

# HAULOTTE REACHES NEW HEIGHTS.

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Reaching higher standards



# For sale or rent

The American Rental Association's (ARA) 48th annual convention is set to take place next month in Atlanta in the US. *C&A* looks ahead to what The Rental Show's organisers claim is the largest event of its kind in the world.

**THE RENTAL Show's** organisers also predict that approximately 700 exhibitors will line the aisles of the Georgia World Congress Theatre in Atlanta, which will also be home to 7,000 to 10,000 visitors during the three days of the show. Since its modest beginnings, the show now covers more than 300 rental categories ranging from dance floor hire to seating arrangements.

The show's roots can be traced back to Kansas City, Missouri during a time when Eisenhower won the US presidency by a landslide, the first Republican to win a re-election since 1900, two airliners crashed into the Grand Canyon in what was the worst commercial disaster in history at the time and Elvis Presley was on the rise. A year later in 1957, the first official convention held in Omaha, Nebraska attracted 100 people, 53 of which were United Rent-All dealers, with the remainder being independent dealers. Just five manufacturers were present, and while no equipment was displayed, rental store operators were hosted in hotel suites.

The show experienced major growth in the 1990s and today averages 10,000 attendees and 700 exhibitors. Today, the ARA describes The Rental Show as a "buying" trade show where transactions take place on the floor, with a concentrated and industry-specific audience. And a recent survey carried by the ARA suggests that spending will increase at this year's show. In excess of 70 per cent of survey respondents believe that rental business conditions in the US will improve this year, while 58 per cent reported that their own business revenues were better in 2003 than in the previous year.

"Many rental operators are anticipating a boost in business in 2004," says Christine Wehrman, ARA executive vice president and CEO. "That translates directly to The Rental Show, where 75 per cent of attendees either purchase equipment on site, or view equipment for future purchases."

Among those companies of interest to the lifting and access sectors will be Haulotte with a range from its aerial platform and telehandler line and also its 3 tonne capacity GH 12-30 Easy Crane. JLG will be displaying its recently introduced 1250AJP Ultra Boom aerial platform, which is an 38 metre platform height articulating and telescopic unit. The unit features JLG's JibPLUS jib boom which rotates 130 degrees vertically and 125 degrees horizontally, while the QuikStik boom allows the platform to be lowered to the ground while the tower boom is fully raised and extended.

Terex and Genie Industries will also be showing of their latest wares directed at the rental markets during the Rental Product

Premiere event which takes place between 6 and 9 pm on the Thursday of the show.

From Terex comes a new 5.75 metre lift height, 1.18 tonne capacity telehandler, allocated the TX55-19, while Genie will be unveiling the newest member of its trailer-mounted articulating boom family, the TZ-50, and also a new Runabout stock picker platform.

Making its very first appearance at the show will be the International Powered Access Federation (IPAF), which will be sharing a stand with its US subsidiary, Aerial Work Platform Training (AWPT) Inc "IPAF's first ever appearance at The Rental Show follows on from the recent launch of IPAF training in North America," says IPAF managing director, Tim Whiteman. "IPAF will be present at the show with AWPT Inc, which recently opened the new IPAF training centre in Pennsylvania, making it the first ever IPAF centre

to be opened in the US."

If you are planning to make the trip over to Atlanta next month, then all travel and hotel reservations can be made on The Rental Show's official website at [www.TheRentalShow.com](http://www.TheRentalShow.com), where visitors can also register for the show and find a complete event schedule.



**WHEN?**  
26 – 29 February, 2004

**WHERE?**  
Georgia World Congress Theatre, Atlanta, US

**OPENING TIMES:**

Friday 27 February:	10 am to 5 pm
Saturday 28 February:	9 am to 5 pm
Sunday 29 February:	9 am to 3 pm

## EXHIBITORS OF INTEREST TO THE LIFTING AND ACCESS INDUSTRIES

COMPANY	BOOTH NUMBER	PRODUCTS
BIL-JAX	3132, 3232, 1134	Scaffolds and accessories, telescopic and boom personnel lifts.
BOBCAT	5116	Telehandlers.
CARELIFT EQUIPMENT	4254	Telescoping rough-terrain forklifts ranging in size from 2.72 to 13.15 tonnes.
GEHL	4458	Extendable boom forklifts.
GENIE INDUSTRIES	4616	Portable material handling equipment to boom lifts with working heights up to 36.88 metres.
HARLO PRODUCTS	4738	Rough-terrain vertical mast forklifts.
HAULOTTE	5132	Aerial work platforms, telehandlers and lower capacity lifting equipment.
HIDRO-GRUBERT	5112	Trailer mounted platforms.
JLG INDUSTRIES	4649	Mobile aerial work platforms, telescopic material handlers and hydraulic excavators marketed under the JLG and Gradall trademarks.
JOHN DEERE	4338	Various construction and grounds-care equipment, including telehandlers.
LDC INDUSTRIES	4318	Telescopic and articulated trailer-mounted aerial lifts, designed for use as a personnel lift or universal crane.
MANITOU	4224	Rough-terrain telescopic handlers, vertical-mast lift trucks and aerial work platforms.
MUSTANG MFG	4810	Telescopic forklifts, and related attachments.
NIFTYLIFT	4572	Trailer mounted aerial work platforms.
SKYJACK	4362	Aerial work platforms
STAR INDUSTRIES	4238	Forklift attachments, loader buckets and attachments, replacement forks.
SKY TRAK	4649	Telehandlers manufactured by JLG.
TEREX	4416	Telehandlers, rough-terrain forklifts, front-end loaders, generators and light towers.