

AUSA strengthens its position in the rental sector in Europe with Renta Group Oy

- The agreement includes the supply of articulated dumpers
- Renta Group Oy is one of the fastest growing European rental companies in recent years

July 23, 2021. – To say that the rental sector is gaining more and more volume compared to traditional sales today no longer surprises anyone. It is therefore important that the leading machinery manufacturers strengthen their positions in this sector to ensure their business.

In this respect, AUSA, manufacturer of compact all-terrain industrial vehicles, has just signed an agreement with Renta Group Oy to supply a range of articulated dumpers for its rental locations in Poland. The rental company, which was founded in 2015 in Finland and currently present in five countries, has grown rapidly to become the 51st rental company in the world in terms of turnover (according to a KHL Group study). It has acquired many units of the D150AHG with a load capacity of 1,500 kg, the D300AHG with a capacity of 3,000 kg and the D450AHG with a capacity of 4,500 kg. All of them equipped with convenient hydrostatic transmissions, four-wheel drive and swivel skip.

“This agreement with Renta Group Oy ensures that we will strengthen our position in the rental sector in a market in which we are noticing significant growth in the demand for construction machinery. The rapid development of Renta Group Oy highlights the wise decisions it has made since its creation, so we are proud that it has seen in our products the best option to continue its expansion”, said Mariusz Pierzchała, Area Manager of AUSA.

“AUSA is a renowned manufacturer in the market with whom we share the objectives of innovating, offering reliable products and continuous pursuit of customer satisfaction.

Undoubtedly, these new dumper models will help the growth of our business, especially in the demand for public works and landscaping”, acknowledged Dawid Kunaszyk, Purchasing and Asset Manager of Renta Poland.

About AUSA (www.ausa.com)

Established in 1956, AUSA is a company that specialises in the design, manufacture and sale of compact all-terrain industrial vehicles (dumpers, forklifts and telescopic handlers) designed for the residential and civil construction industry and for the transportation and handling of industrial and agricultural materials. With its headquarters in Manresa (Barcelona), AUSA operates in 90 countries and has subsidiaries in Madrid, France, the United Kingdom, Germany, the US and China. Its firm commitment to innovation, providing more efficient and safer technological solutions for its customers and its commitment to people, talent and sustainability have made AUSA a leading company in its sector.