



Volvo Construction Equipment North America

Goran Lindgren
President & CEO

November 2008

Volvo CE North America Headquarters



50,000 SQ. FT. OFFICE AND TRAINING CENTER

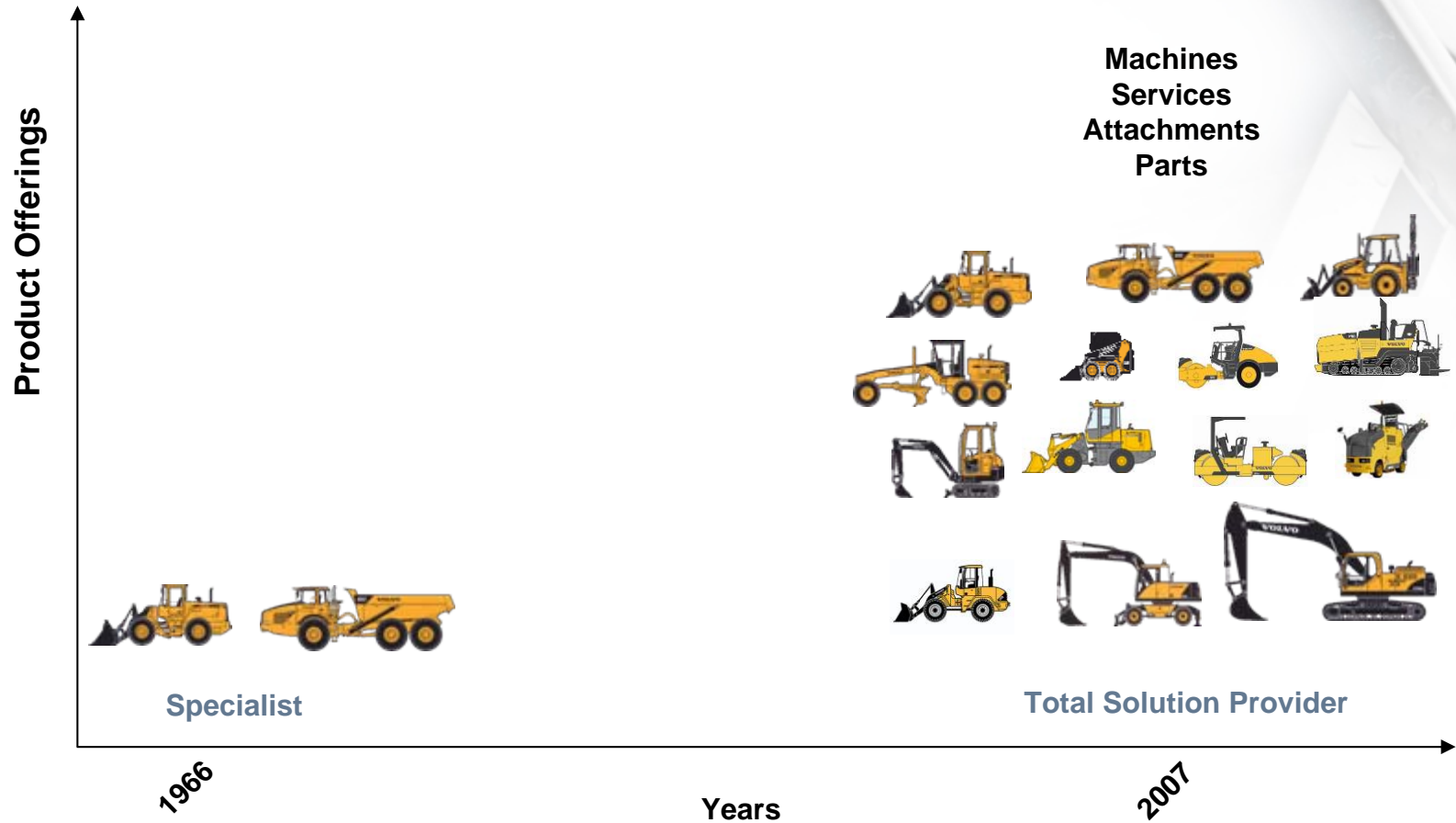
Asheville, NC

Demonstration Center

Our 75-acre site near Asheville is used for product demonstration



The Evolution of Volvo CE



Models



MC60B MC70B MC80B MC90B MC110B L20B L25B L30B PRO L35B PRO L40B L45B



L60F L70F L90F L110F L120F L150F L180F L180F High-Lift L220F L350F



BL60 BL70 ECR28 ECR38 ECR48C ECR58 ECR88 EC15B XTV EC20B XTV



EC25 EC35C EC55C EW160C EW180C EW210C EC140BLC EC160CLC EC180CLC

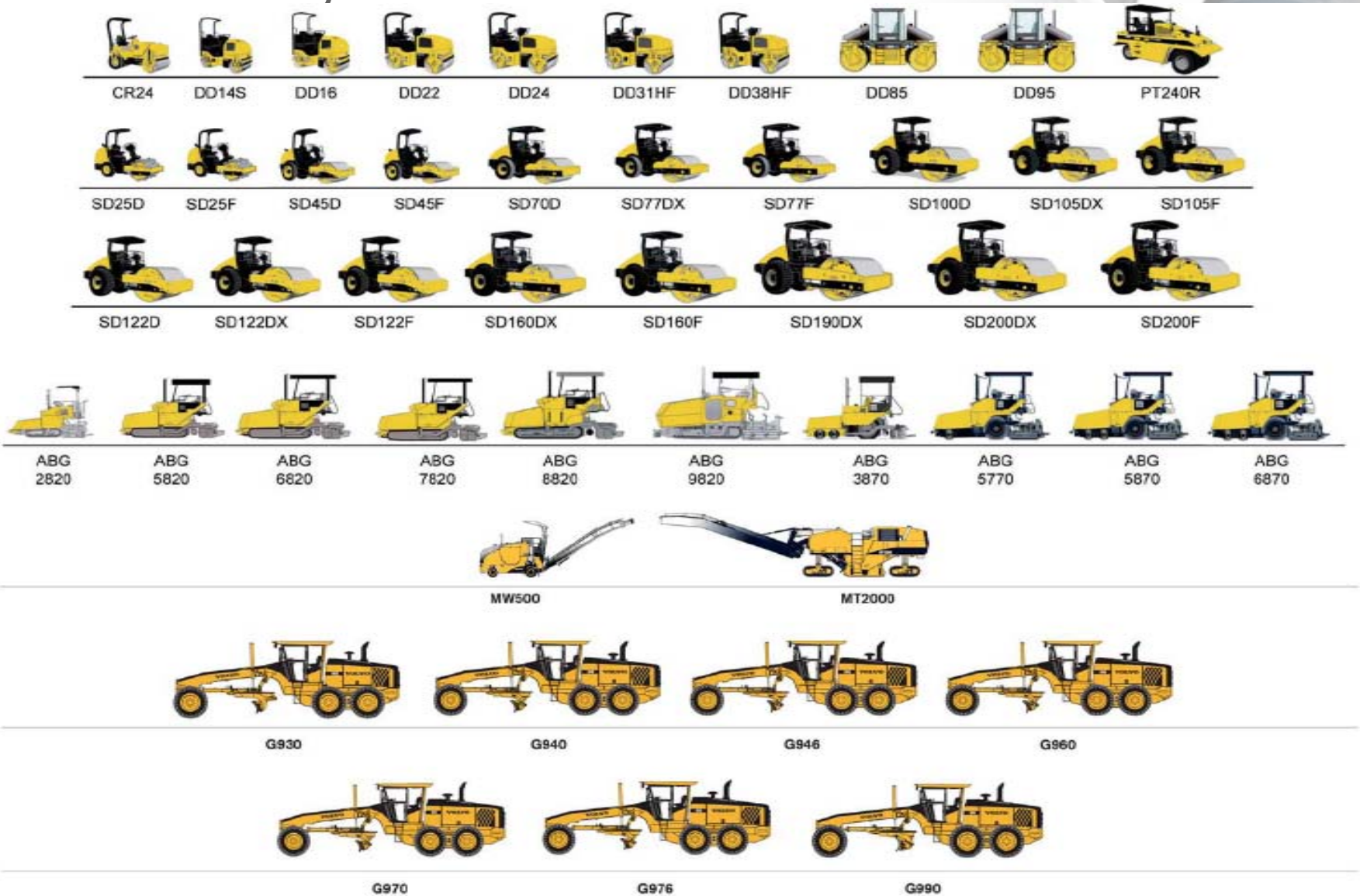


EC210CLC EC240CLC EC290CLC EC330B EC360C EC460C EC700B



A25E 4x4 A25E A30E A35E A40E A35E FS A40E FS

Models, cont.



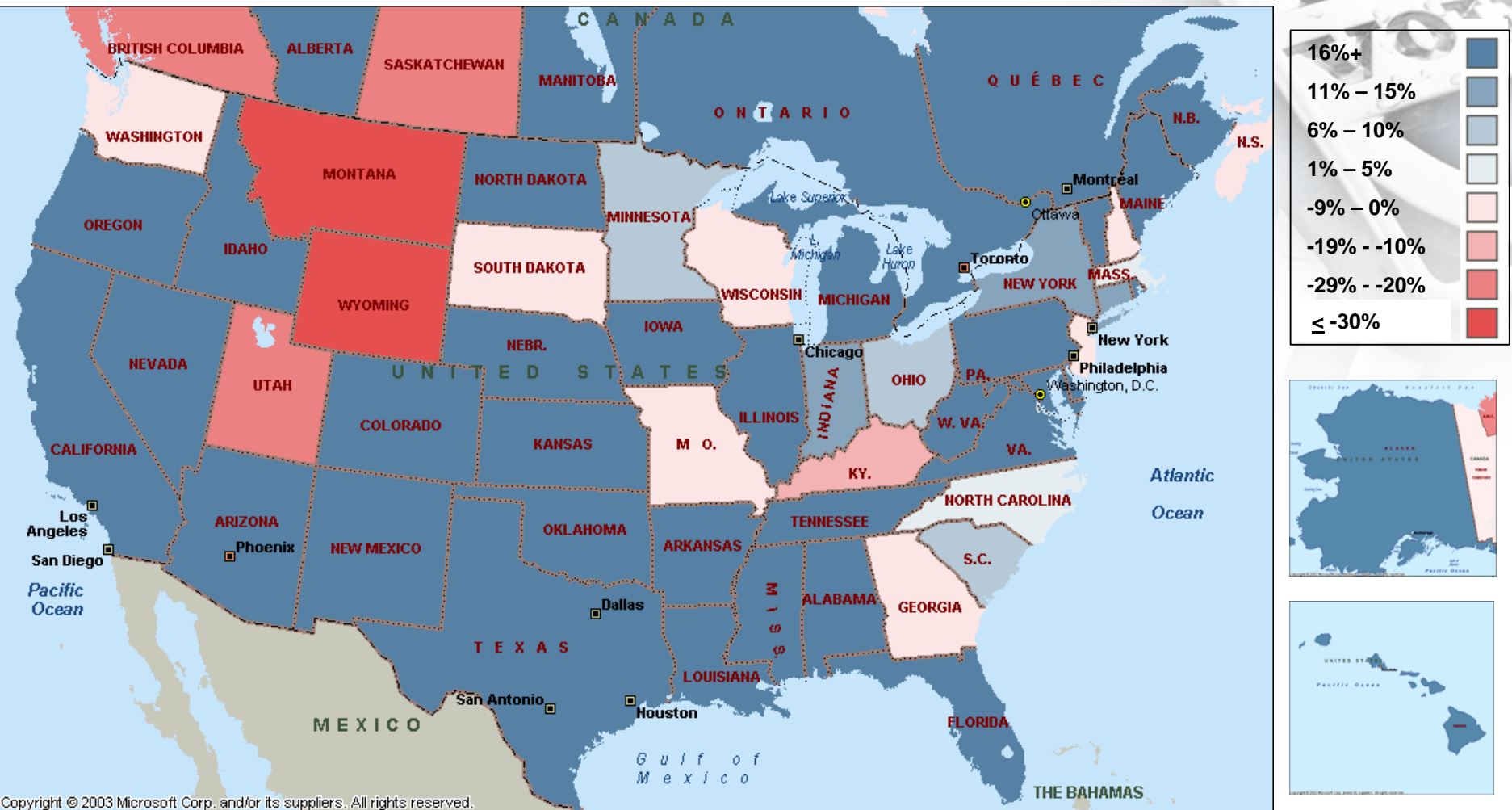
TOTAL Market Growth YTD ending September 2007 vs. YTD ending September 2008 By State/Province



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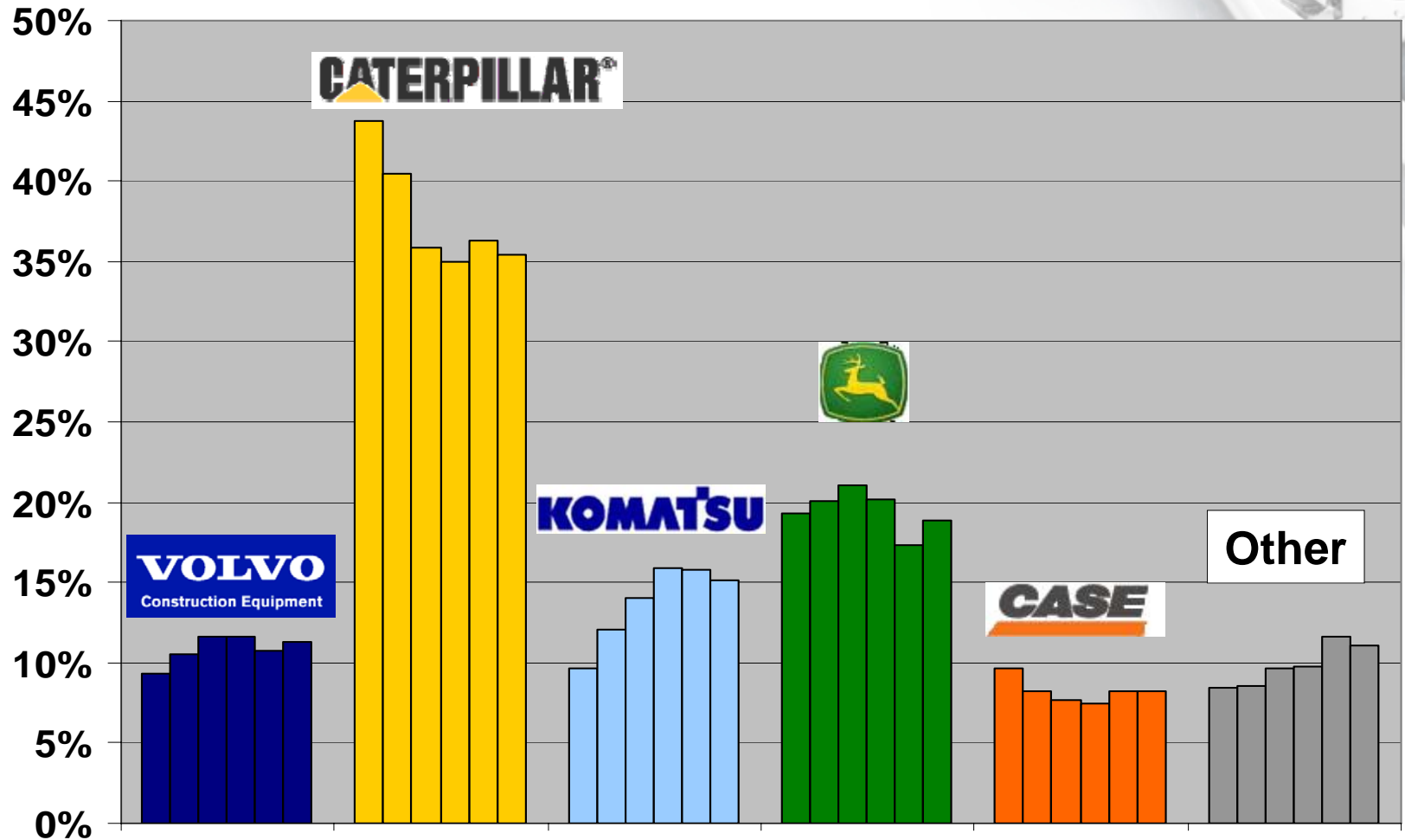


TOTAL Share Growth YTD ending September 2007 vs. YTD ending September 2008 By State/Province



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GPPE Competitive Market Share Trends 2003 - 2008 (YTD August UCC Data)



Business Cycle Management: Volvo CE NA

Market

- Competition enters
- New lines are abundant

Market

- New Customer Growth
- Over supply of credits
- Capacity constraints
- Irrational lending

Market

- Competition Starts to Feel Losses
- Brands with weak distribution begin to fail
- Installed base critical for dealer survival

Market

- Fierce Competition
- Tightening of Credit Standards
- Liquidity Crunch for Customers and Dealers
- Downward Price pressures
- Aggressive programming
- High industry stock levels

VCE NA:

- Maximize price realization
- Drive volume and share
- Drive dealer investment
- Relationship focus
- Improve Absorption

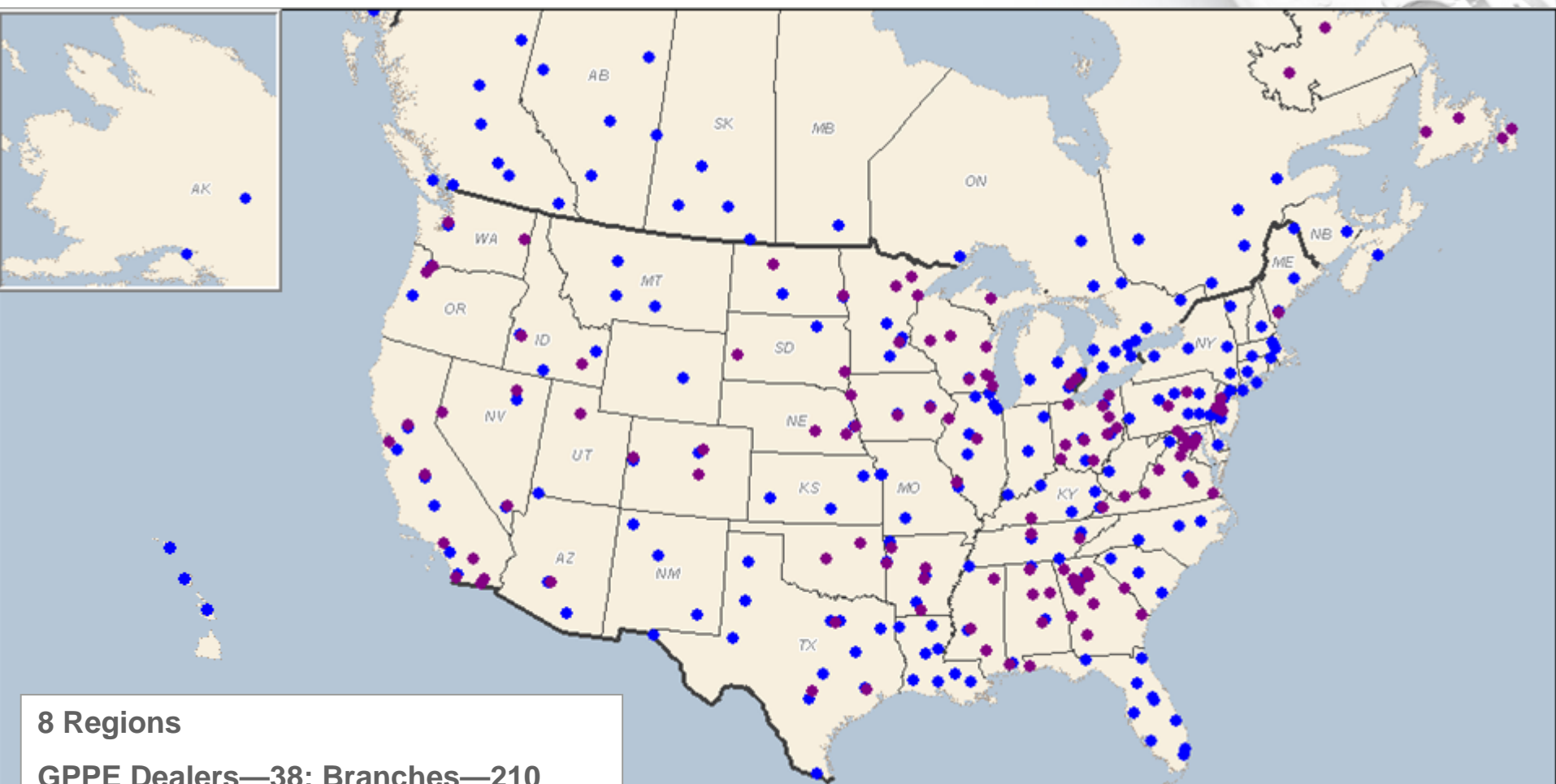
VCE NA:

- Control SG&A
- Cash Flow management
- Inventory management
- Get the volumes right
- Controlled programming to grow/retain share

VCE NA:

- Protect weak distribution areas
- Expand relationships for next upturn
- Price optimization
- Cash flow focus

Volvo CE North American Dealer Branches



8 Regions
GPPE Dealers—38; Branches—210
RM Dealers—39; Branches—132



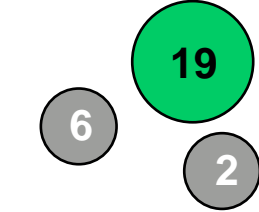
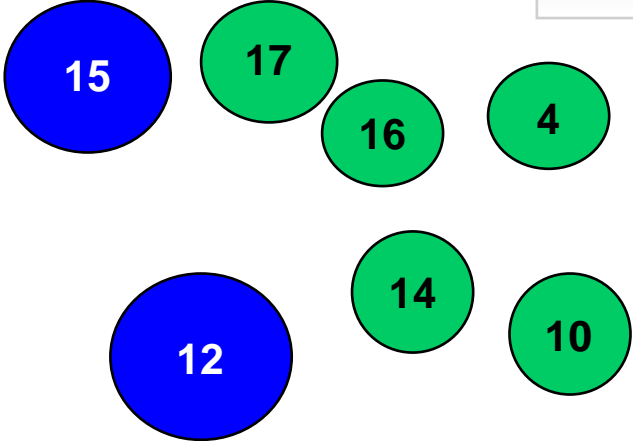
NA Distribution Profile

2004 Strategic Dialogue

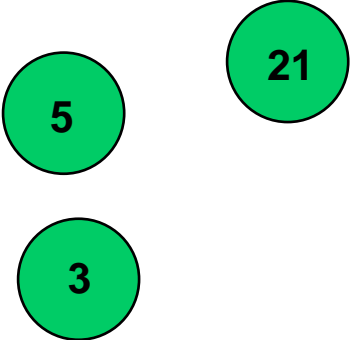
ENGAGED

- Volvo > 60% of total business, strong shares
- Strong Volvo imaging, active with Tools
- Adequate capital to grow, open to new Volvo products

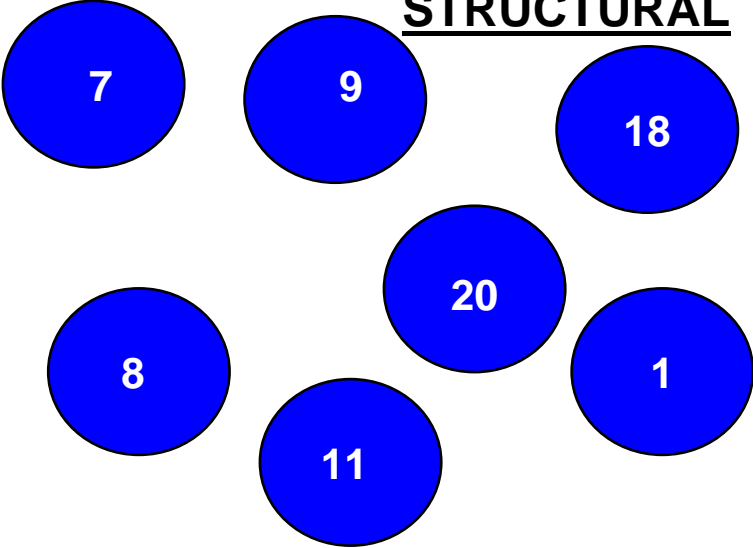
SUPPORT



PERFORMANCE



STRUCTURAL



● High ● Medium ● Low - Market Potential

Financial / Management Capacity

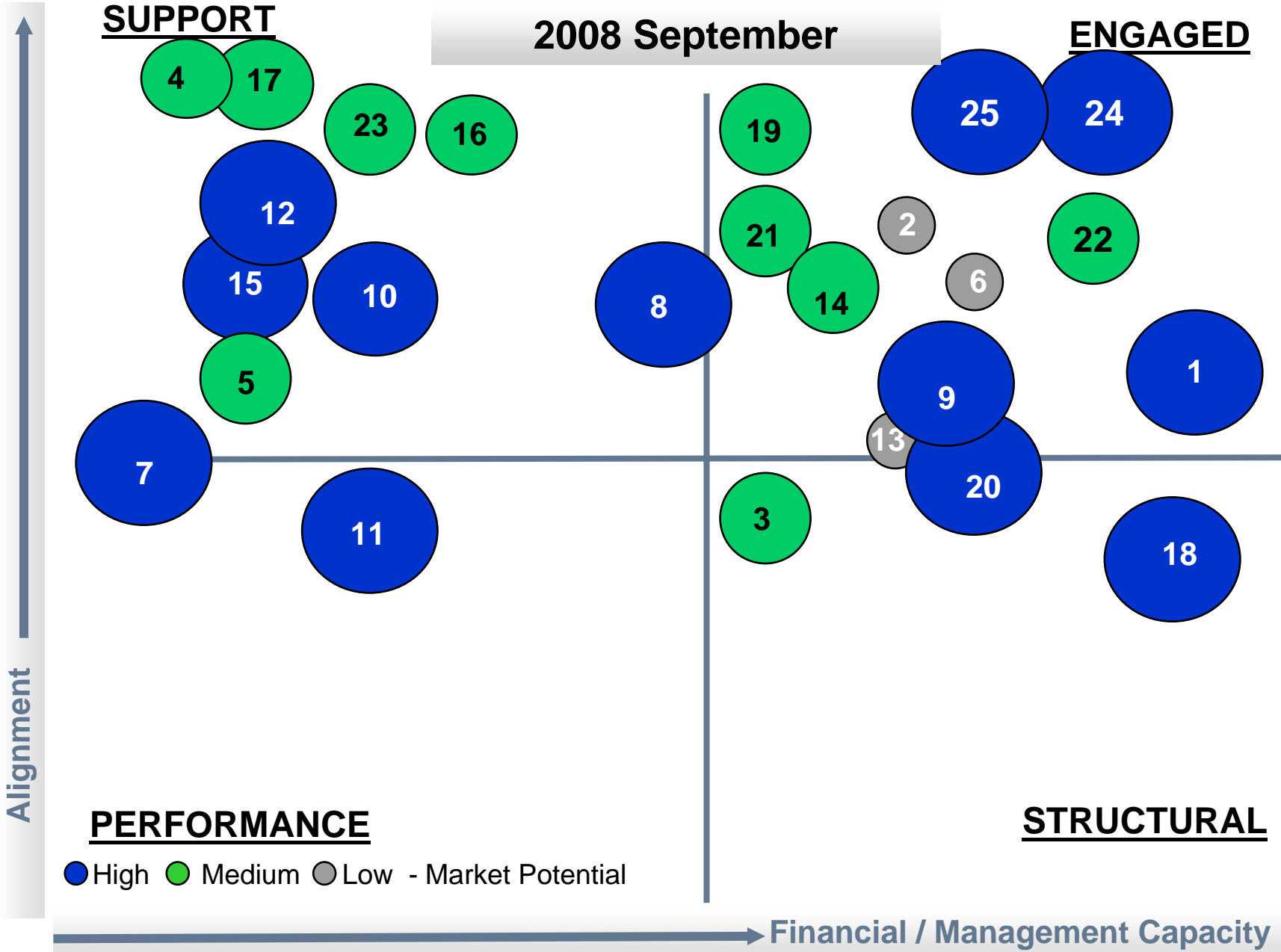
Alignment

North American Distribution Profile

2008 September

SUPPORT

ENGAGED



Volvo CE NA Customer Support

Uptime Support

- **TECHLINE**
Helpdesk, after hours services
Global reporting and tracking system
- **PROSIS = Product Support Information System**
Parts information, Service Manuals, Operators Manuals, Service Bulletins.....
- **VCADS PRO, Diagnostic tool**
- **Field technical support**
- **Volvo Genuine Remanufactured components**



Volvo CE NA Customer Support

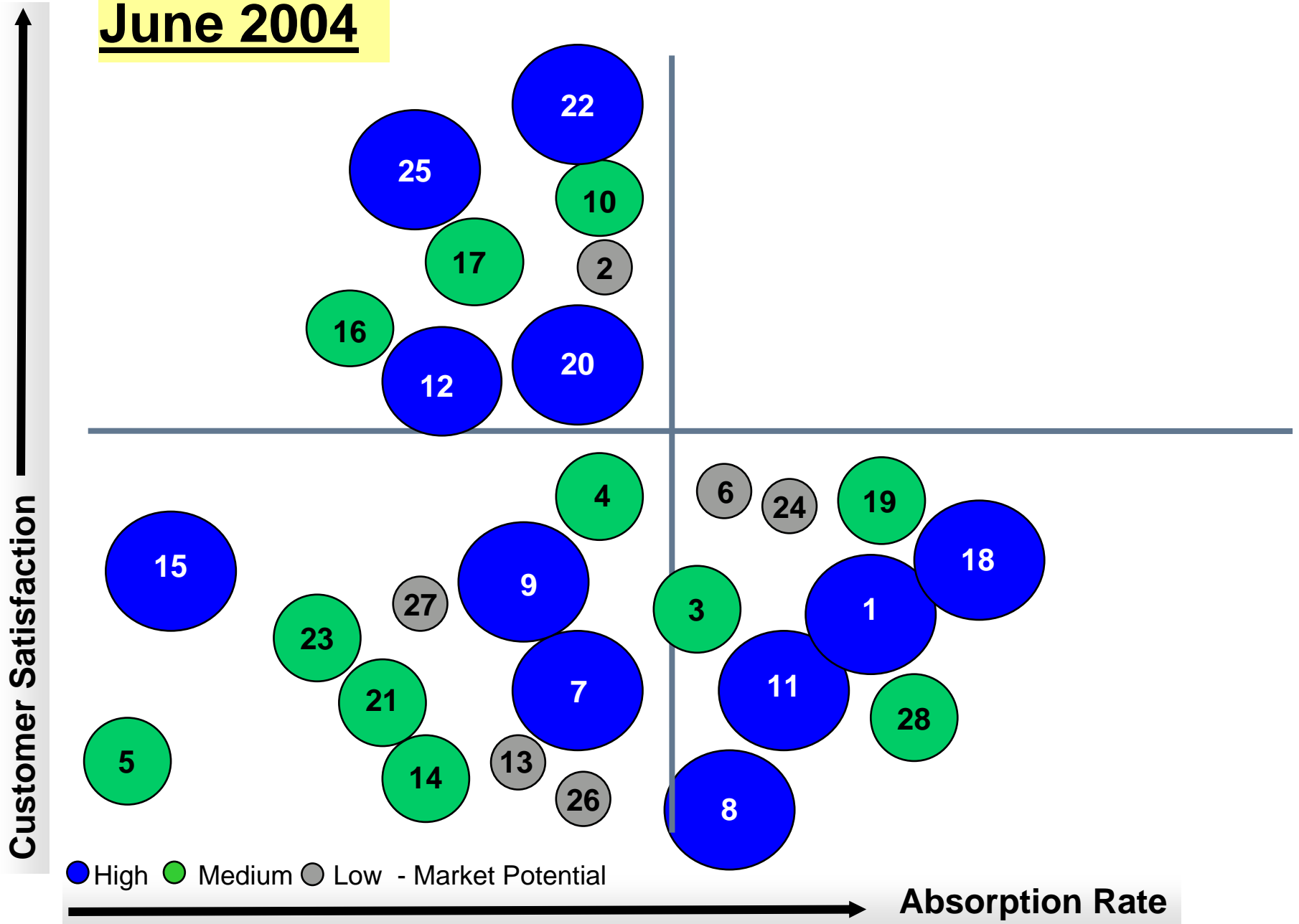
Proactive Support

- **Customer Support Agreements**
 - RMC, Repair & Maintenance Calculation Tool
 - Total cost of ownership tool
- **Parts Availability, 24 hours**
 - MMI, Manufacturers Managed Inventory Systems
- **Well Trained Technicians**
- **CareTrack Positioning System**
- **MATRIS**



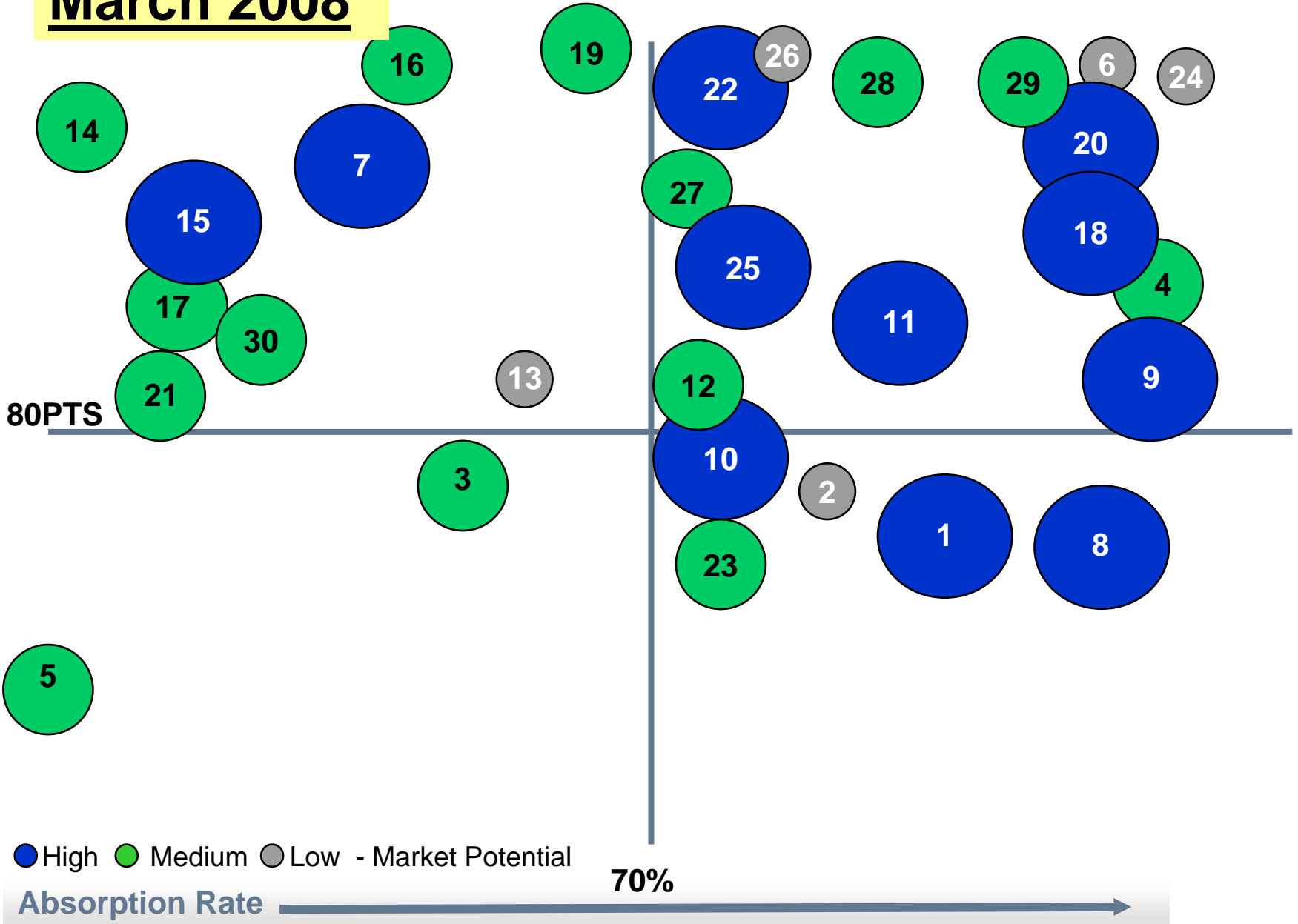
NA Dealers Parts & Service Profile

June 2004



NA Dealers Parts & Service Profile

March 2008



#1 in Customer satisfaction



CSS (Customer Satisfaction Survey)

Measured quarterly

DSS (Dealer Satisfaction Survey)

Measured annually

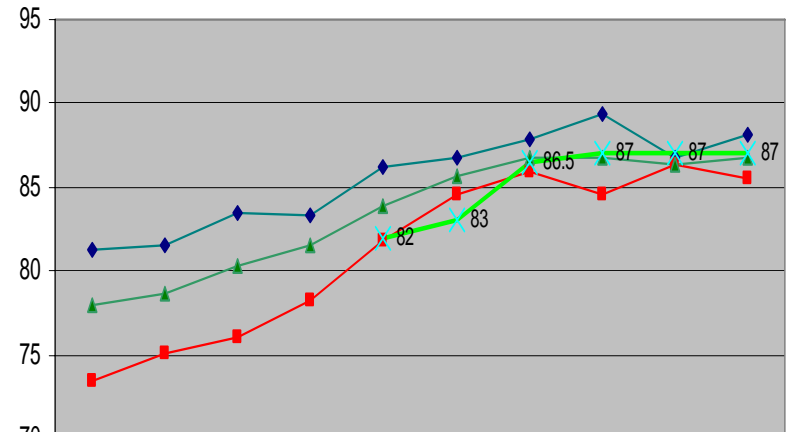
COSS (Competition Satisfaction Survey)

Measured every 2 years

Carlisle Report (Dealer Parts Survey)

Measured every 2 years

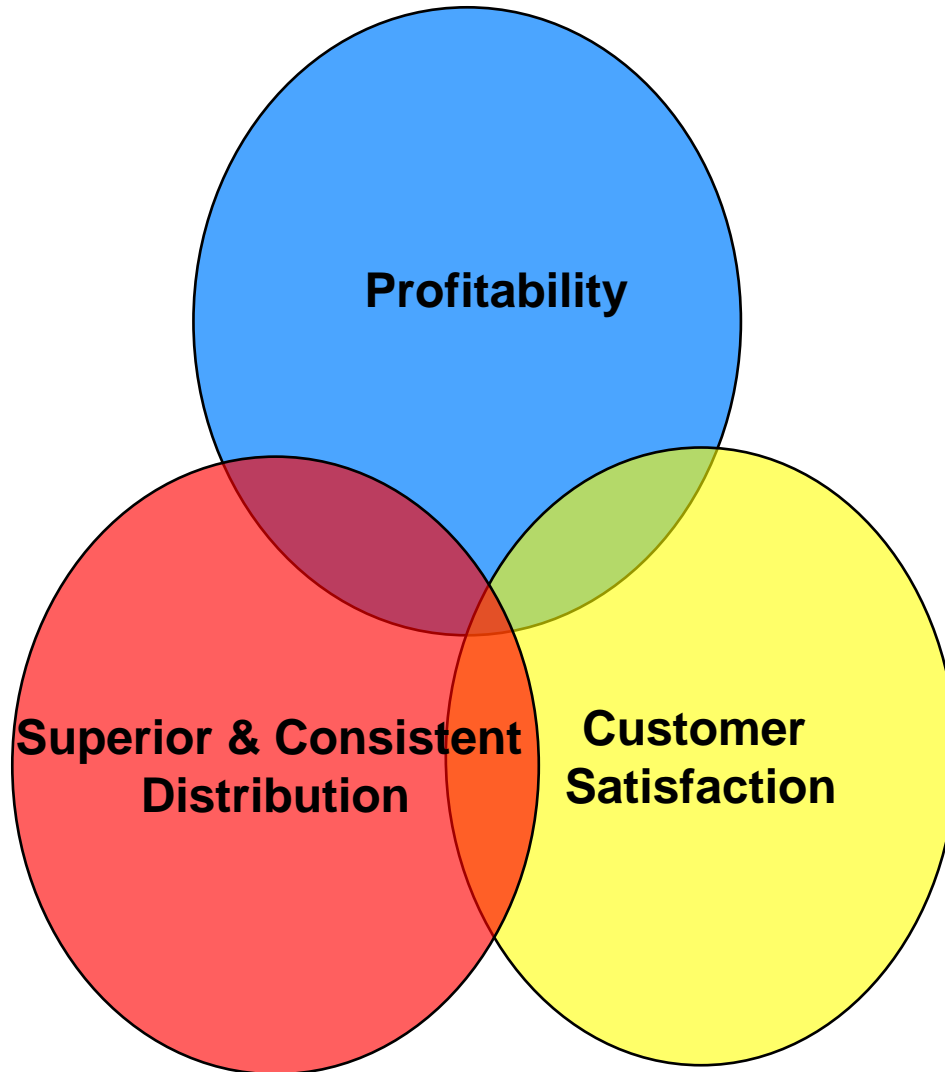
Customer Satisfaction Trends North America Results



	2001	2002	2003	2004	2005	2006	2007	2008 Q1	2008 Q2	2008 Rolling 4 Quarters
◆ Purchasing 80.72	81.28	81.49	83.43	83.37	86.2	86.8	87.8	89.3	86.7	88.2
■ Ownership 73.23	73.41	75.02	76	78.18	81.8	84.6	86	84.5	86.4	85.5
▲ Combined Overall Score 77.28	77.95	78.71	80.27	81.54	83.9	85.6	86.7	86.8	86.4	86.7
✚ Goal					82	83	86.5	87	87	87

Volvo CE North America

Strategic Focus areas



Profitability

- Business Cycle Management
- Execute SG&A Wellness program
- Consistent Sales Process
- Order Management Process
- Leverage Volvo core values

Superior & Consistent Distribution

- Focus on ODD and SDM
- Increase our ability to develop Distribution
- System integration with Dealers
- Improve Absorption

Customer Satisfaction

- Roadmap to be #1 in Customer satisfaction



Volvo Construction Equipment Rents, Inc.

Barry Natwick
President & CEO

November 2008

Objectives & Vision

Objectives:

- Develop the retail channel to market for Volvo Compact Construction Equipment.
- Increase Volvo Brand awareness through increased field population of Volvo Compact Construction Equipment and through strict adherence to our core values
- Build a rental model offering premium and valued services to end-customers in the rental industry by delivering superior customer service.
- Enhance the profitability of the Volvo Enterprise

Vision:

- To be the model of excellence and care in the construction equipment rental industry.
- From the company's perspective, we create a promise of the 'Volvo Way'.
- From a customers perspective, we create an expectation as the 'Friendliest Rental Store in Town'.



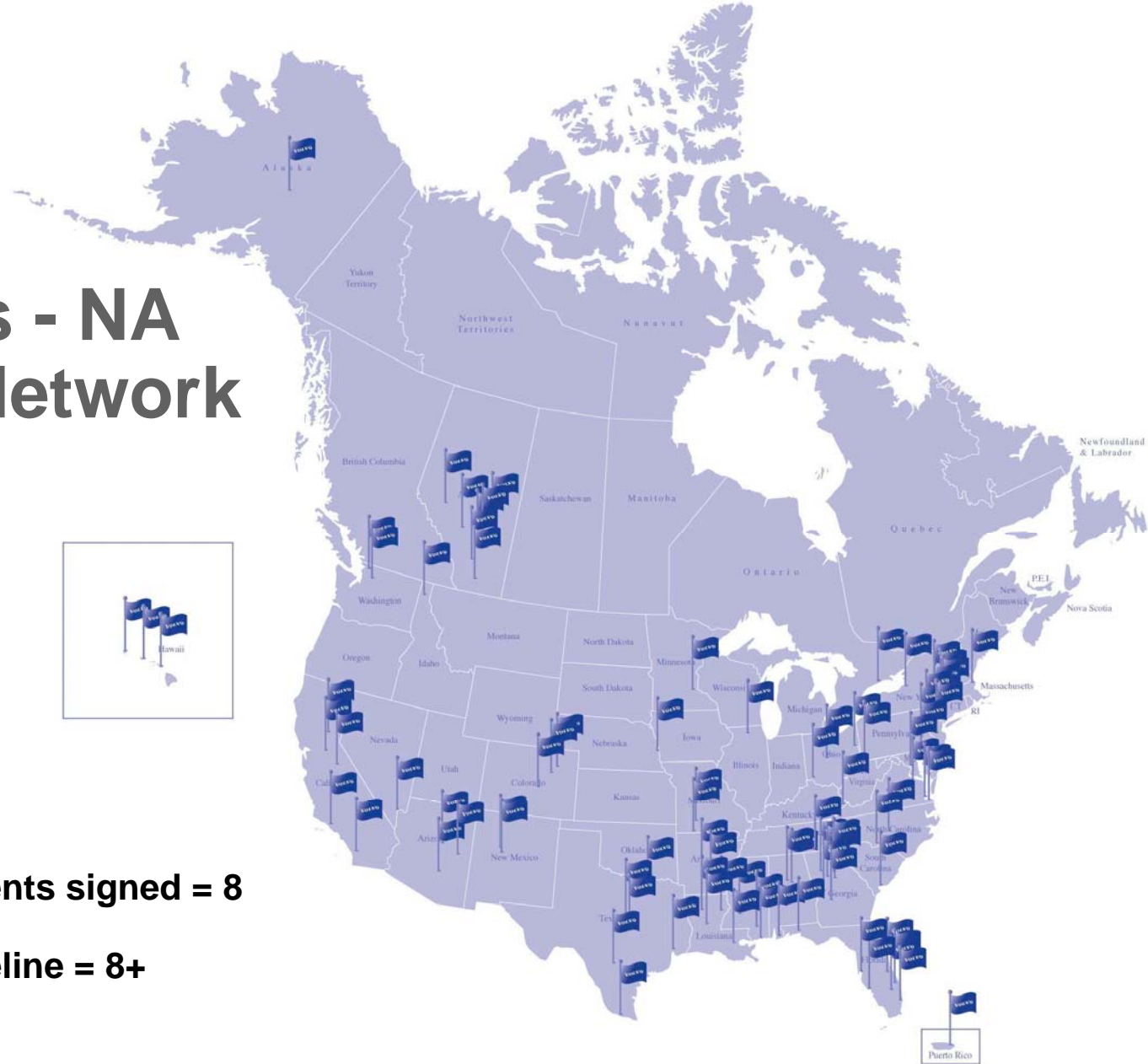
Volvo Rents - NA Franchise Network

Open Stores: 80

2008 Store Openings = 8

2008 Franchise Agreements signed = 8

2008 Store Opening Pipeline = 8+



PR Recognition

The collage consists of three distinct images. On the left is a newspaper clipping from 'THE Daily News' with the headline 'Volvo Circles the Wagon' and a sub-headline 'Construction eq...'. In the center is a screenshot of the Forbes.com website, showing the navigation bar and a 'Straight Up' article titled 'Dealing With Bad Cust...' by Tom Tauli. On the right is a cover of RER magazine, featuring two men in front of a yellow Volvo construction vehicle and the headline 'A Better Slingshot'.

- Rental Industry Rankings:
 - Consistently ranked as one of the Top 100 Rental Companies by RER Magazine.
 - Ranked # 8 based on # of locations
 - Ranked #17 based on rental revenue
 - “A Better Slingshot”
- Franchise Times Magazine
 - Top franchise companies – 3 years in a row.
- Entrepreneur Magazine
 - America’s Top 500 – 3 years in a row.



OUR BUSINESS HANGS ON IT.



VOLVO

RENTS

THE VOLVO RENTS PROMISE

SERVICE

It comes first. So whatever you need to keep you running and whenever you need it, you've got it.

PARTNERSHIP

This is a two-way street. We don't just rent you equipment; we work together with you to get the job done.

QUALITY

Every piece of equipment had to earn its place in our fleet.

TRUST

You get the job done faster. Because you can trust us to deliver on our promises.

FRIENDLINESS

We are - and will always work our hardest to be - the friendliest store in town.



MORE CARE. IN EVERY RENTAL.

Volvo Compact Equipment
Customer Number: 1-800-828-2222
Volvo Type: R130L G30
New Equipment Price: \$20,000
Pre-delivery inspection: \$1,500
This offer is subject to availability and approval.

