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10TH ANNIVERSARY



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LOADERS

(1.0 Cubic Yards) John Deere 210SE Skip Loader, (2.75 Cubic Yards) CAT 928G, Hyundai 740-7, (3.25 Cubic Yards) CAT 938H, Hyundai 757-7. (4.25 Cubic Yards) CAT 950H, Hyundai 760-7, Doosan DL300, Komatsu WA380, (5.25 Cubic Yards) CAT 966H, Komatsu WA450, Doosan DL400, (6.25 Cubic Yards) CAT 972G, Hyundai 770-7, (7.0 Cubic Yards, Cat 980H, Komatsu WWA500, Hyundai 780-7.

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(Above) Bob Buff, San Fernando Branch Manager.



(Above) Paul Pafundi, Territory Consultant.

I was hesitant at first to leave and go to work for what was still somewhat of a startup company. I sure am happy that Hayden Porter convinced me to become part of their team, I wouldn't want to be anywhere else."

Heavy Equipment Rentals management team consists of Kent Porter, General Manager, Todd Hoskins, Sales Manager, Devin Grant joined the company in 2007 as Service Manager, Robert Buff is San Fernando's Branch Manager and Laurie Rafferty joined the company in 2008 as the company's controller,

affectionately referred to as "HER Mama" by the entire staff. HER's territory consultants are what keep the company operations running like a well-oiled machine. HER currently has seven fulltime territory consultants. Also celebrating his 10th anniversary along with the company Paul Pafundi joined the HER team shortly after startup as a rental salesman. Paul came to Heavy Equipment Rentals as one of the most respected equipment sales representatives in Southern California. He has definitely earned





(Above) Dennis McShane, Territory Consultant.



(Above) Arthur De La Torre, Shop Hand.

this accolade, as he has worked in this industry since 1970, leaving the local Komatsu dealer to work for HER in 1999. Paul has this to say about his experience at Heavy Equipment Rentals, “The Porter Family really knows how to treat their employees and customers. Their non-corporate, family oriented atmosphere makes it easy to get up and go to work every day. With them, it is not just about availability and competitive rates it is about always being fair and developing a good relationship with each and every customer.”

Dennis McShane is the newest addition to the Heavy Equipment Rentals sales team. Dennis has been in sales since the late 1980’s, and has been specifically working in the construction equipment industry since 2000. He started out with Western Power & Equipment and went on to have a successful tenure with both D3 Equipment and Road Machinery. Heavy Equipment Rentals is very happy to have Dennis onboard and would like to formally welcome him to the team.



ROCK TRUCKS

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Arthur Porter started his first construction equipment business more than 60 years ago. Today, Arthur is still involved in the day to day affairs of the family business. Now three generations of Porter's have taken what their Father and Grandfather started and expanded it to unprecedented heights. Sales Manager, Todd Hoskins concludes, "The name Heavy Equipment Rentals, truly says it all. It is what we do and we do it well. Even faced

with this global economic crisis, we are at 65% utilization as we continue to adapt to economic shifts by servicing more public entities in addition to the private sector. Heavy Equipment Rentals continues to grow and we are here to stay. Give us a call if we can be of service to your company." For more information, visit Heavy Equipment Rentals on the web at www.her-llc.com or contact Kent Porter at 909-841-3956 or email kent@her-llc.com.





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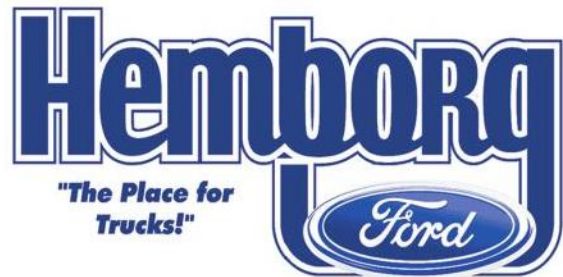
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Heavy Equipment Rentals, LLC — Providing the Total Service Solution for 10 Years

The name Heavy Equipment Rentals says it all, but what sets this company apart from the surplus of construction equipment rental companies located all over Southern California? How about better selection, better service and unprecedented support? Kent Porter, General Manager for Heavy Equipment Rentals comments, “One of the factors that make Heavy Equipment Rentals unique is that we are not a franchised equipment dealership. This affords us the opportunity to offer the diverse range of equipment brands our customers want and use most.

We know that every contractor and individual operator has his or her own preference when it comes to the machinery they operate. For this reason, we offer a full line of Hitachi, Caterpillar, John Deere, Komatsu, Hyundai and many other popular brands. Because we are not brand specific, we are able to satisfy a broader range of clientele with our machines. In addition to our eclectic selection, we also offer service and support that is second to none. If we are unable to repair equipment to optimal condition the same day, we strive to replace it the very next day.”



(Above) Kent Porter, General Manager of Heavy Equipment Rentals, LLC.



(Above) Todd Hoskins, Sales Manager of Heavy Equipment Rentals, LLC.



EXCAVATORS

(30,000 lbs.) CAT 312, Hitachi EX120, Hyundai R140LC, (45,000 lbs.) CAT 320C, Hitachi EX200, Komatsu PC200R, Hyundai 210LC, (60,000 lbs.) CAT 325C, Hyundai R290LC, (70,000 lbs.) CAT 330C, Hitachi ZX330, Komatsu PC300, Hyundai R320LC, (85,000 lbs.) Komatsu PC350, Hyundai R360-7, (100,000 lbs.) CAT 345BL, Hitachi ZX450, Hyundai R450LC, (175,000 lbs.) John Deere 800 C, Komatsu PC800-6, EX800.

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(Above) Devin Grant, Service Manager.

In addition, HER's entire fleet is registered and carb-compliant with a large inventory of Tier III machines already in use. Heavy Equipment Rentals also offers the largest fleet of rental excavators in Southern California. Additionally, the team members at Heavy Equipment Rentals pride themselves on their on-time delivery made possible with their three fulltime delivery trucks, as well as full service lube trucks for preventative maintenance. It is no wonder that Heavy Equipment Rentals, with the extensive line of machinery, on-time delivery, outstanding service and their commitment to customer satisfaction, has grown to be one of the largest independent construction



(Above) Dooley Arguello, Dispatcher.



(Above) Laurie Rafferty, Controller for Heavy Equipment Rentals, LLC.

equipment rental suppliers in Southern California. A feat most impressive considering all of this has been achieved in just 10 short years.

Heavy Equipment Rentals is owned and operated by the Porter Family. For over 65 years, the Porter Family has been New Zealand's premier earthmoving machinery sales and service provider, offering machine sales, parts and transportation services for: construction, mining and rental equipment, as well as many other heavy hauling transport services. Known officially as the Porter Group, they are recognized and respected as New Zealand's largest and most progressive earthmoving firm. Today the Porter Group consists of five major nationwide companies that trade



(Above) Jennifer Davis, Credit Manager.



(Above) Miles Montgomery, Territory Consultant.

worldwide. The Porter Group consists of Porter Heavy Haulage offering a fleet of specialized equipment transporters; Eagle Equipment and Eagle Spares Ltd., boasting seven branches and 20 service locations, are licensed agents for Airman, Hyundai and Furukawa and have recently expanded into the Australian market as a Hyundai Construction Equipment dealer. Porter Hire Ltd. is a long established and massively equipped heavy earth moving equipment specialist with over 1,300 machines. They are also the largest independent rental company in the Southern Hemisphere. And finally, NARM Finance provides financial assistance to customers for the purchase of new and used machinery and parts.



(Above) Buck Schott, Territory Consultant.



So all of this history begs the question; “Why does a successful equipment company from New Zealand venture to the United States to set-up shop?” Well the answer is the same reason everyone from

around the world has come to this nation over the past 230-plus years, and that is of course...

opportunity. During a conversation with a friend back in the late 90’s, Arthur Porter was told from an American friend that business was really booming in Southern California. The Porter Family had long had aspirations to become more globally oriented and almost immediately, Hayden Porter was on an airplane headed for Southern California to survey the supposed opportunity. It didn’t take

Hayden Porter long to confirm the fact that Southern California was indeed a ripe territory for heavy equipment rentals. Hayden soon returned to the states in 1999 and along with the blessings of his family

“One of the factors that make Heavy Equipment Rentals unique is that we are not a franchised equipment dealership. This affords us the opportunity to offer the diverse range of equipment brands our customers want and use most.

he began operations in Murrieta, California. The new company was appropriately named, Heavy Equipment Rentals, simple and to the point, and Hayden would begin operations with just eight machines.

Hayden made short work of making contacts wherever he could, as well as continuing to research the local contractor’s heavy equipment needs. By 2001, the budding company had 30 machines in its fleet which included: excavators, dozers, water trucks,

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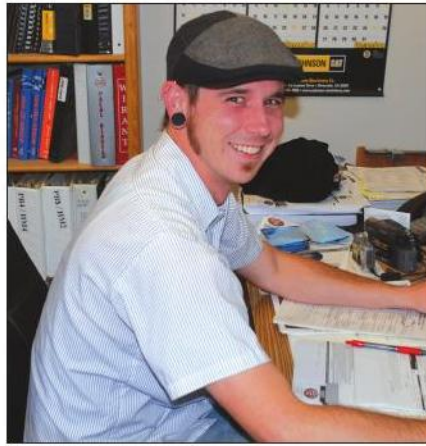
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(Above) Michael Sidwell, Territory Consultant.



(Above) Derek Ditmore, GSA Coordinator.

motor graders and compaction equipment. Today, Heavy Equipment Rentals has more than 210 machines in their fleet running the gamut from one cubic yard skip loaders to eighty ton excavators.

In 2007, Hayden Porter returned to New Zealand to further the company's interests and turned over the mantle of the United States based company to his brother, Kent Porter to expand the Heavy Equipment Rentals' franchise. Kent Porter comments, "We knew from the beginning that California would be a very competitive area to begin a rental equipment company. We knew that we would have to be different. We knew that we would have to be

better. We have accomplished our goals in many ways, including offering machinery and services that most dealers or rental companies don't carry. For instance, we have 60' long reach excavators and a huge range of attachments, including breakers, pulverizers, shears, v-buckets, skeleton buckets, 4-in-1 buckets and rotators. Our hard work and determination has certainly paid off, as today we are a preferred supplier to pipeline, demolition and mass excavation contractors throughout Southern California. We have delivered and serviced machines as far north as Fremont, California as well as east to the Imperial Valley and into Arizona and Nevada.



(Above) Mike Haden, Driver.



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(Above) Darryl Mitchum, Mechanic.



(Above) Chris Bobbette, Mechanic.

We are aware that our customers could work with more localized companies, but they prefer to work with Heavy Equipment Rentals because they know we are dedicated to meeting all of their concerns and needs.”

In order to better serve their customers, Heavy Equipment Rentals relocated their Murrieta operations to a 20,000 sq. ft. facility in Corona, California in 2007. This newly built state-of-the-art facility can be seen from the I-15 freeway off Horsethief Canyon Road on Temescal Canyon Rd. In addition, HER expanded its operations in 2007 by opening a second location in the San Fernando Valley. The

Corona headquarters serves Riverside, San Bernardino, San Diego, Imperial and Orange Counties, while the San Fernando Valley location branches out to Los Angeles, San Fernando, Ventura and Kern Counties. Heavy Equipment Rentals’ commitment to customer service is made possible by maintaining four fulltime service trucks and mechanics, as well as four in-house mechanics at the Corona facility. Sales Manager, Todd Hoskins comments, “I have been with Heavy Equipment Rentals for eight years now and I have been privileged to watch us grow so far, so fast. Back in 2001, I was working for another bare rental company out of Temecula and



(Above) Ron Ortega, Shop Hand.



(Above) Frank Luque, Mechanic.



GRADERS

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Champion CA50, (14’
Moldboard Width) CAT
120H Rear Rippers, CAT
12H Rear Rippers, CAT
140H 6x6 AWD, John
Deere 672D.

SCRAPERS

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613CSII, (17 Cubic Yards)
CAT 615CSII.

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