HEADLINE NEWS

The RER 100 Top $46 Billion in 2025 Rental Volume

The RER 100 as a group increased rental volume by 6.1 percent in 2025, increasing from $43.6 billion in 2024 to $46.2 billion in 2025 rental volume.

By Michael Roth June 17, 2026 2 min read


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Rental Equipment Register
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Q1 jumps for Herc Rentals and EquipmentShare
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RER 100: High Aspirations
Smaller volume increases, but RER 100 companies get bigger and smarter.

The *RER* 100 as a group increased rental volume by 6.1 percent in 2025, increasing from $43.6 billion in 2024 to $46.2 billion in 2025 rental volume. The *RER* 100 is compiled by the *RER* staff. The previous year's increase was 6.2 percent, following three consecutive years of double-digit increases following the 2020 pandemic year. The entire listing increased 12.5 percent in 2021, 22.9 percent in 2022 and 15.8 percent in 2023.

The top 10 companies on the *RER* 100 increased 6.4 percent from $33.3 billion in 2024 to $35.5 billion in 2025. In 2024, the listing grew 7.3 percent from the previous year, also following three double-digit-increase years following the pandemic, growing 13.1 percent, 24.3 percent and 16.3 percent respectively.

The top 10 of the *RER* 100 was mostly the same companies year over year, with the exception of the departure of last year's No. 5, H&E Equipment Services, which was acquired by Herc Rentals. The top 5 companies were United Rentals, Sunbelt Rentals, Herc Rentals, EquipmentShare and Home Depot Rentals. Aggreko North America, BrandSafway, Maxim Crane Works, Sunstate Equipment Co. and Bigge Crane & Rigging Co. rounded out the top 10.

Ten of the top 100 companies this year are listed for the first time.

The *RER* 100 is a listing of the 100 largest rental companies based on rental volume. The companies are based in North America or, in a couple of cases, doing extensive business in North America with headquarters elsewhere. The rental numbers are reported by the listees to *RER* or are publicly available in the case of public companies. Some companies' numbers, marked with asterisks, are estimated by the *RER* staff.

United Rentals continues to set the pace with $13.8 billion in 2025 rental volume. Sunbelt Rentals is No. 2 at $10.1 billion, Herc Rentals at $3.7 billion, EquipmentShare at $2.4 billion and, rounding out the top five, Home Depot Rentals at $1.3 billion.

The *RER* 100 can be read on *RER*'s digital edition:
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HEADLINE NEWS

EquipmentShare Given Ford Pro Community Award for Disaster Relief Efforts

This new recognition from Ford Pro honors businesses that demonstrate an outstanding commitment to community service, corporate social responsibility and meaningful change beyond the jobsite.

July 13, 2026 4 min read

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EquipmentShare.com was named the winner of the inaugural Ford Pro Community Award presented by Ford Pro, the commercial division of the Ford Motor Company.

This new recognition from Ford Pro honors businesses that demonstrate an outstanding commitment to community service, corporate social responsibility and meaningful change beyond the jobsite.

"We created the Ford Pro Community Award to spotlight businesses that go above and beyond the vehicle to drive human progress. EquipmentShare is the perfect example of a company that truly matches its mission to action," said Matt Atkenson, executive director of Ford Pro North America sales and operations. "Their structured, passionate approach to community giving across their entire network, turning corporate values into real-world impact, made them the undeniable choice for our inaugural award."

As EquipmentShare works to build the future of construction through cutting-edge technology and nationwide infrastructure, receiving this honor from Ford Pro carries profound significance, the company said. Ford Pro is the commercial vehicle business segment of Ford Motor Company. For a rapidly growing, industry-leading company like EquipmentShare to be recognized by a foundational pillar of American industry underscores their shared commitment.

"EquipmentShare is building the future of construction, and we are honored to be recognized by a global company that has been building the future of industry for over 120 years," said Jabbok Schlacks, CEO and founder of EquipmentShare. "This award belongs to every team member who has volunteered their time, responded to a disaster or championed a local cause. I am incredibly proud of our team's dedication to making a difference in the communities we call home."

At EquipmentShare, nationwide growth goes hand-in-hand with accountability to the communities it serves and the people who power its mission. From local neighborhood support to national disaster relief efforts, EquipmentShare's network has consistently deployed assets and resources to drive positive, tangible impact.

The Ford Pro Community Award was given to EquipmentShare as a recognition of EquipmentShare's existing initiatives designed to empower its branches, support its workforce, and uplift communities nationwide:

- **Branch-level giving:** Every EquipmentShare branch across the country is granted $2,500 annually to invest directly into local nonprofits and grassroots causes that matter most to its immediate community.
- **Volunteer time off:** EquipmentShare provides every employee with 16 hours of paid VTO each year, allowing team members to put boots on the ground for local service projects.
- **The EquipmentShare Foundation:** EquipmentShare's dedicated philanthropic arm provides critical hardship grants to EquipmentShare employees in times of need and serves as the financial backbone of its nationwide disaster response efforts.

- **Team Orange disaster response:** When a crisis strikes, a specialized disaster response team deploys heavy equipment, essential resources and personnel to assist affected communities in rebuilding and recovering.
- **The TELEHERO Program:** 10 percent of all revenue generated by these patriotically wrapped telehandlers in the EquipmentShare fleet is donated directly to local veterans' organizations.

As EquipmentShare continues to expand its digital and fleet footprint, the company remains committed to empowering its employees, supporting its neighbors and ensuring that its positive impact on the world grows right alongside its business.

For more information, visit www.equipmentshare.com.

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HEADLINE NEWS

4-Horn Power & HVAC Expands to Freeport, Texas

The new location, in the municipality of Oyster Creek, Texas, a few miles from Freeport, expands the company's footprint along the Texas Gulf Coast and positions the company closer to the customers and facilities it serves every day.

Michael Roth July 9, 2026 2 min read

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4-Horn Power & HVAC, a provider of temporary power, cooling, heating, and dehumidification solutions for industrial and commercial applications, has opened a new branch in Freeport, Texas. The new location, in the municipality of Oyster Creek, Texas, a few miles from Freeport, expands the company’s footprint along the Texas Gulf Coast and positions the company closer to the customers and facilities it serves every day.

Designed to support fast-moving, large-scale industrial projects, the 4.8-acre lot features a fully fenced laydown yard, a well-equipped warehouse, and 3,600 square feet of office space designed to support operations and future growth. Strategically positioned near key industrial, refining, petrochemical, and port facilities, the Freeport branch enhances 4-Horn Power & HVAC’s ability to respond quickly to planned outages, emergency events, turnarounds, and periods of peak demand.

The Freeport branch marks the company's third Power & HVAC location, joining existing branches in Beaumont and Houston, Texas. Operations at the new branch will be led by branch manager, Scout Dugas, and region manager, Lance Marchand.

"This location puts us right where our customers need us," said Rhett Lasserre, CEO. "The Freeport area is home to critical industrial operations, and opening this branch allows us to respond faster, support larger projects, and continue building long-term partnerships across the Gulf Coast."

The new branch will offer a comprehensive inventory of temporary cooling solutions, including industrial portable air conditioners, air- and water-cooled chillers, portable cooling towers, and heat exchangers, along with temporary heating, dehumidification, generators, and power distribution equipment.

"Having equipment, people, and resources closer to our customers makes a real difference," said Marchand. "Whether it's a planned project or an unexpected outage, this branch gives us the ability to mobilize quickly and support some of the most demanding industrial environments in the region."

This expansion aligns with 4-Horn Power & HVAC's long-term strategy to grow its footprint nationally.

For more information, visit www.4hornpower.com.

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HEADLINE NEWS

Manitou Group Appoints Chris Genal Vice President of Sales, North America

Based at the North American subsidiary headquarters in West Bend, Wis., Genal will spearhead the North American sales function for all Manitou and Gehl products.

Michael Roth July 8, 2026 2 min read

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Manitou Group, a worldwide manufacturer in the material handling, aerial work platform and earthmoving sectors, has appointed Chris Genal vice president of sales for North America, effective July 1, 2026.

Based at the North American subsidiary headquarters in West Bend, Wis., Genal will spearhead the North American sales function for all Manitou and Gehl products. In this pivotal role he will be responsible for driving topline P&L, expanding market share and ensuring all commercial operations align with Manitou Group's global corporate structure. As a key member of the North American executive leadership team, Genal will report directly to Brad Boehler, president of Manitou North America.

"Chris' industry knowledge, extensive dealer network expertise and collaborative leadership style will be vital assets as we embark on our LIFT 2030 strategic journey," said Boehler. "We are thrilled to welcome him to the team and look forward to his leadership in accelerating our growth across the region."

In his new position, Chris will develop and execute a comprehensive market penetration strategy across Manitou Group's sales distribution networks, rental markets, and dealer management systems. His core focus will include optimizing dealer network effectiveness, cultivating relationships with strategic clients, and managing the North American sales organization. Additionally, he will monitor market trends and competitive dynamics to implement proactive pricing policies that safeguard margin and cash flow.

Genal is an accomplished commercial leader with more than 20 years of experience across the capital equipment, agriculture, and industrial markets. His proven career progression from territory manager, trainer, regional sales manager, and distribution manager to vice president of sales, reflects a robust foundation in field execution, dealer development, and building high-performing commercial organizations. Most recently, Genal successfully oversaw the Case IH Agriculture Equipment sales organization at CNH Industrial.

Source: Manitou Group

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MERGERS & ACQUISITIONS

Kinderhook Industries Launches Rentix Solutions to Offer Specialty Infrastructure Equipment Rental

Rentix Solutions’ national footprint includes 36+ branch locations, a combined fleet of 3,200+ pieces of specialized equipment, and full-service specialty capabilities in rental, parts, and service.

Michael Roth July 8, 2026 4 min read

Kinderhook Industries LLC, a private equity management company this week announced the formation of Rentix Solutions, an infrastructure-focused specialty rental platform created through the merger of JDC (formerly known as Jack Doheny Companies) and Vacuum Truck Rentals (VTR) — two complementary companies serving the water and sewer, electric utility, and environmental markets across the United States.

The merger brings together JDC’s 50-year legacy as a leader in specialized infrastructure equipment — including sewer and vacuum trucks, hydro excavators, aerial boom trucks, air handlers, and inspection equipment — with VTR, a leading commercial vacuum truck rental company in the United States. Rentix Solutions’ national footprint includes 36+ branch locations, a combined fleet of 3,200+ pieces of specialized equipment, and full-service specialty capabilities in rental, parts, and service. The combined entity will be led by CEO Payton Lockey and chief operating officer B.T. Steadman.

"Rentix Solutions represents exactly the kind of platform we build at Kinderhook: specialized expertise, deep asset base, and national reach combined into one market-leading company," said Corwynne Carruthers, managing director of Kinderhook Industries. "By unifying JDC and VTR, we have created a company capable of serving customers across every dimension of their specialty equipment needs — from the first rental to long-term fleet service and parts support. That is a fundamentally stronger value proposition for customers, and a stronger platform for growth."

"This is a merger of two great companies with complementary strengths and shared values," said Lockey. "Our customers will experience the same people, the same equipment, and the same service they have always relied on — now backed by a broader platform, a larger fleet, and a deeper bench of expertise. We are bringing together the best of both companies to build something neither could have been alone."

The Rentix Solutions platform is backed by:

- 36+ branch locations across the United States
- 3,200+ pieces of specialized infrastructure equipment including sewer and vacuum trucks, hydro excavators, aerial boom trucks, air handlers, diggers, drill trucks, and inspection equipment.
- A nationwide parts distribution network with 300,000+ SKUs.
- Certified service technicians with 100+ service bays and 48-hour rental turnaround commitments.
- New and pre-owned specialty equipment sales serving water and sewer, electric utility, and environmental customers.

Focus on specialty rentals

The combined company will serve specialty equipment customers across sewer maintenance and inspection, electric transmission and distribution, underground utility installation, industrial plant maintenance, hydrovac excavation, and environmental services.

Kinderhook is not new to the rental industry. In 2022, Kinderhook acquired Rental Equipment Investment Corp., now known as REIC Rentals, along with CEO and founder Kevin Fitzgerald. REIC continued to make nearly a dozen acquisitions since. Later that year, Kinderhook acquired Mersino Dewatering, a provider of mission-critical water control solutions and pump rentals in North America and its sister company Global Pump, a manufacturer of pumping equipment sold worldwide.

Earlier this year, Kinderhook announced the formation of Ironclad Powered by Mersino (IPM), a national infrastructure solutions platform serving the water management and specialty liquid containment markets. IPM is created through the merger of Ironclad Environmental Solutions, Mersino Water Solutions, and Global Pump — three organizations with complementary capabilities and a shared commitment to mission-critical performance in the field.

Kirkland & Ellis LLP served as legal counsel to JDC and Kinderhook. Financing for the transaction was provided by an ABL syndicate led by Regions Bank with JLA participation from Fifth Third Bank National Association, PNC Capital Markets LLC and The Huntington National Bank, in addition to a split lien term loan led by Marathon Asset Management. Catalyst Strategic Advisors LLC served as exclusive financial advisor to JDC and Kinderhook. Baker, Donelson, Bearman, Caldwell & Berkowitz, PC served as legal counsel to VTR. Founded in 2003, Kinderhook Industries LLC is a private investment firm that has raised more than $11 billion of committed capital, and made more than 500 investments and follow-on acquisitions since inception.

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AERIAL EQUIPMENT

Skyjack's Battery-powered Telescopic Boom Range

Expands for the Chinese and Southeast Asian Markets

Available with a 72-foot, 2-inch (22 m) working height and suitable for indoor and outdoor use, the new SJ22 TE+ includes innovative design features and a high platform capacity.

Michael Roth July 7, 2026 3 min read

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Skyjack announces the expansion of the new battery-powered rough terrain telescopic boom range with the launch of the new SJ22 TE+, developed specifically for the Chinese and Southeast Asian markets. With the addition of this new high-performance electric model, Skyjack continues to expand its boom range.

Available with a 72-foot, 2-inch (22 m) working height and suitable for indoor and outdoor use, the new SJ22 TE+ includes innovative design features and a high platform capacity. The unit provides a clean, quiet, sustainable rental solution with zero emissions, lower operating costs, and increased utilization.

“Skyjack became an industry leader by providing machine features that combine durability, quality, and serviceability, making our products world-renowned for reliability,” said Charlie Patterson, Skyjack president. “Our new electric telescopic boom range, proudly designed for the Chinese and Southeast Asian markets, remains simply reliable and provides an environmentally friendly and sustainable choice for rental.”

Common features across the new battery-powered rough terrain telescopic boom range are designed to ensure maximum utilization and return on investment. The all-electric, four-wheel, axle-based drive of the SJ22 TE+ provides improved efficiency and rough terrain performance. The drive system uses a high-performance AC induction traction motor and AC pump motor system to optimize torque, power, and speed. Efficient, maintenance-free lithium-ion batteries, paired with straightforward troubleshooting, allow for low lifetime ownership and running costs.

The new SJ22 TE+ is designed with Skyjack's innovative AXLDRIVE, which provides traction, up to 35-percent gradeability, and smooth operation in the most challenging conditions. The EASYDRIVE direction-sensing system intuitively allows the boom to move in the general direction of the joystick’s movement related to the way the operator is facing. 360-degree continuous turret rotation, multi-function capability, and an articulating jib with an auto-levelling platform allows for accurate jobsite positioning. For increased productivity and utility, the SJ22 TE+ features platform capacities of up to 1000 pounds (454 kg).

Less than five hour charge

The new electric boom is compatible with 220V power supplies. The SJ22 TE+ features a 48V system and is powered by 460Ah lithium-ion batteries paired with an automatic battery charger. Bulk charging of the lithium-ion battery takes less than five hours at 60A, the company says, allowing for increased working hours.

“The new SJ22 TE+ and SJ28 TE+ have been designed to meet true jobsite performance expectations, whether it be navigating various rough terrain conditions or lifting the work platform,” added Chan Tran, Skyjack Asia-Pacific vice president of operations. “The Skyjack team understands the importance of maximum uptime, so our equipment is designed to provide just that. All major service points are easily accessible, enabling straightforward troubleshooting and repairs.”

Skyjack machines have proven, easy-to-understand control systems, with on-board diagnostics, large displays, simple language readouts, and load-sensing information, that makes routine maintenance simple, reducing downtime. As rental companies and major contractors face increasing demands for sustainability information, Skyjack’s ECO mark supports customers by outlining the environmental performance and long-term sustainability of their machines.

Deliveries of the new SJ22 TE+ are scheduled to begin in August 2026 from Skyjack’s facility in Tianjin, China. Learn more about the new battery-powered rough terrain telescopic boom range at www.skyjack.com/en-cn/product/sj2228-te.

Source: Skyjack

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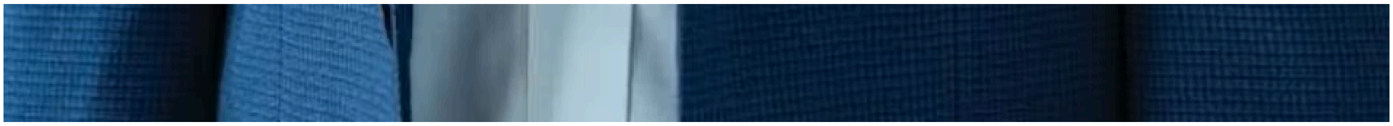
Mike Ballweber to Retire from Bobcat; CEO Scott Park Named Interim Leader

With Ballweber's retirement, Scott Park, CEO and vice chairman of Doosan Bobcat Inc., will serve as interim president of the North America region, working closely with the regional leadership team to maintain continuity until a successor is named.

Michael Roth July 6, 2026 3 min read



Bobcat Co. announced the upcoming retirement of Mike Ballweber, president of Doosan Bobcat North America Inc., effective July 31. Ballweber worked nearly 30 years for Doosan Bobcat.

With Ballweber’s retirement, Scott Park, CEO and vice chairman of Doosan Bobcat Inc., will serve as interim president of the North America region, working closely with the regional leadership team to maintain continuity until a successor is named. In this capacity, Park will help ensure continued execution of Bobcat’s strategic priorities and long-range growth plans, while maintaining continuity for employees, dealers and customers. Bobcat remains focused on serving customers, supporting its dealer network and continuing priorities already underway across product innovation, manufacturing and long-term growth.

"Mike’s impact on this business has been significant — not just in the results he helped deliver, but in the way he led,” said Park. “He brought a deep commitment to our employees, dealers and customers, and he helped position Bobcat for continued success. We are grateful for his leadership and lasting contributions and are confident in our continued momentum moving forward.”

Ballweber joined Bobcat in 1998 and was appointed president in 2019. During his tenure, he helped strengthen Bobcat’s dealer network, expand the company’s product portfolio and advance manufacturing and innovation initiatives. He guided the business through some of its most complex operating environments in its history, including the COVID-19 pandemic and global supply chain challenges, while supporting a period of accelerated growth and expansion. Throughout, he maintained a strong focus on customers, dealers and employees.

“I’m sincerely grateful to have led this organization and worked alongside such talented colleagues, dealers and customers,” Ballweber said. “This is a bittersweet moment, as Bobcat has been such an important part of my life. My retirement comes with great pride in what we’ve accomplished together and with confidence in the strength of our team, our strategy and the future ahead.”

Ballweber will remain actively involved through July 31, working alongside leadership to ensure continuity and a smooth transition. Park will serve in the interim role until a successor is named. To learn more about Bobcat, visit bobcat.com.

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HEADLINE NEWS

Sunbelt Rentals Revenue Leaps 8.9 Percent in Fiscal Fourth Quarter 2026; Makes Modular Space Acquisition

Equipment rental revenue for the quarter was $2,529 million, compared to $2,334 million in the year-ago fiscal fourth quarter, for an 8.0-percent increase.

Michael Roth June 25, 2026 5 min read


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Sunbelt Rentals posted $2,754 million in fiscal 2026 fourth quarter total revenue, compared to $2,529 million in fiscal 2025 fourth quarter total revenue, an 8.9 percent increase. The fiscal fourth quarter and fiscal year ended April 30, 2026. Equipment rental revenue for the quarter was $2,529 million, compared to $2,334 million in the year-ago fiscal fourth quarter, for an 8.0-percent increase.

For the fiscal full year 2026, total revenue for Sunbelt Rentals was $11,154 million, compared to fiscal full year 2025 total revenue of $10,791 million, a 3.4-percent increase. Equipment rental revenue for the full fiscal year 2026 was $10,320 million compared to the fiscal full year 2025 with $9,980 million, also a 3.4-percent increase.

Total revenue growth in the quarter resulted from higher sales of used and new rental equipment, and rental revenue growth of 8 percent. The strong momentum in rental revenue growth to finish the year was driven by volume growth and higher utilization across most geographies, while rates continued to be stable.

Depreciation of rental equipment increased only 3 percent and less than rental revenue growth of 8 percent. This reflects stronger utilization of the company's fleet combined with disciplined capital management.

Net income in the quarter declined primarily because of higher non-recurring costs related to restructuring and re-listing activities, and higher stock compensation expense.

"Fiscal 2026 was a strong year for Sunbelt Rentals, driven by our clear customer-led strategy, disciplined execution across the business and the outstanding efforts of our team," said Brendan Horgan, CEO. "We delivered solid results, continued to grow the business and further strengthened our position across attractive end markets by supporting customers with the equipment, availability, service and solutions they need to execute critical projects. We finished the year with strong momentum with fourth quarter rental revenues in our North America Specialty segment increasing 15 percent, and our North America General Tool growing at 4 percent. With this momentum, we are well positioned to continuing driving profitable growth and deliver long-term value for our stockholders."

Modular space acquisition

"I'm excited to announce today the acquisition of Reliant Asset Management, a leading modular space solutions provider," said Horgan. "This is a great example of our bolt-on acquisition strategy as a compelling opportunity to expand our Specialty offering and advance our Sunbelt 4.0 strategic objectives. Through this acquisition, we are demonstrating our capital allocation priorities and a clear intention to use our leadership position in North America to expand and grow across new highly complementary verticals, creating sustainable long-term value for stockholders. Post closing, we expect EPS accretion in year one, with net leverage remaining comfortably within our targeted range.

"Looking ahead to fiscal 2027, we are entering the year with strong top-line momentum. Our guidance reflects confidence in the underlying demand environment, the resilience of our structural growth and through-the-cycle free cash flow platform. We believe Sunbelt is well positioned to deliver a year of strong performance."

The North America tool rental segment posted $1,582 million in fiscal fourth quarter 2026 total revenue compared to $1,498 million in fiscal fourth quarter 2025 total revenue, a 5.6-percent increase. Equipment rental revenue increased from $1,377 million in fiscal fourth quarter 2025 to $1,438 million in the recently concluded quarter. For the full fiscal year, total revenue in North American tool was $6,507 million compared to $6,397 in the previous year, a 1.7-percent increase. Equipment rental revenue for the full fiscal year 2026 was $6,013 million compared to $5,889 in the previous year.

North American General Tool equipment rental revenue growth in the fourth quarter of 4.4 percent was driven primarily by volume growth, with both dollar utilization and rates approximately flat. Growth was fairly consistent across U.S. geographies led by mega project and strategic account activity, with Canada driving outsized growth through bolt-on acquisitions and mega project activity.

North America's Specialty segment posted $938 million in fiscal 2026 fourth quarter total revenue compared to $810 million in FQ425, a 15.8 percent jump. Equipment rental in the specialty segment increased from $768 million a year ago to $884 million, a 15.1-percent increase. Its fourth quarter equipment rental growth of 15.1 percent was led by volume and supported by strong utilization increases year over year. The growth continued to be led by Power & HVAC, in particular load banks, and was also fueled by flooring, temporary fencing structures and walls, trench safety and scaffolding.

Total revenue in the North American Specialty Segment increased 6.5 percent for the full year, while equipment rental revenue increased 5.8 percent for the full year in the Specialty segment.

In the United Kingdom, total revenue increased by 5.9 percent in the fiscal fourth quarter and 2.8 percent for the full year. Equipment rental fevenue increasewd 4.8 percent in the fiscal fourth quarter and 3.1 percent for the full fiscal year.

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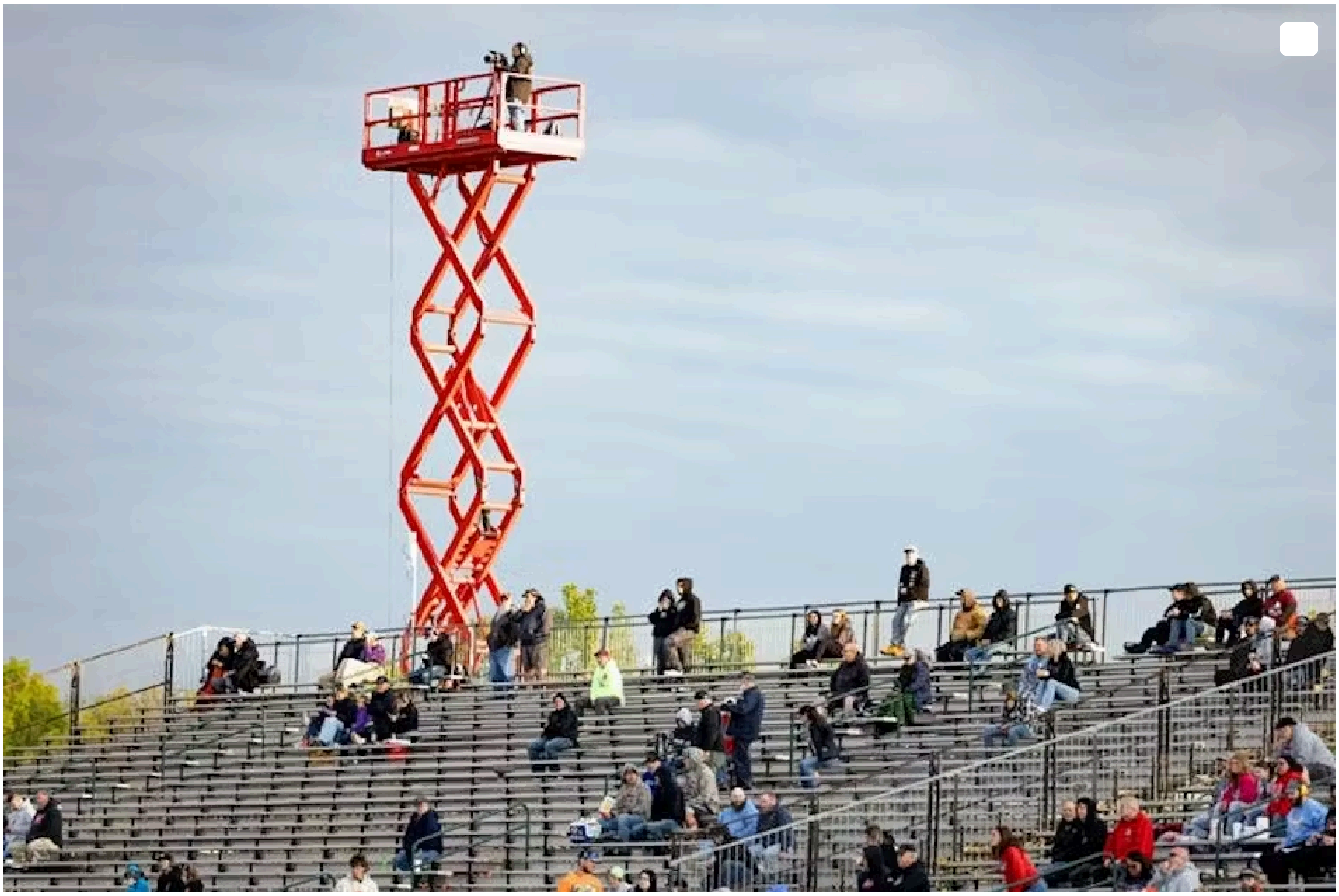
AERIAL/LIFTING

LGMG North America Partners with Eldora Speedway for its 2026 Season

The company sponsored this year’s #LetRaceTwo races and supplied two rough terrain scissor lifts that will support operations for the entire race season.

Michael Roth June 25, 2026 3 min read



LGMG North America (LGMG NA) is partnering with Eldora Speedway for its 2026 season, supporting one of the most recognized venues in American dirt track racing. Held across multiple weekends from April through October in Rossburg, Ohio, the events draw thousands of fans. LGMG NA sponsored the popular #LetsRaceTwo, which took place last month (May 15-16), and supplied two SR5390D rough terrain scissor lifts that are being used by television crews and photographers to help capture the race from above.

#LetsRaceTwo is one of Eldora Speedway's most popular events. It features two full nights of racing and attracts top drivers and teams from across the dirt racing circuit. The sprint-car-focused program includes both winged and non-wing models, delivering a high-energy experience for fans.

"Our events rely on strong collaboration behind the scenes, and we are pleased to have LGMG supporting this year's #LetsRaceTwo events," said Levi Jones, general manager of Eldora Speedway. "Having the right equipment in place is essential, and LGMG's support helps ensure our media teams can safely capture the action at the races."

Personal connection

Russell Durand, LGMG NA regional sales manager, has attended races at Eldora Speedway for more than 30 years. He has seen the enduring loyalty of its fan base as the track has evolved over the decades.

"My dad took me to Eldora Speedway for the first time in the early 1990s, and by the late 2000s I was bringing both of my sons — three generations of my family," Durand said. "That's not unusual. You see grandparents with their grandchildren all the time. Eldora Speedway represents heritage, performance and community, and we at LGMG NA are excited to be part of it."

Eldora Speedway has called Rossburg home since its founding in 1954. With fewer than 200 residents, the village attracts crowds of more than 20,000 spectators on a single weekend during the race season. Known as the "Big E," the venue has a global draw, with camping areas filled throughout the season. The calendar culminates with the prestigious "World 100," widely regarded as the premier late model dirt race in the U.S.

Strong support on the ground

The two LGMG SR5390D rough terrain scissor lifts deployed at the track play a key role in supporting broadcast and media operations, helping bring the event to audiences beyond the grandstands. With a maximum platform height of 52 feet, 2 inches and a 1,500-pound capacity, accommodating up to four people, the units are well-suited for camera crews. Designed for uneven ground conditions, the machines are built for use in dirt track environments.

"The machines are supporting camera, filming and photography crews during race days, and are also being used around the track for a variety of applications. We're proud to help the crews working behind the scenes and contribute to the overall success of the event," Durand said.

About the Author

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Michael Roth has covered the equipment rental industry full time for RER since 1989 and has served as the magazine's editor in...

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