



Leasing vs. Equipment Rental

CASE STUDY

Gaining control of material handling equipment rental costs

This customer was looking for a way to reduce the total cost of its material handling equipment used in its warehouses across the country. The customer's corporate office had no visibility into its forklift inventory or related costs within each of its 80 branch locations. Several branches have low asset usage needs and believed rentals were a better option than leasing new equipment.

Our Solution

As part of the fleet implementation, Element Fleet Management gathered and analyzed the client's equipment inventory – something that had not been done before. We identified three branches where high cost rentals were being used. Our equipment experts located/purchased forklifts that fit their specific needs, while focusing on providing leasing options that cost less than current rental fees.

Impact

The customer saved nearly 70% by leasing rather than renting material handling equipment. In addition, we monitor all the customer's other rental units, eliminating rentals that sit for long periods of time without being used.



\$82,380 in annual savings on equipment assets

in three branch locations;
increased visibility into inventory and costs

FLEET PROFILE

Industry
Business services

Type
Service fleet

Total fleet size
150 forklifts spread over 80 branch locations

Services utilized

- Accident
- Financing
- Fleet Partnership Solutions
- Maintenance
- Personal Usage & Expense Tracking
- Rental
- Telematics
- Title, Licensing & Registration

