RENTAL eSUMMIT2026

TODAY'S SCHEDULE

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10:30	**David Frank** | Briggs & Stratton / Vanguard Welcome & Introduction
10:45	**Katie Leone** | Herc Rentals Sustainability Beyond The Battery: Where Electrification Fits Into Broader Sustainability Goals
11:30	**Break**
11:45	**Matt Locke & Keith Bailey** | Bartell Global & Herc Rentals Electrification In The Real World: What We're Testing, Learning & Still Need
12:25	**Lunch**
1:25	**Tom Healy** | NAEDA What 3,500 Dealers Are Already Telling Us About Electrification
2:10	**Aaron Piper, Greg Scholl, Ben Poutre** | Hydraulic Controls & Bonsai Robotics Driving Adoption In New Markets
2:50	**Break**
3:05	**Athan Tsokolas** | Briggs & Stratton / Vanguard Building to Scale: Next Steps To Drive Adoption
3:45	**Conclude**
3:55	**Reception & Aquarium Tour**

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TODAY'S SPEAKERS

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Katie Leone
Sustainability & Social Impact Director

Herc Rentals



Tom Healy
VP of Manufacturer Relations & Dealer Institute

NAEDA



Athan Tsokolas
Senior Product Manager

Briggs & Stratton | Vanguard



Matt Locke
Vice President of Sales

Bartell Global



Keith Bailey
Director, Procontractor Operations & Floor Care Solutions

Herc Rentals



Aaron Piper
President

Hydraulic Controls, Inc



Ben Poutre
Chief Operating Officer

Bonsai Robotics



Greg Scholl
Outside Sales

Hydraulic Controls, Inc

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MEET OUR PARTNERS

RENTAL eSUMMIT2026

Main Sponsor

POWERED BY VANGUARD®

Proud Partners

BARTELL GLOBAL

NAEDA NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION

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HercRentals®

HYDRA CONTI INC

An Employee-Owned Comp

BRIGGS & STRATTON®

Welcome & Introduction

David Frank
Senior Vice President & President of Electrification
Briggs & Stratton / Vanguard

WELCOME

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> A Call to Action: Moving past engineering theory to master the commercial reality of electric equipment across North American

- **Commercial Reality Over Theory:** Shifting the dialogue from prototypes to jobsite-ready electric solutions that maximize utilization and drive rental ROI.
- **Electrification is a Team Sport:** Aligning top OEMs, rental operators, and technology partners on a shared standard and adoption roadmap.
- **Eliminating Integration Friction:** Unlocking full ecosystem synergy across battery pack design, smart charging, and dedicated dealer service networks.

eSummit EMEA

Carole Bachmann | European Rental Association
The TCO Alliance: Navigating the Market Challenges Together

Neil Bravery | Hire Association Europe
The importance of Longevity: Why high Fleet Maintenance Cost is killing your Profit

Frederic Lietaer | ELIET
The Architecture of Savings: Why Flexible Machine Design is Key to Cutting Cost

Harald Schreibmüller | HAINZL Motion & Drives
The TCO Effect: How Selecting the Right Components Multiplies Value

David Frank | Briggs & Stratton | Vanguard
The Dual-Track Fleet: Why Fleet Viability Demands a Parallel Strategy

John Smeets | Boels Rental
From Cost to Value: Mastering the Rental Lifecycle

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MODULAR FLEXIBILITY

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POWER OPTION



Vanguard 14 HP



Vanguard 18 HP

ePOWER



Vanguard 7 KW



PTO

MOBILITY OPTION



On Wheels



Cross Country



On Road

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Keynote

Sustainability Beyond The Battery:

Where Electrification Fits Into Broader Sustainability Goals

Katie Leone
Sustainability & Social Impact Director
Herc Rentals

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SUSTAINABILITY AT HERC RENTALS



People



Planet and Communities



Products and Performance

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HercRentals®

Change Leadership and Collaboration are Key

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1. Mobilize the right champions cross-functionally and across the industry.

2. Move at the speed of data and feedback, not enthusiasm.

3. Work strategically: Too often yesterday's solutions become tomorrow's problems.

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Keynote

What 3,500 Dealers Are Already Telling Us About Electrification

Tom Healy
Vice President of Manufacturer Relations & Dealer Institute
North American Equipment Dealer Association

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The Dealer Divide

What Precision Farming Taught Us About Electrification

- 25 years in dealerships: service, operations, and sales
- The dealer owns part of the promise after the sale
- This is the dealer-side view of electrification

When Technology Changes the Relationship

History has shown us that customers follow the dealer who can make new technology work.

- New technology changes the customer's expectations.
- The dealer who solves the problem earns the first call.
- Capability becomes a competitive advantage.

The Risk of Waiting

Technology does not create the opportunity. The dealership's expertise does

- Customers still needed a dealer—more than before.
- Value moved to the dealer who could solve the problem.
- The lagging dealer lost relevance before it lost business.

The Electrification Divide

The dealer isn’t resisting electrification. The dealer is resisting risk they do not know how to manage yet.

- Technician training, diagnostics, and battery safety
- Parts, warranty, and customer uptime
- Charging, financing, and inventory exposure
- Trade values and battery-health uncertainty

The Dealer Test

Can the dealer confidently put their name, people, floorplan, and service reputation behind the product?

- Clear fit for the customer's application
- Training, parts, and warranty support
- A workable model for financing, inventory, and trade values

Bottom line:
Dealer readiness must be part of the launch plan.

Build the Last Mile With the Dealer

Electrification will win where it solves a customer problem better than the alternative.

- Bring dealers in early enough to shape the launch.
- Train the parts and service teams—not only the sales force.
- Build support around uptime, warranty, charging, financing, and trade value.

The dealer is the last mile of electrification. Build that last mile with them.

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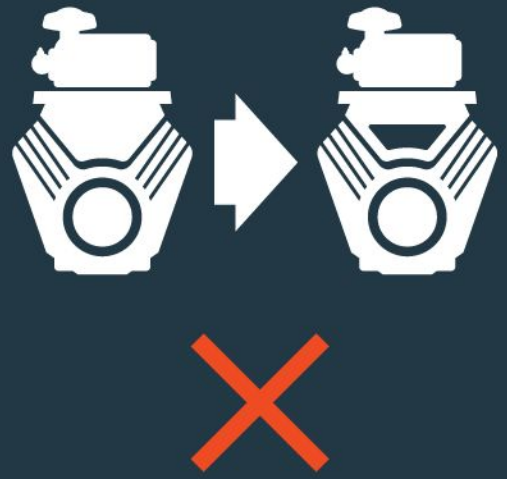
Keynote

Building to Scale: Next Steps To Drive Adoption

Athan Tsokolas
Senior Product Manager
Briggs & Stratton / Vanguard

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NOT JUST A HARDWARE SWAP.





THE SCALABILITY GAP.





ONE SIZE FITS NONE.


THE TRAP
OF “CUSTOM.”



STANDARDIZE TO SCALE.

AGILITY IS SECURITY.




IT'S NOT A
CHARGING
PROBLEM.
IT'S A
LOGISTICS
PROBLEM.


THE SHIFT IS ON.

AUTONOMOUS.




BUILD THE
ECOSYSTEM
TOGETHER.