Oak Park, MI	312	260	20.00%
17	17	AeroLift	Milford, MI	235	225	4.44%
18	21	ABLE Equipment Rental	Deer Park, NY	232	176	31.82%
19	19	Ideal Crane Rental Inc.	Madison, WI	198	192	3.13%
20	20	NMC*	Omaha, NE	180	180	0.00%
21	NEW	Equipment Finders, Inc.	Nashville, TN	153	135	13.33%
22	24	Associated Supply Company, Inc.	Lubbock, TX	120	111	8.11%
23	23	Battlefield Equipment*	Ottawa, ON, Canada	115	113	1.77%
24	27	Stevenson Crane Service	Bolingbrook, IL	105	100	5.00%
25	26	Kirby-Smith Machinery	Oklahoma City, OK	103	103	0.00%
26	28	Bigge Crane and Rigging Co.*	San Leandro, CA	100	95	5.26%
27	29	Illini Hi-Reach, Inc.	Crown Point, IN	95	95	0.00%
28	NEW	Atlantic Lift Systems	Norfolk, VA	70	N/A	N/A
29	30	AirWorx Construction Equipment & Supply*	Indianapolis, IN	65	65	0.00%
Total fleet size:				80,168	77,576	3.28%

\*Denotes estimate

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Barber, said, "The economic impact of Covid-19 has been pervasive across the markets we serve, resulting in project delays and cancellations, which have created significant pressure on rental fleet utilization that has continued into the second quarter."

Total equipment rental revenues declined by 0.9 percent year-on-year, or \$1.6 million, to \$175 million, and gross profit on total rental revenues decreased by 7% to \$72 million.

### Independents rise

While the overall TELEHANDLER30 reflects a market that stabilized after an enormous growth spurt, bright spots shine with independent rental companies across the U.S.

Nashville-based Equipment Finders, Inc. (new to the TELEHANDLER30) grew its fleet by more than 13 percent, now owning 153 telehandlers compared to last year's 135.

ABLE Equipment Rental, the NY-based company that has grown its fleet every year since joining the T30 in 2017, added 56 telehandlers to its fleet, a 31.8 percent increase.

And Michigan-based Aero Lift, a Skytrak-focused rental company, saw a 4.4 percent increase in its telehandler fleet size, bumping up to 235 units from last year's 225.

Aero Lift President Jim Koontz is no stranger to tough times. We first spoke in 2010, following the Great Recession, when he began to diversify his rental business. Back then, Koontz told ALH, "We had just taken in a machine on a trade that had blew an engine and I thought, 'Man, I don't want to put any more money into this thing,'" Koontz said. "So, we parked it and scratched our heads. Then that fellow called and asked for a drive line component, and, frankly, that was our 'A-Ha!' moment.

"The used equipment business offers a tremendous advantage in that you look at it in the rearview mirror," Koontz said. "The new equipment dealers are always trying to predict

## Survey details

Research for the TELEHANDLER30 was carried out during the Spring of 2020. Where companies were unwilling to provide figures, we made our own estimates based on data from annual reports and advice from industry contacts. Thank you to everyone who contributed.

If you would like to be included in next year's list or would like to get a head start on our upcoming AERIALS20 list, please contact editor Lindsey Anderson by calling (312) 929-4409 or emailing [lindsey.anderson@khl.com](mailto:lindsey.anderson@khl.com). Please include the size of your current aerial or telehandler fleet, last year's number and your company's website address.

what's going to happen. They're always trying to serve the new market and there's always a race to be new and improved. The used equipment business, you can go out and say, 'What lives? What do people like? What has customer acceptance?'"

Over the last 10 years, Koontz and the Aero Lift team slightly re-invented their business, by working to become a go-to provider for all things SkyTrak. From engine refurbishment to outdated parts, Aero Lift offers SkyTrak owners the answers to their questions. To hear what Koontz had to say, please listen to our podcast on [www.khl.com](http://www.khl.com) or within the digital issue of this magazine.

Lastly, ALH would like to honorably mention two companies who were contacted to be listed: R.S. Rental & Equipment Co. in Massachusetts, with seven units, and Aspen Rent-All in Colorado with five units. ALH lists companies that have 20 or more telehandlers, but would like to thank both rental operations for their information and time. Look to future issues for interviews with both. ■

## Changes in telehandler fleet sizes

	2020	2019	2019-2020 % CHANGE	2018
<b>TOP 5</b>	<b>68,911</b>	66,494	<b>3.57%</b>	58,389
<b>TOP 10</b>	<b>76,093</b>	73,432	<b>3.55%</b>	60,779
<b>ALL</b>	<b>80,168</b>	77,576	<b>3.28%</b>	64,543



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