

Rental in Atlanta

This week sees the North American rental industry meeting at the annual convention of the American Rental Association and its adjoining Rental show - at one time a hugely significant event in the worldwide aerial lift industry. The show is still massively important in the North American aerial lift calendar, but it now attracts far fewer international visitors. In spite of this it is still a major show for the worldwide powered access market given that most aerial lifts are still designed and built in North America. As such it is the event at which most new concepts and products are first rolled out, not to mention a traditional venue for making big corporate announcements.

This year's event, which has sadly moved from its original venue in New Orleans after the devastation of hurricane Katrina to more wintry Atlanta, will be as important as ever. Genie plans to unveil some exciting new products, including the GS3232, a 32ft narrow aisle electric scissor lift and the Z40N, a 40ft electric boom lift which promises to introduce some radical new technology possibly including direct AC electric drive. The new boom will incorporate a modified Z45/25 boom assembly with a chassis based along the lines of its 30 and 34N units.

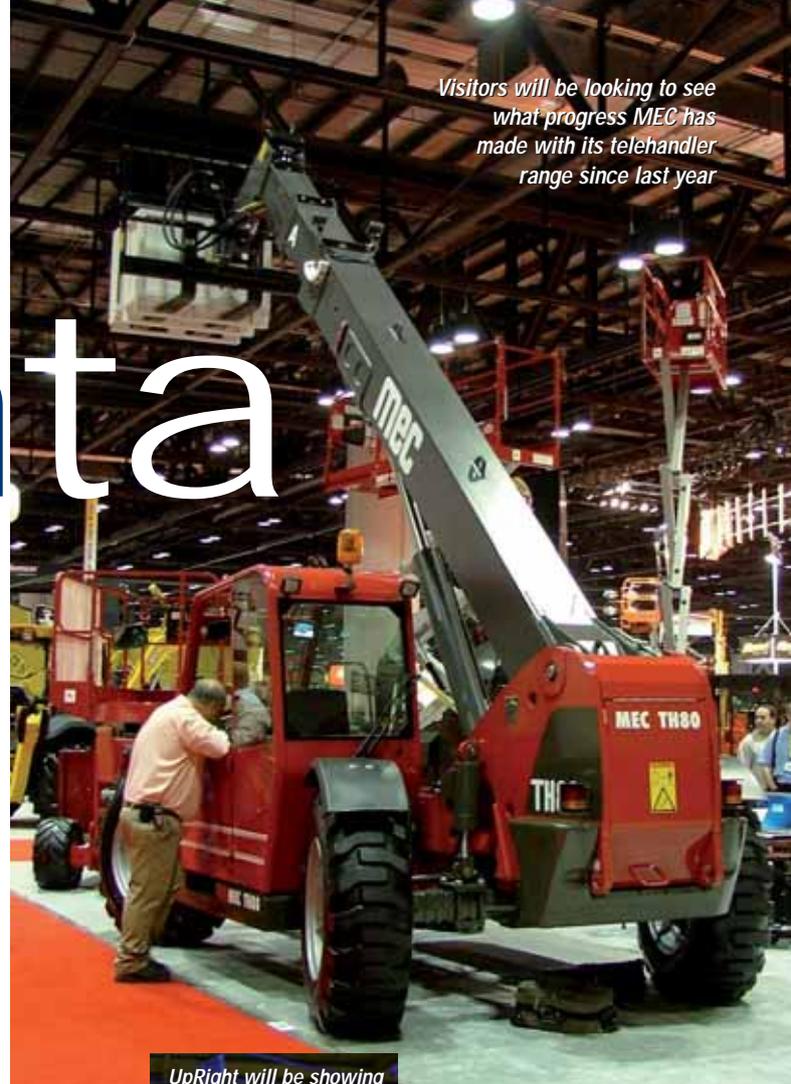


Snorkel promises to impress with its new 80ft articulated booms

progress it is making with its new boom range although it is not expected to have its 60/65ft booms on display, potentially having a surprise for us in the scissor lift area.

UpRight powered access will be hoping to provide more

details on its longer term plans for a larger US production facility and demonstrating the dealer led improvements it has been making to its scissor lifts.



Visitors will be looking to see what progress MEC has made with its telehandler range since last year

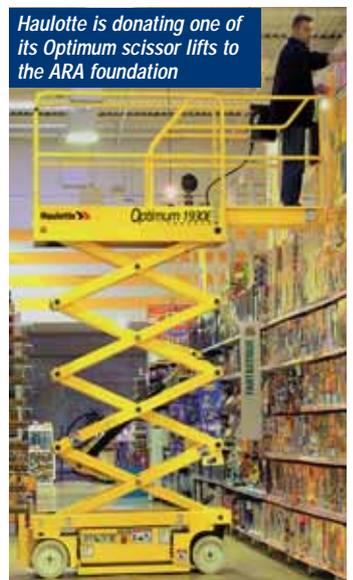


UpRight will be showing off the improvements it has made to its bread and butter scissor lift models.

Haulotte, while most likely saving its latest innovations for Bauma, will be talking about its plans to extend its branch network across the USA, by adding locations in Chicago and Houston to its existing outlets in Hanover, Maryland, Atlanta, Georgia and Fresno, California. The branches will largely be centred on product support but are also likely to carry demonstration and general inventory. The trailer lifts on its stand are built by Dino Lift which it is distributing in the USA under the Haulotte brand.

JLG will of course be introducing the new 1230ES its 12ft steel masted compact vertical lift. While this product is not radically different it brings together a number of features that could make a far more significant impact on the small self propelled market than it might be anticipating.

In addition it will be the first opportunity for many customers and distributors to discuss the changes brought on by the Oshkosh takeover in December.



Haulotte is donating one of its Optimum scissor lifts to the ARA foundation

Live Auction

Haulotte has also donated one of its 19ft Optimum1930E micro scissor (Optimum 6 in Europe) to the live auction on the first day of the show in aid of the ARA foundation.

The foundation aims to develop and implement programmes within the rental industry that create educational opportunities and aid the industry overall.

Snorkel will show off two new articulated boom lifts, the 80ft AB80J and the 85ft AB85J, both of which incorporate a single riser big outreach and rotating jib design, the company's first. It will also be talking about its expansion plans which include a new European operation on Holland. Skyjack will be updating on the

Everyone will be looking to Skyjack to see how far it has progressed with its boom product line



Charlie Szews the interim president will be present on the JLG stand and who knows, he might just be ready to announce who is to become the next president of JLG within the Oshkosh truck group. (See face to face page 45)

British-based Niftylift, now a long term participant in the ARA, will be out in force. The show has turned into an important one in its calendar given that it built up its American presence with smaller Mom&Pop rental stores and smaller regional players who use the Rental show as their annual buying fair. This type of

customer is a prime target for Nifty's trailer lifts and small to mid range boom lifts. This year it will be showing its 12 metre HR12-4x4 (SP34RT in USA) for the first time along with the HR18-4x4 which becomes the SP53 in the USA.

Bil-Jax will be giving customers their first, in-the-

iron look at its first self propelled boom lift, the 11 metre SLT-3632T with low weight boom with outriggers that can be driven when fully stowed. It will also show a new 26ft trailer lift, the 2622T and update its dealers on its long term ownership plans.

In addition to its electric scissor lifts MEC will show the largest unit of a new three product Rough Terrain range of scissors. The 41ft, 4191RT is a 2.3 metre wide lift which will also have 25 and 33ft derivatives. It is a year now since the company purchased its telehandler designs from Volvo so visitors will be looking at its progress and plans.

Custom Equipment will once again be exhibiting with its Hybrid 1030 due to arrive in Europe shortly. Another producer of smaller self propelled lifts, attending for the second time only is Italian producer Bravi with its Leonardo. The company was very pleased with the progress it made last year in North America and is hoping to build on this in Atlanta. Another niche player attending is Reachmaster, the wholly owned Falk-Schmidt distributor. It has had a good deal of success with the company's higher atrium lifts and is looking to extend this into specialised rental operators. The company has also taken on Hinowa products including its track mounted Goldlift.



Bil-Jax will show off its first self propelled boom lift the SLT-3632T

c&a

ARA show

A new exhibitor this year will be Aichi. In the past 12 months it has reopened a North America office and intends to win a share of the market over the next five years. At present the company is focusing on the niche products, largely its crawler mounted straight telescopic boom lifts.

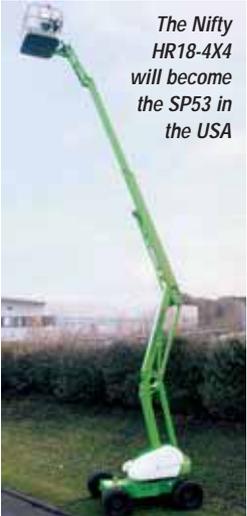
Telehandlers

The rental show has not traditionally been a great show for telescopic handlers, being close to or beyond the top end of most local rental stores product ranges. However it has grown with an increasing number of exhibitors showing telehandlers as they become ever closer associated with aerial lifts. Naturally JLG, Genie-Terex - which is launching its 17 metre/4,600kg American style

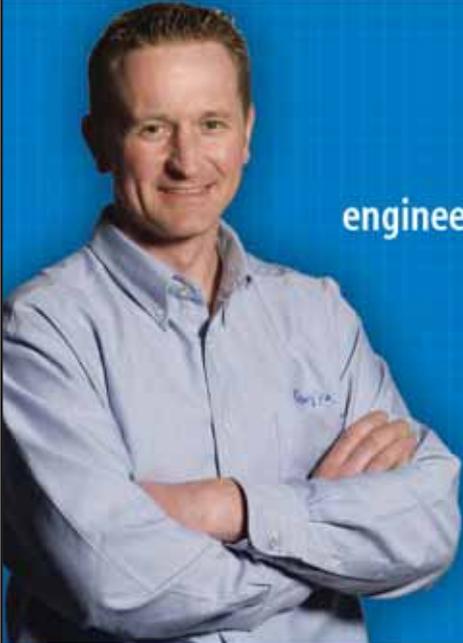
GTH 1056 - and MEC will have telehandlers alongside their aerials, but also attending will be Manitou, JCB, Carelift, Gehl, Mustang, Ingersoll-Rand and Xtreme with its new 12,000lbs, 67ft, XRM1267 model. The company also sells Dieci telehandlers in the USA under the Xtreme label.

Next year?

The Rental show is early this year running from February 8th to the 10th, if you are reading this after the show, you might want to note down the dates for next year, it is February 11th to 14th in Las Vegas.



The Nifty HR18-4x4 will become the SP53 in the USA



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ground up



Genie's product range is renowned throughout the industry for being rugged and reliable. There is a machine for just about every need and condition. Nothing is ever too high, too wide or too hard to get to.

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