



FOR IMMEDIATE RELEASE

WILLIAMS INNOVATIONS ANNOUNCES ROLL-OUT OF TELESWIVEL® HITCH SYSTEMS AT SUNBELT RENTALS

DURHAM, N.C. – April 21, 2011 – Sunbelt Rentals is fielding TeleSwivel® brand proximity hitches to all of their vehicles that tow trailers, starting with hitch adapters on new pick-up trucks for managers and sales reps and receiver hitches in new roll back, stake body, and service trucks. Retro-fit plans are also in the works so that vehicles in the existing fleet can gain the benefit of this new technology.



TeleSwivel® 600 on Sunbelt Rentals' roll back truck

TeleSwivel® hitching systems extend and swivel to give drivers a target zone that is up to 25 times larger than a traditional hitch to connect the trailer coupler to the truck. TeleSwivel® users can get close and move the hitch, rather than repeatedly repositioning the vehicle, or worse, trying to muscle a heavy trailer onto the hitch. TeleSwivel®'s larger target area enables first-pass connections and reduces the excessive idling that wastes fuel and time.

“The TeleSwivel® technology is a game changer for us in terms of more efficient and safer trailer operations,” said Bret Wolf, Strategic Purchasing Manager at Sunbelt Rentals. “Initial trials indicate that we’ll be saving 6-8 minutes on every trailer hook-up, and we connect to trailers thousands of times per month. We estimate that TeleSwivel® will save more than 197,000 gallons of fuel and \$2.21 million across our fleet each year,” he added.

In addition to increased productivity and reduced fuel and maintenance expenses, Sunbelt Rentals’ leadership is focused on the safety improvement that TeleSwivel® delivers. “We work very hard to give our employees the safest tools and working environment possible,” said David Haug, Sunbelt Rentals’ National Safety Director, “but at the end of the day, our customers depend on us to get them the equipment they need on time, and this tool enables our drivers to operate more safely in this fast-paced environment by giving them a safe solution for connecting trucks to trailers.”

According to Williams Innovations’ CEO, Dave Woolf, “the proximity hitch capability has been in requirements documents for the Army’s tactical wheeled vehicles for over a decade, and TeleSwivel® is the only proximity hitch approved for use on Army vehicles.” He concluded that “we are proud to bring this battle-tested technology to commercial fleets, and Sunbelt Rentals is a great partner to launch TeleSwivel® because their mission-focused, safety conscious culture reminds us of the military customers that we serve.”

About Sunbelt Rentals

Sunbelt Rentals, a wholly-owned subsidiary of Ashtead Group plc, is the second largest equipment rental company in the United States. Based in Fort Mill, SC, Sunbelt Rentals provides equipment rental solutions for the industrial, construction, and municipal markets, plus the DIY market, from its network of locations in 34 states and the District of Columbia. Sunbelt Rentals’ extensive equipment fleet includes a wide range of general construction and industrial equipment, and is further

broadened by specialty businesses serving the Pump, Power, Trench Shoring, Scaffold and Restoration markets. For more information, visit www.sunbeltrentals.com.

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About TeleSwivel from Williams Innovations

Williams Innovations, LLC, based in Durham, NC, is the manufacturer of TeleSwivel® brand hitches and the leader in proximity hitching systems and trailer safety technology with five products for the US Army and a strong intellectual property portfolio. With GTW ratings from 10,000 to 40,000 lbs., commercial TeleSwivel® brand hitching systems are available in hitch adapter models that fit in existing receiver hitches, and hitch receivers that mount on vehicle frames. TeleSwivel® provides hitching solutions to consumers and commercial, military, and government fleets. For more information, visit www.teleswivel.com.

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