



press information

Group Communications

Atlas Copco Rental Service Unveils Shared PRIME and RSC Web Site

Scottsdale, U.S., December 22, 2001 - The launch of a joint web site signals the first step in creating a rental powerhouse with two familiar names—RSC and PRIME. The new web site www.rentalservice.com marks the first series of enhancements in the newly formed Rental Service Corporation. The site boasts helpful tools for supporting customers' industrial and construction rental needs.

"This effort is just the beginning of our corporate initiative to develop a web site with e-commerce service innovations that serve both the RSC construction focus and the PRIME industrial focus," says Ellen Steck, Vice President of e-commerce for the Rental Service business area (RSBA). *"The flagship site confirms our continued commitment to technology and the e-focused community."*

The site boasts helpful tools for supporting customers with both industrial and construction rental needs. Highlights include:

- "Click-to-Connect" Technology provides real-time interaction between visitors and RSC and PRIME customer service representatives. Escorted browsing enables the user to be directed through the site and share screen images with a customer service representative.
- The enhanced mapping feature offers easy access to all RSC and PRIME locations. Upon entering www.rentalservice.com visitors can view the expansive geographic canvas of combined RSC and PRIME store locations including driving instructions.
- As first in the industry, individual store pages offer customers an opportunity to view store locations, e-mail to store managers, open hours, as well as contact names and local event information.

"It's all about our customers," explains Steck. *"Bringing customers the best in benefits and economies has always been a focus at RSC and PRIME. This is especially clear in our on-line initiatives, with both technological advancements and industry foresight, we continue to find new and better ways to serve our valued customers."*

With decades of experience under their belts, the RSC and PRIME brands are working under one corporate umbrella focusing on their two individual brand strengths to best serve construction and industrial customers. RSC and PRIME offer an array of services, including a wide range of the newest equipment, computer software to help customers with their rental fleets, highly-trained field personnel, palmtops for sales staff to track customer activity, on-site tool rooms and mobile tool trailers.

Rental Service Corporation is a company within the Atlas Copco Group, an international conglomerate of industrial companies with its head office in Stockholm, Sweden. In 1999, the group had revenues of approximately \$4.2 billion (USD), with 97 percent of revenues outside Sweden, and over 26,000 employees. Atlas Copco companies develop, manufacture, and market electric and pneumatic tools, compressed air equipment, generators, construction and mining equipment, assembly systems, and offer related service and equipment rental. Additional information about Atlas Copco is available at the group's Web site, www.atlascopco-group.com, which provides access to current news about the company.

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