



United Rentals Acquires 20-Location Rental Company Franklin Equipment

April 14, 2021

United Rentals has acquired Franklin Equipment LLC, a regional provider of equipment rentals, sales and related services in the Midwest and Southeast United States, headquartered in Groveport, Ohio. Franklin Equipment was founded in 2008, and grew to 20 locations serving general contractors in Ohio, Indiana, Wisconsin, Kentucky, Tennessee, Alabama, Georgia and South Carolina. Franklin Equipment was one of the fastest-growing equipment rental companies in North America.

“Today we welcomed over 300 new members to Team United with our acquisition of Franklin Equipment,” said United Rentals CEO Matthew Flannery. “This acquisition expands our presence in key markets for our general rentals business, with an experienced team that shares our pride in delivering superior customer service.”

Franklin was founded in 2008 by four partners - Gary Gabriel, Troy Gabriel, Tom Richardson, and Tony Repeta, who have more than 150 years of experience in the rental industry. The Gabriel family began in the equipment industry in 1952 when Gary’s father opened Sam’s Equipment Rental, which grew to five locations and became the leading rental company in Central Ohio before it was sold to NationsRent in 1997, the same year United Rentals was founded.

Sullivan & Cromwell LLP acted as United Rentals’ legal advisor in the transaction, and Lape Mansfield Nakasian & Gibson, LLC acted as Franklin Equipment’s legal advisor.

Franklin Equipment is No. 40 on the *RER* 100. United Rentals, Stamford, Conn., is No. 1.

