

Acquisition of Rise Hire Limited

Lavendon Group plc ("Lavendon"), Europe's market leader in the rental of powered access equipment, has announced the acquisition of Rise Hire Limited ("Rise Hire").

Rise Hire specialises in the rental and contract lease of van mounted powered access platforms and forklift trucks to a diverse range of customers throughout the UK. The company is a market leader in the van mounted access market and has an enviable reputation for customer service excellence. The acquisition is seen as an exciting growth opportunity for the Lavendon Group, due to the increase in rental demand for van mounted access solutions.

Kevin Appleton, Lavendon Group Chief Executive said, "Rise Hire has an excellent service reputation and operates in a market segment where our UK business is under-represented, and where operational disciplines are different. We intend for Rise Hire to be the foundation for further investment to develop a market leading position in this sector." Andy Wright, Group Development Director, added, " This acquisition fits extremely well with the Group's strategy for growth and has enabled us to extend our product and service offering, in a market where growing rental demand is fuelled by quality of service, customer preference, product availability and stringent safety legislation."

Nic Rae, General Manager said, "This is great news for our customers and our staff. The Rise Hire business prides itself on its customer service ethos. Being part of the Lavendon Group will enable us to truly differentiate ourselves in the marketplace whilst keeping our business culture and customer relations intact. It also offers excellent career opportunities for our staff."

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