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RAMIRENT UNVEILS NEW BRAND IDENTITY AND STRATEGY

Ramirent is unveiling a new refocused brand identity and strategy, and adopts a unifying new global brand promise "Let's solve it". The streamlined Ramirent brand emphasizes its commitment to simplify customers' business by delivering Dynamic Rental Solutions™ that improve productivity and efficiency.

A briefing for press is held today at Ramirent's outlet in Hakkila (visiting address: Tikkurilantie 12, 01380 Vantaa) in Finland.

A unifying brand

"Ramirent is one of the leading companies in its industry. We believe in a decentralised business model that captures the entrepreneurial spirit in the Group. However, there are internal synergies and external business benefits to be gained from working more as one company. With the new identity, we begin a journey towards a stronger and more unified Ramirent as a company and brand. So that all our local business can benefit from the resources and power we have as a group", says Magnus Rosén, President & CEO, Ramirent Group.

Group company brands that do not have clear complementary roles will be integrated with the group and master brand. For example in Norway, where Ramirent is known under the trademark Bautas, the group brand will be taken into use.



Let's solve it

The new group brand promise "Let's solve it" will be used as a tagline to the new Ramirent logo worldwide. It reflects a company-wide mission to simplify customers' business by delivering Dynamic Rental Solutions™. It is a brand promise and call to action of being a

responsive, active and forward-moving partner to our customers with a unique sense of dynamism.

The new Rami-man

The Rami-man symbol has also been renewed. Historically, he has changed every 10 years. The Rami-man has now been aligned with our new brand identity. Leaning a bit forward, thumbs up connecting to the tagline "Let's solve it" and a friendly and smart face makes the new Rami-man a fitting spokesman for Ramirent.

New website

A renewed web site (www.ramirent.com) has also been launched today with improved navigation and new look. Downloadable new logos can be found at the Media section of the web site. Downloadable new logos can be found at the Media section of the web site.

The Stockholm-based brand development agency Grow have acted as consultants in the re-branding process.

FURTHER INFORMATION:

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DISTRIBUTION:

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Main news media

www.ramirent.com

Ramirent is a leading equipment rental group delivering Dynamic Rental Solutions™ that simplify business. We serve a broad range of customers, including construction and process industries, shipyards, the public sector and households. In 2009, Group sales totalled EUR 503 million. The Group has 3,000 employees, at 344 locations in 13 countries in Northern, Central and Eastern Europe. Ramirent is listed on the NASDAQ OMX Helsinki Ltd.