

**bôleo®**

A wide range of personalized options and precisely tailored.  
products according to customer needs.

It is also the embodiment of the BOLEO brand's modern,  
high-end and extreme philosophy.



**bôleo®**

**EXPLORER OF FUTURE  
MECHANICAL FIELDS**



A world full of nothing as possible has begun since then.



# INNOVATIVE PERFORMANCE



## 1.Meeting diversified needs:

The diversified needs of the rental market are a key factor driving rental companies to seek customized services.

## 2.Differentiation from competitors:

The diversified needs of the rental market are a key factor driving rental companies to seek customized services.

## 3. Increase customer satisfaction:

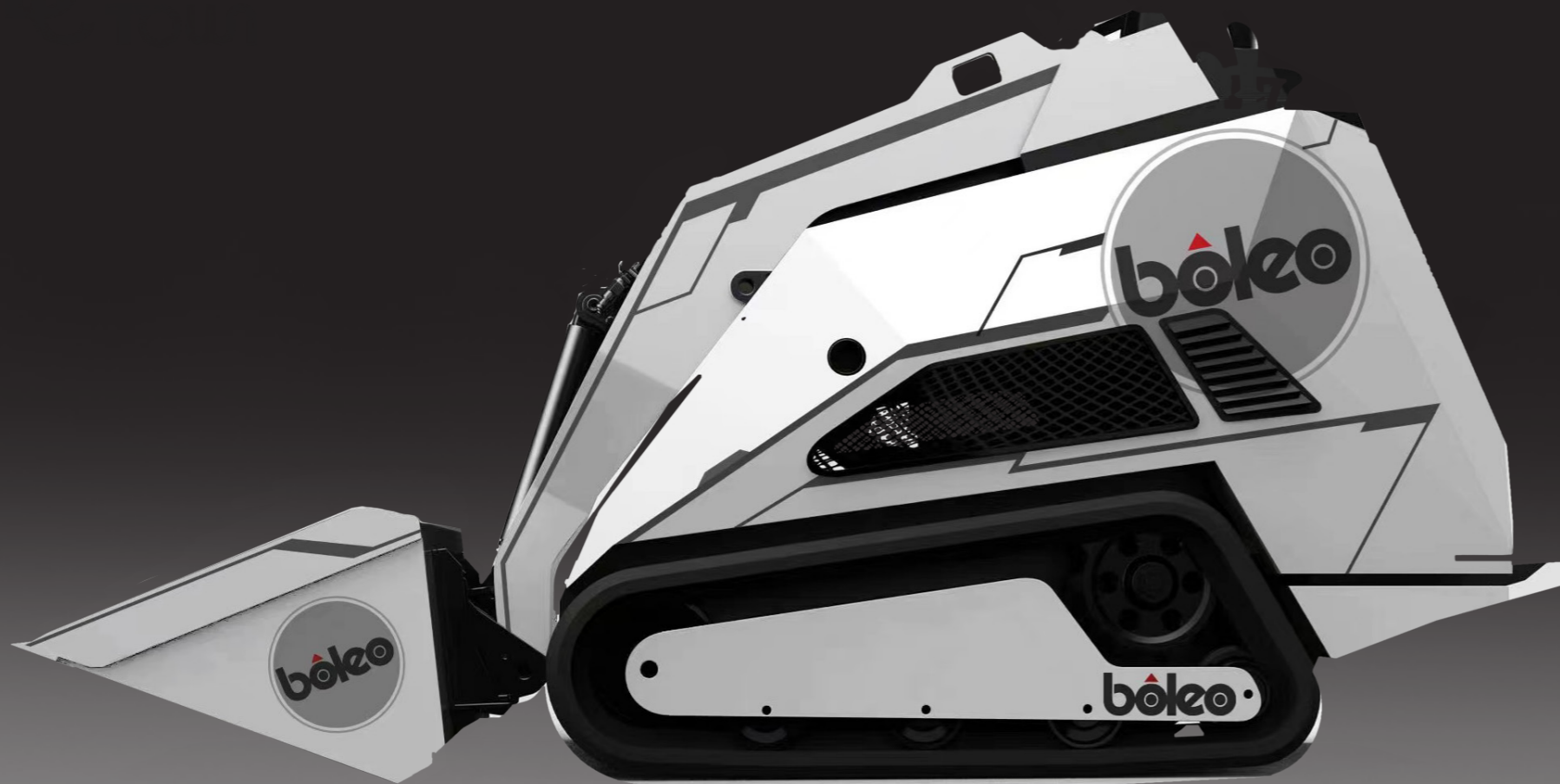
Customized services not only increase product adaptability, but also increase customer satisfaction.

## 4. Innovative marketing strategy:

Customized service is an innovative marketing strategy that helps brand building.

## 5. Successful insights:

DJI's success in the North American market provides important insights that customized services are effective in the rental industry.



# OPTIMISED ENERGY

# E VOLVE WITH THE BRIGHTEST

THE ONE AND ONLY  
EXCLUSIVE EXPERIENCE



Individual  
customization







## Customized products in the face of professional leasing



# NAMING STRATEGY

### **Personalized brand names:**

Providing different leasing companies with personalized brand names is a strategic decision that goes beyond iconic naming and is an important tool for brand identity. These names should reflect the core characteristics and values of the rental company. For a company that specializes in high-performance machinery, the name can convey strength and reliability, such as "Powerhouse." Such naming not only increases brand awareness, but also clearly differentiates the rental company from its competitors.

### **Enhanced exclusivity:**

These personalized brand names help leasing companies build a sense of brand exclusivity. This sense of exclusivity enhances customer satisfaction as they feel that their needs are respected and that their rental partner is different.





# PERFORMANCE CUSTOMIZATION

## **Customized products in the face of professional leasing:**

Performance customization means adapting the performance and configuration of the product to the specific needs of the customer. This may include customizing the machine's power, speed, working depth, load capacity, and so on. For example, some customers may need a more powerful engine for heavy-duty work, while others may need a more flexible machine to fit into a confined workspace. Through performance customization, rental companies can ensure that the equipment is perfectly suited to the customer's job requirements.

## **Catering to specific work environments:**

Different work environments may require equipment with different capabilities. Some rental companies may operate in extreme climatic conditions, requiring more durable and reliable equipment. Other rental companies may operate in tight workspaces and require more compact machines. Performance customization helps ensure that the equipment is adapted to the needs of the particular work environment and improves efficiency.

## **Improved efficiency and reliability:**

Customizing the performance of a customized product also improves the efficiency and reliability of the equipment. Because customized equipment is adapted to specific tasks, they are often more efficient than standard equipment. In addition, because the products are better adapted to specific job requirements, they last longer and require less maintenance and repair. This reduces the rental company's operating costs and increases customer satisfaction.

## Customized products in the face of professional leasing





Exterior design  
personality play?



# APPEARANCE CUSTOMIZATION

A wide range of exterior customization options allow you to configure your car to your individual needs, giving it the distinctive look you desire. For example, you can select exterior components in contrasting colors for a more detailed look. You can choose a customized pattern to decorate your machinery to highlight your attention to detail.

Stunning as a work of art ?  
Creative process.

Boleo exclusive manufaktur





# CUSTOMIZED ACCESSORIES

## **Versatility attachments:**

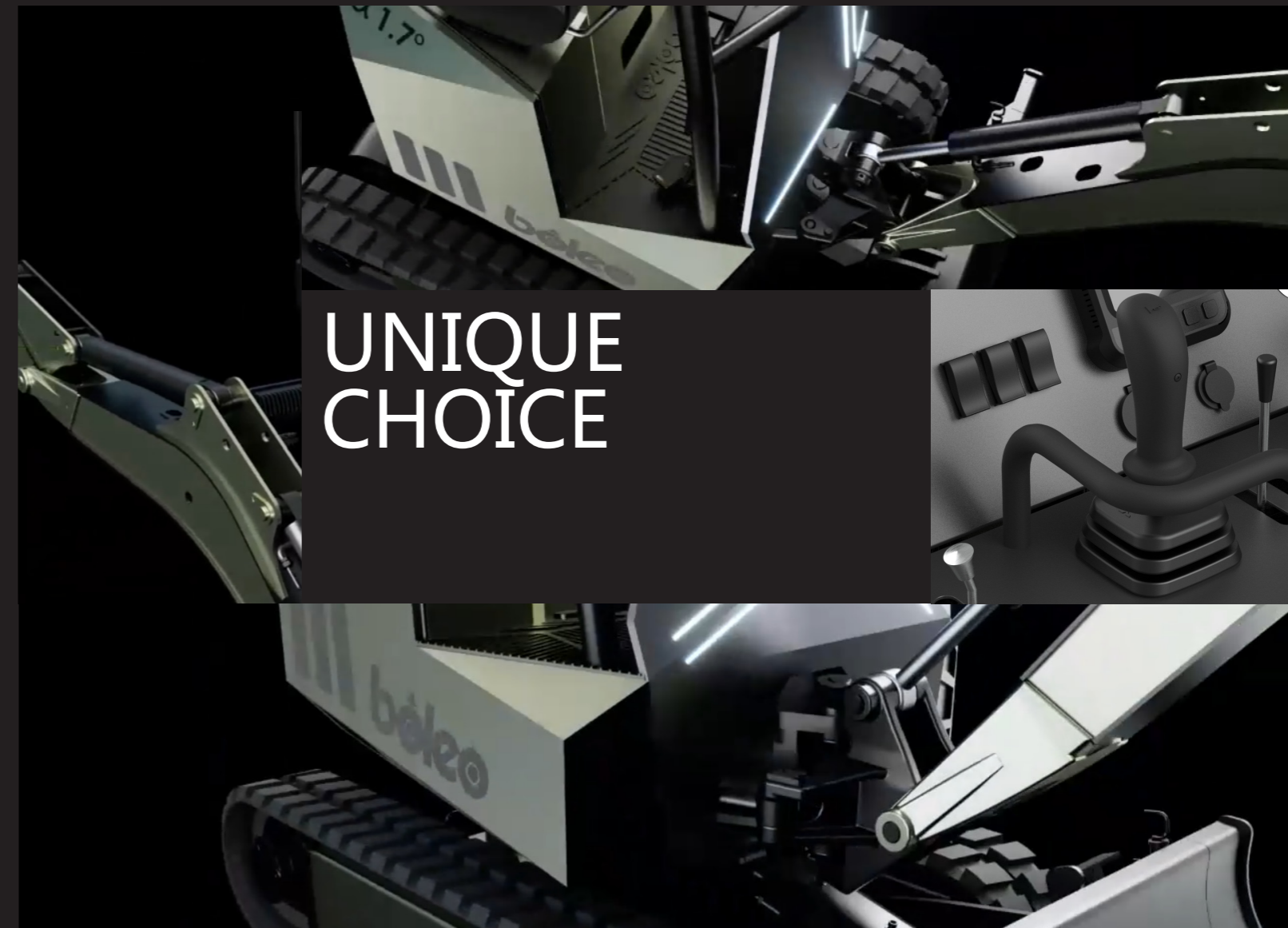
A key goal of customized attachments is to provide versatility. Rental companies can develop a variety of attachments, such as different types of buckets, digging booms, clamps, and other tools, to ensure that the equipment is able to handle a wide range of different work tasks. These versatile attachments can increase efficiency by increasing the flexibility of the equipment and reducing the need to replace it.

## **Customized attachments:**

On the other hand, rental companies can customize attachments to meet the specific needs of their customers. For example, if a customer needs a special sized bucket to fit into their tight workspace, the rental company can provide a customized solution. The goal of such customized attachments is to ensure that the equipment is perfectly suited to the customer's needs, thereby increasing customer satisfaction!



**Exclusive accessories  
freely customized**





## Solutions for special operating environments

### **Customer specific needs:**

Rental companies are often confronted with the need for customers to work in specialized operating environments. This may include working at high altitudes, in severe weather conditions, or in other extreme conditions. Rental companies can offer solutions such as providing special guards for the equipment, reinforcing the body structure, or providing additional safety features to ensure that the equipment can be operated safely in special operating environments.

### **Specialized training and support:**

Special operating environments may require special training and support. Rental companies can provide customers with relevant operational training to ensure that they are able to operate the equipment safely and effectively. In addition, the company can provide special maintenance and repair support to ensure the reliability of the equipment under extreme conditions. Compliance and regulatory compliance: Compliance and regulatory compliance are particularly important in specialized operating environments. Rental companies can assist customers in meeting all applicable regulations and safety standards to ensure that their operations are conducted within a compliant framework.

# SPECIAL WORKING ENVIRONMENT SOLUTIONS







## Growing market size

The North America construction equipment rental market is expected to be valued at over USD 43 billion in 2019 and is projected to grow at a CAGR of over 4.5% from 2020 to 2026. The North America market is expected to grow over the forecast period. Construction companies prefer to rent construction equipment due to high cost of purchase and maintenance of new equipment. Moreover, presence of key players such as Cooper Equipment Rental, LLC, Hinkle Equipment Rental Association, and Caterpillar Inc. in the region is expected to drive the demand for equipment rental services, thereby contributing to the market growth.

# MIGNIFICANT MARKET GROWTH

Increasing construction activities are driving the demand for construction equipment rental services in the country. The rapid increase in government spending on infrastructure development is supporting the market demand. For instance, the Canadian government has allocated \$81.2 billion for the Invest in Canada program. The program will focus on the development of commercial and public infrastructure to meet the growing demand for residential infrastructure from immigrants in the country. This will accelerate the demand for construction equipment rental services and drive the market size. On the basis of product, the North America market is segmented into earthmoving and road construction equipment, material handling and cranes, and concrete equipment. The earth and road construction segment includes construction equipment rentals such as backhoes, loaders, excavators, and compactors. The loader market is expected to surge over the forecast period owing to applications such as truck loading of materials, excavation, and rubble removal. Increasing adoption of loaders for moving and lifting heavy loads has led to the growing demand for the market. Bucket-like structures are attached to loaders for removing lost materials such as gravel, dirt, and sand from the ground. The ability of these machines to move materials from one place to another has also expanded the market size.







# MINI SKID STEER LOADER

## Versatility:

The mini skid steer is an engineering marvel because of its versatility for a variety of tasks. It can easily perform a variety of tasks such as digging, earthmoving, plowing, trenching, leveling, lifting, hauling and demolition. This versatility makes it a handy assistant in the construction field, reducing equipment switching and costs.

## Accessory compatibility:

This loader has excellent attachment compatibility and integrates seamlessly with a wide range of attachments. From standard buckets to drills, planing shovels and multi-function hydraulic attachments, it can be adapted to a variety of application scenarios. This makes it easy for customers to configure the loader to the needs of the task, eliminating the need to purchase multiple different units!



# DIWAL







# MINI EXCAVATOR

## High-performance components:

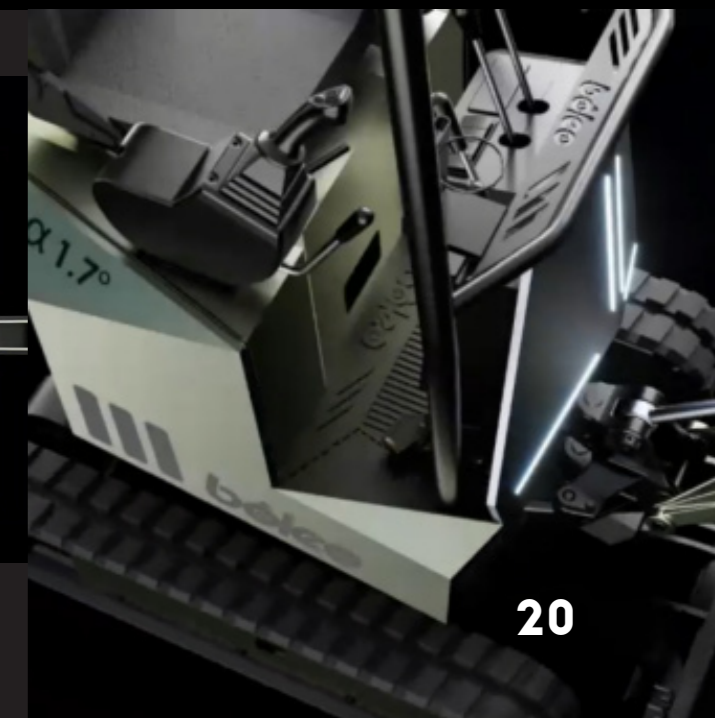
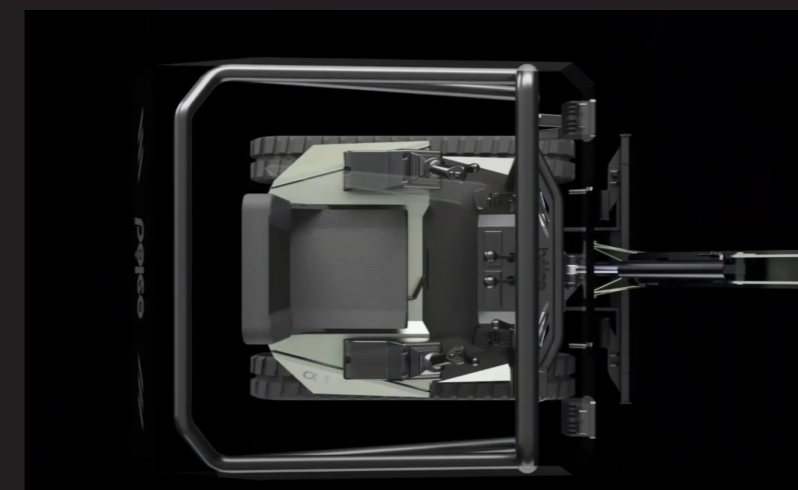
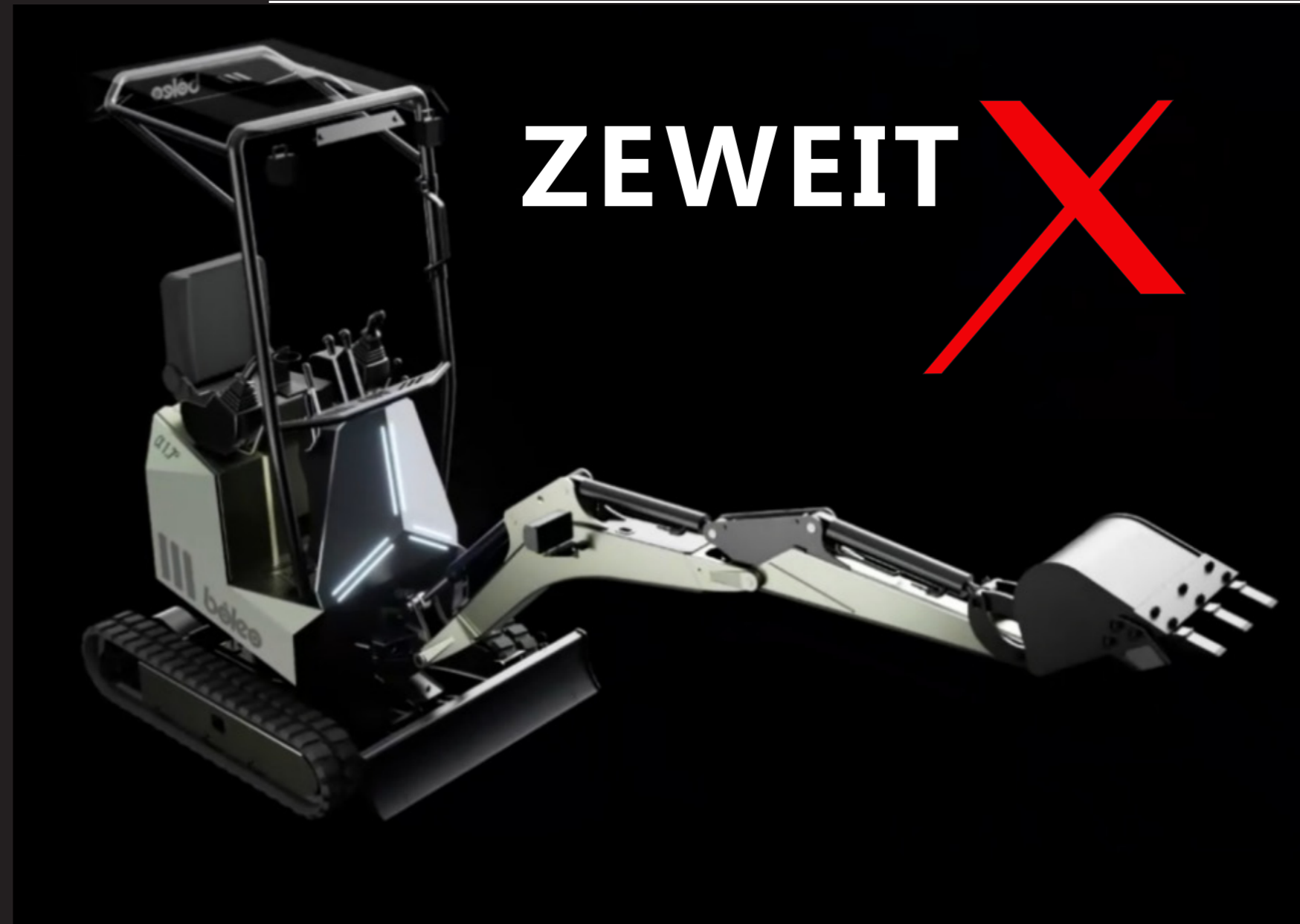
The mini excavator utilizes hydraulic components from well-known Italian and Japanese brands that are known for their superior quality and reliability. It is also equipped with an EPA-compliant, dedicated Japanese Yanmar engine that provides excellent power and fuel efficiency.

## Powerful power and hydraulics:

The power and hydraulics of this excavator are very powerful, making it capable of handling a variety of complex tasks with ease. Whether it's digging, excavating, earthmoving, grading or other engineering tasks, it's up to the task. This power ensures high productivity and efficiency.

## Versatile options:

Customers can choose from a variety of configurations depending on their specific needs and work environment. They can choose between track or wheel models to suit different terrains and sites. In addition, a wide range of power options are available, including gasoline and diesel models, allowing them to adapt to different fuel requirements.

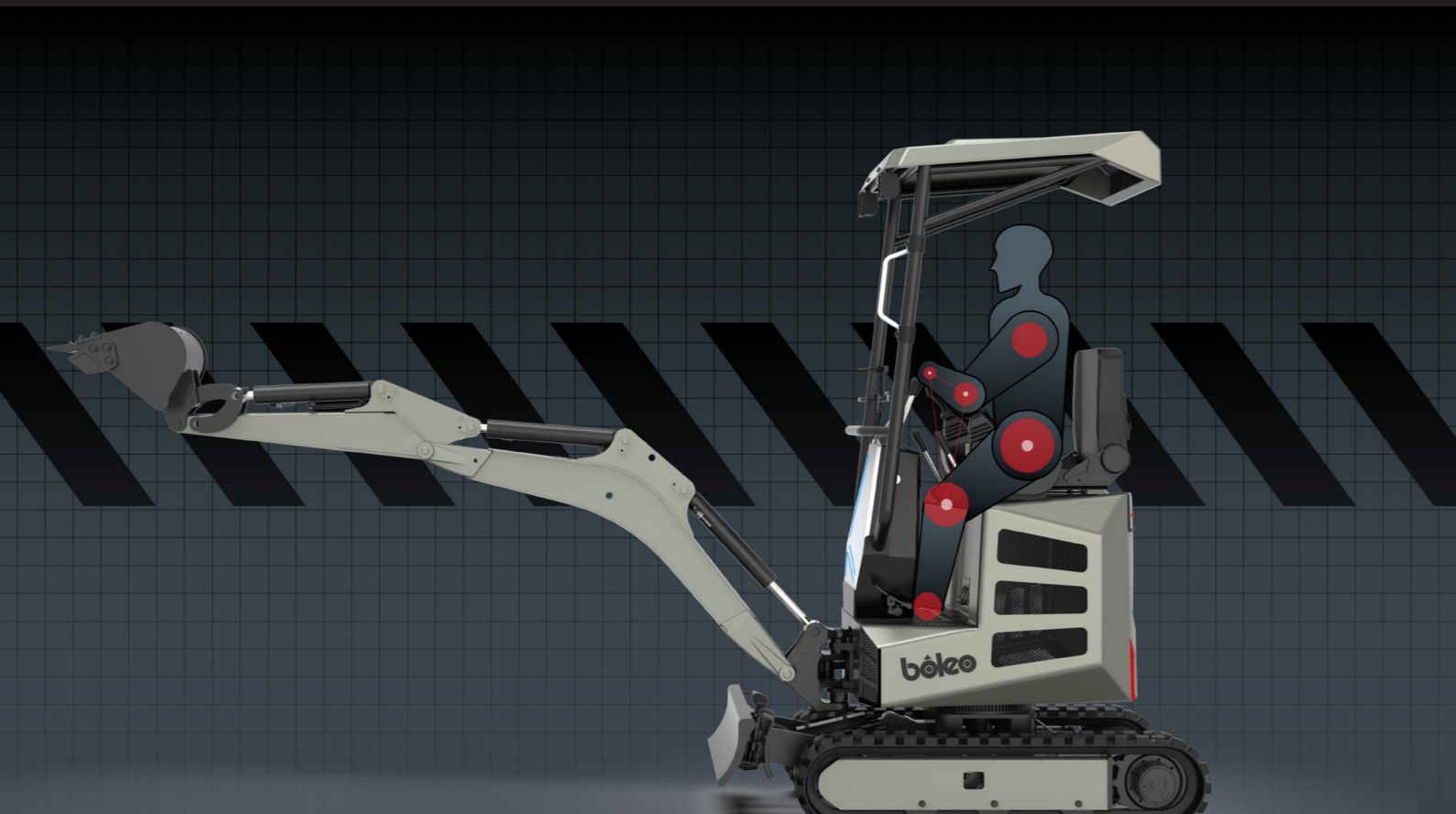




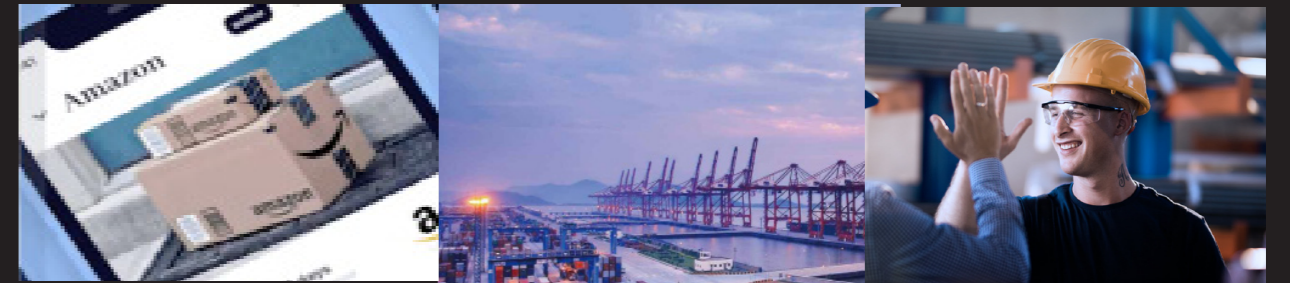
# INNOVATION

## Distinguishing between the uniform production standards of European, American and Japanese companies:

Part of the model innovation is to distinguish between the customized products of rental companies and the uniform production standards of European, American and Japanese companies. This means providing customers with specially designed equipment rather than a standardized approach that applies to all. This innovative model helps to meet the specific needs of customers and differentiates the rental company in the market. Customized products can be achieved through flexible production and customized designs to meet the needs of different customers and markets.



# STRATEGIC DIRECTION



## Social media outreach:

Through social media platforms, leasing companies share success stories, customer testimonials and customization benefits of their customized products. In addition, the company can utilize targeted advertising and targeted content to attract targeted customers, build online communities to interact with potential customers, and increase brand awareness.

## International expansion plans:

The North American market has a high demand for individualized and high-quality products, especially among young, diverse customers. The market is being expanded through the establishment of a sales and support network, the search for partners, and the certification of products in compliance with local regulations. This international expansion program is expected to accelerate the company's growth and bring in additional revenues.

## Strategic partnerships:

Partnerships can be established with leasing companies and other relevant industry partners to expand product accessibility and awareness. These partnerships can include common marketing activities, synergistic marketing, co-promotion, and so on. By partnering with leasing companies, the value of customized services can be communicated more effectively.





# CUSTOMIZED USER EXPERIENCE

## **Personalized service:**

The core of a customized user experience is to provide personalized service to each customer. This includes adapting the performance and configuration of the equipment to the customer's needs and preferences. For example, customers can select different speed modes, power modes, etc. to suit their specific work tasks. This experience of selecting performance modes provides customers with greater control and enables them to utilize their equipment to its full potential!

## **Exclusive training:**

In addition to performance customization, providing exclusive training is a personalized user experience. Customers can receive training to ensure they can operate the equipment safely and efficiently. This training can be customized to the customer's skill level and needs to ensure that they can take full advantage of the equipment's performance.



# AFTER SALES SUPPORT AND TRAINING

## **Customer support Team:**

Having a dedicated customer support team is key to ensuring post-sales support. This team can provide customers with quick response and problem-solving support. The customer support team should have a high degree of expertise in answering customers' technical questions, providing maintenance advice, and assisting with equipment troubleshooting.

## **Training programs:**

Rental companies can offer a variety of training programs to meet the training needs of their customers. Training programs can be scheduled according to the customer's needs and schedule to ensure that they are fully equipped to use and maintain the equipment.

## **After-sales support agreements:**

Rental companies can offer after-sales support agreements to ensure that customers receive prompt help when their equipment breaks down or requires maintenance. This includes the provision of emergency repair services, spare parts supply, telephone support and online support.





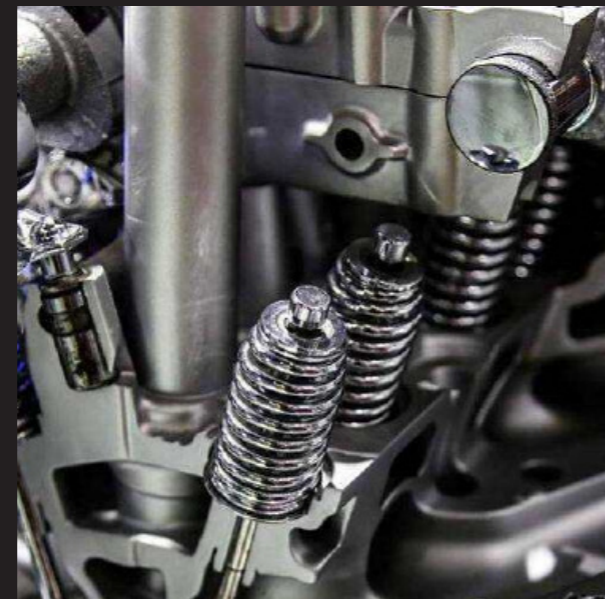


# MEETING DIVERSE NEEDS



## **Customized engine performance:**

Some customers may require higher-powered machines for heavy-duty work, such as digging or moving large materials. Customizing engine performance ensures that customers get a machine that meets their specific needs.



## **Personalized hydraulic systems:**

Hydraulic systems are critical to machine performance. Customize your hydraulic system to ensure that the hydraulic performance of your machine matches the demands of the job. This improves the efficiency and precision of the machine's operation, resulting in increased productivity.



## **Production environment**

### **adaptability:**

Some projects may be carried out in special working environments, such as inclement weather or complex terrain. This can include protective measures, special tires or track configurations to ensure machine safety and performance in special environments.



## **Attachment options:**

Different projects may require different types of attachments. Customers can choose the attachment that is right for their job, eliminating the need to purchase multiple machines of different types, thus reducing costs and increasing flexibility.





# DIFFERENTIATE FROM COMPETITORS



## Unique brand identity:

By providing different leasing companies with personalized brand names, logos and slogans, leasing companies can create a unique brand identity. This brand uniqueness helps leasing companies to stand out in a competitive marketplace.



## Meeting specific needs:

Customized services allow rental companies to configure equipment to the specific needs of their customers. This personalized service has helped rental companies establish a trusted reputation in the marketplace and attract customers who require specific solutions.



## Build customer loyalty:

By providing personalized solutions, leasing companies can increase customer satisfaction and loyalty. Customers will be more likely to establish a long-term relationship with a leasing company because they know that the leasing company will be able to fulfill their specific needs. This helps leasing companies to build a loyal customer base and increase customer retention rates.



## Clarity of market positioning:

Customized services enable leasing companies to more clearly position their target markets and customers. This clarity of market positioning helps leasing companies to market and advertise in a more targeted manner to attract more customers.



## Meeting special environmental needs

# MEETING SPECIAL ENVIRONMENTAL NEEDS

### **Extreme weather conditions:**

Severe weather conditions can be a challenge in certain areas and seasons. This can include extreme cold, hot weather, strong winds, heavy rain or snow. Customized products can address these extreme weather conditions by adding protective measures to the equipment, such as seals, heaters, and cooling systems. This ensures equipment reliability and performance in extreme environments and reduces the risk of repairs and downtime.

### **Rough terrain:**

Different projects may face a variety of terrain challenges such as uneven ground, muddy areas, rugged mountains or peat bogs. Customized products can be adapted to different terrains by adjusting the undercarriage, tire or track configuration. This helps to ensure the stability and maneuverability of the equipment in different terrain conditions, resulting in increased efficiency and safety.

### **Special working environment:**

Certain projects may require equipment to work in special working environments, such as chemical plants, mines, coastal areas or high altitudes. Customized products can be designed to meet the needs of these special working environments, including special safety measures, chemical protection, explosion-proof equipment, and more. This helps to ensure the safety and stability of the equipment in special working environments.

### **Improve work efficiency:**

By meeting specific environmental needs, customized products can help rental company customers perform more efficiently in particular work scenarios. For example, in extreme weather conditions, the reliability and performance of the equipment is increased, resulting in less downtime and increased productivity.





# DEVELOP THE NEW MARKET

It not only helps to meet the needs of existing markets, but also helps to enter new markets. Especially in markets with highly individualized needs, such as North America, customized services can help leasing companies further expand their market share. By providing personalized solutions, leasing companies can meet the needs of customers in new markets and achieve global market expansion.



HAMBURG SÜD