

Loxam changes for 2014: one network, one colour, one brand!

As of January 2014, the Loxam Group, the European number one in equipment rental, is set to combine all of its French general plant networks Loxam, Laho Equipement, Loueurs de France BTP and Locarest into one single entity: Loxam Rental. The ultimate aim of this move is to strengthen the local presence and quality of services available to customers, thereby improving efficiency. Consolidating its network will enable Loxam to assert its position as France's No. 1 rental equipment provider.

The change will see Loxam become a single network yet even closer to its customers!

After considering market trends, customer requirements and its own growth strategy, the Loxam Group decided to combine all of its French general plant networks as of January 2014 into one single entity: Loxam Rental. The Group intends to offer a first-rate local service by pooling all of its Loxam, Laho Equipement, Loueurs de France and Locarest managerial expertise and bringing together all of its teams under one brand.

The pooling of resources will provide the Group with an opportunity to strengthen its sales team, relaunch the network and further expand the range of equipment on offer with a view to catering to both professional and individual needs.

The new structure will begin to take shape as of September 2013, resulting in one network, one colour, one brand from January 2014 onwards: Loxam Rental.

Founded in 1967, the LOXAM group is a pioneer in equipment rental for construction and industry professionals. With a turnover of €828 million in 2012, 598 branches and over 4,330 employees on sites in 11 countries, the Loxam Group is the European number one in equipment rental. With a substantial European fleet of over 170,000 machines, Loxam has always been ready to anticipate, support and respond to the growing demand from companies seeking to outsource purchasing, management and maintenance of their equipment fleet.

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