

QUALITY & EFFICIENCY

2014 CORPORATE
RESPONSIBILITY REPORT



ABOUT THIS REPORT



Our third corporate responsibility report is aligned with the Global Reporting Initiative's (GRI's) G4 Guidelines. The data pertains to our wholly owned facilities and subsidiaries in the U.S. and Canada, and we note the calculation methodologies where relevant. The reporting period is January–December of 2014.

We have developed a materiality matrix on page 6 to focus on the issues that we have determined are most important to our stakeholders and our company.

For questions or comments about this report, please contact Jim Dorris, Vice President Safety, Environment and Sustainability, at sustainability@ur.com.

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2014 HIGHLIGHTS



FORTUNE
500

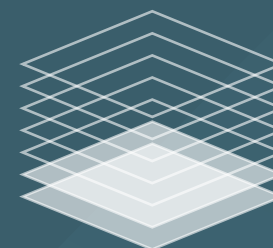
COMPANY NAMED TO FORTUNE
500 LIST FOR THE FIRST TIME



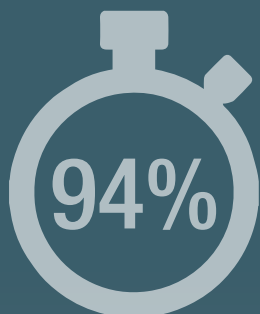
12.6% OF U.S. WORKFORCE
IS COMPRISED OF VETERANS



37.6 AVERAGE ANNUAL
HOURS OF TRAINING PER
EMPLOYEE



150+ TRAINING COURSES FOR
EMPLOYEES TO SELECT FROM



RECORD EQUIPMENT
ON-TIME DELIVERY RATE



REDUCTION IN THE TOTAL
RECORDABLE INJURY
RATE FROM 2013



DROP IN GHG INTENSITY (MT
CO₂E/\$M IN REVENUE) FROM 2012



COMMUNITIES
WE OPERATE IN

GUIDING FROM THE TOP

Our corporate responsibility efforts are developed at the highest levels of our company, with our board of directors playing an ongoing role in guiding our corporate responsibility initiatives. This approach reflects our belief that everyone at United Rentals has a role to play in making our company a better corporate citizen while setting the tone for the rest of the company.



NAMES ARE LISTED IN THE ORDER OF PRESENTATION IN PHOTOGRAPH ABOVE.

Donald C. Roof
Director

Bobby J. Griffin
Director

John S. McKinney
Director

Filippo Passerini
Operating Executive
U.S. Buyouts
Carlyle Group

Jenne K. Britell, Ph.D.
Chairman

Michael J. Kneeland
President and CEO
United Rentals, Inc.

Jason D. Papastavrou, Ph.D.
Founder and CEO
ARIS Capital Management

L. Keith Wimbush
Director

José B. Alvarez
Senior Lecturer
Harvard Business School

Brian D. McAuley
Chairman
Pacific DataVision, Inc.

Singleton B. McAllister
Partner
Husch Blackwell

COMMITTED TO RESPONSIBLE LEADERSHIP



In 2014, United Rentals was named a Fortune 500 company for the first time. This is a testament to our employees, whose passion for excellence is the driving force behind all we achieve and aspire to achieve. With leadership comes responsibility, and we will continue to demonstrate the positive, sustainable business practices that are a hallmark of our culture.



Jenne K. Britell
Chairman



Michael J. Kneeland
President and Chief
Executive Officer

Our company often emphasizes that we provide solutions, not merely equipment. To our customers, it means that we're invested in their success. To our employees, suppliers and stockholders, our solutions take the form of a vibrant and financially stable company; one that creates opportunities and adds value to our business relationships. And at the highest level, we are proponents of responsible growth and ethical behavior.

In this report, you'll discover the many ways in which our principles of corporate responsibility drove real-life benefits for our customers and company in 2014. Our purchase of National Pump is a good example. It made United Rentals the second largest provider of pump rentals in North America — but more important, it enabled us to support our customers in new ways with an even greater range of solutions.

A Year of Innovation

Technology is playing an ever-increasing role in our industry. We continue to lead by example, providing our customers with equipment technologies that are more efficient and environmentally sound. In many cases, we work with manufacturers to ensure that their research and development efforts take into consideration the unique safety and productivity needs of rental customers.

Within our own company, we're just as diligent. Our focus on continuous innovation led to a 2014 pilot program designed to reduce preventive maintenance time by at least 60%. The early results are promising: our pilot branches reduced the time it takes to perform an oil change from 51 minutes to 21 minutes, while mitigating the environmental risk associated with oil spills.

On the customer front, we took steps to address downtime head-on. Downtime is a frequent challenge for customers on jobsites, for a variety

of reasons. We can help increase productivity by delivering equipment on time. Last year, our innovative Field, Automation, Strategy, Technology (FAST) technology was instrumental in improving our on-time delivery rate to a record 94%.

In addition, we built on our stance as a safety leader with the online launch of United Academy. This cutting-edge training and certification management center reduces the cost and complexity of equipment training. United Academy is available to anyone who wants to sustain high safety standards on jobsites while meeting regulatory requirements.

These are all examples of our unwavering sense of purpose as an organization. It is further exemplified by our United Compassion Fund, an employee-funded, first response program that helps fellow employees in times of need. The Compassion Fund played an important role in our culture in 2014, as did our continued support of military veterans and the advances we made as a more diverse organization.

One of our company's most meaningful actions in 2014 was to make more than 13,000 of our employees owners of United Rentals. We did this by granting restricted stock units. It was more than a gesture of thanks for their support — it was an acknowledgment that our employees have an essential connection to our vision, our customers and our corporate responsibility efforts.

While we've made great progress against our goals, we're also eager to take on the next challenge. United Rentals will continue to evolve with creativity and integrity as the flagship company in our industry.



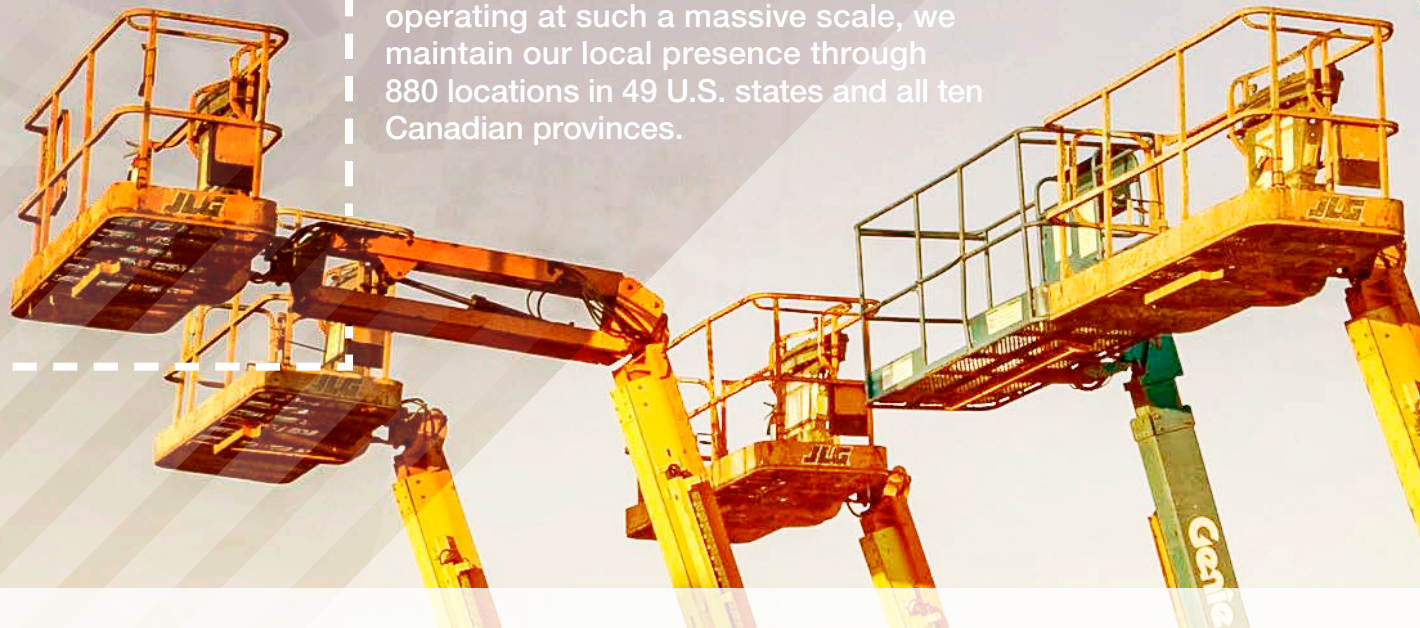
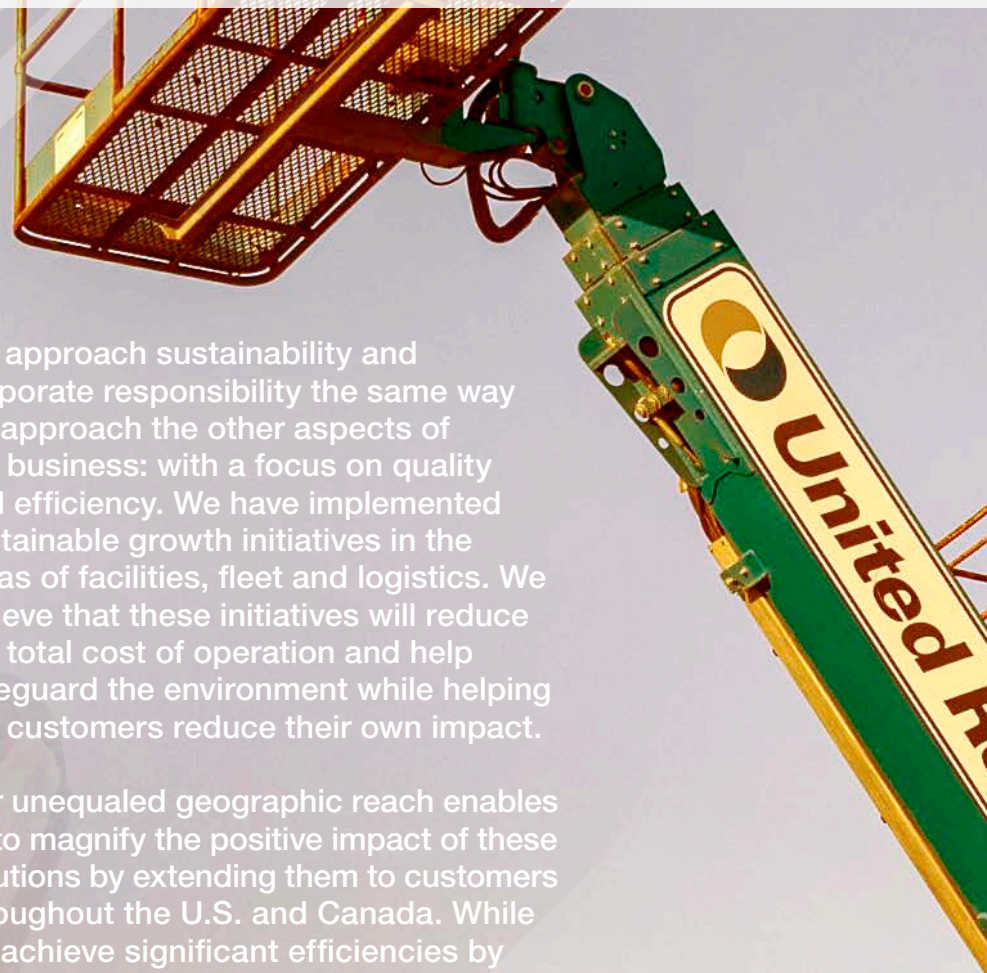
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OUR APPROACH

We approach sustainability and corporate responsibility the same way we approach the other aspects of our business: with a focus on quality and efficiency. We have implemented sustainable growth initiatives in the areas of facilities, fleet and logistics. We believe that these initiatives will reduce our total cost of operation and help safeguard the environment while helping our customers reduce their own impact.

Our unequaled geographic reach enables us to magnify the positive impact of these solutions by extending them to customers throughout the U.S. and Canada. While we achieve significant efficiencies by operating at such a massive scale, we maintain our local presence through 880 locations in 49 U.S. states and all ten Canadian provinces.



ENGAGING WITH OUR STAKEHOLDERS

We engage with our key stakeholders—defined as our employees, customers, stockholders and the communities in which we live and work—on an ongoing basis.

How We Engage

Topics

Employees

We encourage employees to share their opinions about the company and to submit their ideas and suggestions about how to make United Rentals an even better place to work.

Benefits
Compensation
Safety
Training

Customers

We solicit feedback from customers in both formal and informal ways.

Customer service
Equipment efficiency
Pricing
Safety training

Stockholders

We engage through a number of investor-relations activities, such as in-person meetings and quarterly conference calls (see the “Investor Relations” section of our corporate website for more information).

Capital investments
Equipment efficiency
Financials
Sustainability leadership

Communities

We work with local communities regularly through our volunteering and philanthropic efforts, as well as on disaster preparedness and relief.

Disaster relief
Grants
Volunteering

MATERIALITY

Understanding the topics that are most important to United Rentals and our stakeholders allows us to prioritize our goal-setting and initiatives on the most material issues. While environmental and social issues such as GHG emissions and safety serve as examples of our top priorities to date, we will work over the coming year with the help of a Sustainability Steering Committee to formalize a materiality assessment in our next report.

We welcome your input on this forthcoming assessment and intend to include goals and key performance indicators for all topics deemed material in the coming years.



SUPPLY CHAIN

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We incorporate sustainability considerations into our supplier-selection process and will make these considerations part of our supplier scorecard in 2016. Currently, we assess suppliers based on a number of criteria, including their occupational incident rate for the previous three years and the policies they have in place to ensure compliance with child labor and forced labor within their organization and with other suppliers. We also inquire into their sustainability and corporate responsibility programs, requesting examples of initiatives, metrics and goals currently in place.



SUPPLIER DIVERSITY

We continue to increase opportunities for diversely owned businesses and ensure that they are afforded equal opportunity to participate in our procurement processes. To qualify for United Rentals' Supplier Diversity program, a company must be at least 51% owned, controlled and managed by a minority, woman, veteran or a

service-disabled veteran, or be classified as a HUBZone, small-business, small-disadvantaged or 8(a) supplier.

In 2014, the percentage of our purchasing budget devoted to diverse suppliers was right on par with that of 2013:

	2013	2014
Total purchasing budget (\$B)	3.7	3.5
Spend with diverse suppliers (\$B)	0.25	0.24
Percentage	6.6%	6.7%

We can track and report on the following diversity designations:

- **Minority Business Enterprise (MBE)**
 - Aboriginal
 - African-American
 - Asian American
 - Asian Pacific
 - Asian Subcontinent
 - Caucasian
 - Hispanic
 - Native American
- **Woman Business Enterprise (WBE)**
- **Small Disadvantaged Business (SDB)**
- **8(a) Business Development program**
- **Veteran Business Enterprise (VBE)**
- **Disabled Veteran Business Enterprise (DVBE)**
- **Historically Underutilized Business Zones (HUBZone)**
- **Small Business Enterprise (SBE)**
- **Lesbian, Gay, Bisexual and Transgender (LGBT)**
- **Alaskan Native**



CUSTOMERS

The Tools to Succeed

Our customers are our reason for being. That's why we have put them at the heart of our mission to deploy the best people, equipment and solutions to enable our customers to safely build a better and stronger future. Our focus on continually improving the solutions we offer our customers enables them to work faster, more efficiently and with better working conditions.

ENABLING BETTER BUSINESSES



The demands of cleaner construction, sustainability reporting requirements and competitive pressures are some of the issues that our customers face every day. United Rentals, with our strong sustainability focus, is uniquely qualified to help customers navigate the rapidly changing market environment. We offer them the most effective products, along with the expertise to help them deploy and operate those products efficiently.

To support our customers' best interests and develop better ways for customers to get their jobs done, we conduct annual customer surveys to ensure we're providing the equipment, solutions and services they require. In 2014, out of 30,000 surveys completed by customers, 77% of respondents would recommend United Rentals to others.



PRODUCT EFFICIENCY



37%

We have increased the number of pieces of equipment with telematics by 37%

2014

2013

At United Rentals, efficiency comes in many forms. We use telematics to remotely collect operating data, increasing efficiency and optimizing preventive maintenance. As technology continues to improve, telematics will eventually benefit our customers by allowing them to receive alerts for scheduled maintenance; track fuel consumption to control costs; access engines to run remote diagnostics; determine when each vehicle is started and shut down each day; and provide repair technicians with the information they need before going on a service call. In 2014, we increased the number of pieces of equipment with telematics to 8,945, representing a 37% jump from 2013.

By making it easier for our customers to maintain, operate and optimize their equipment fleets, we also provide incentives for them to use equipment more sustainably—and move closer to a cleaner future.

Telematics has a number of internal benefits for United Rentals as well, including the ability to provide performance monitoring and service alerts, easily locate equipment for pickup, and accurately track overtime usage. All of these benefits ultimately improve the rental experience for our customers and reduce the number of resources needed to keep our equipment up and running.

We also help customers improve efficiencies and reduce their environmental impact through services such as UR Control® and our internal FAST program.

UR CONTROL®

The latest in equipment-management technology from United Rentals, UR Control® enables customers to track their entire fleet of owned and rented equipment—from exact location to usage—in real time. This technology uses telematics, which integrates GPS and equipment to monitor the movements, status and behavior of vehicles. By enabling customers to easily manage their equipment usage patterns, location and availability, UR Control® helps them save up to a third on total equipment costs. It also helps reduce fuel use and engine load while increasing productivity, boosting the actual time working on equipment and streamlining efficiencies.



FAST

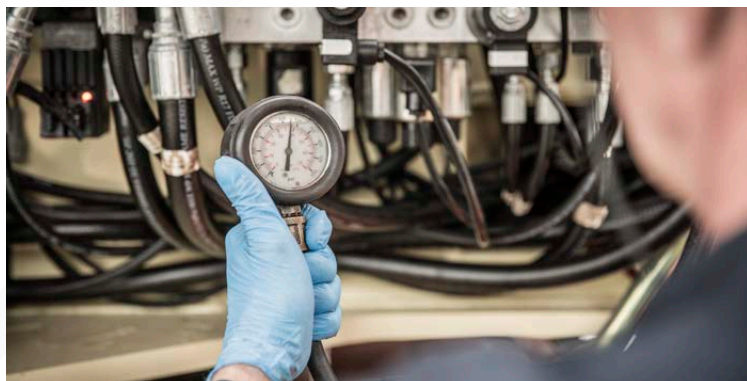
Our Field, Automation, Strategy, Technology (FAST) system uses GPS technology and hand-held devices that allow us to safely, quickly and efficiently deliver and pick up equipment to and from customers. That helps customers get their work done safer and faster, improving their operational efficiency while optimizing our own routing, dispatch and equipment loads. In 2014, FAST helped us achieve a record on-time delivery rate of 94.1%. To date, 73% of United Rentals branches use FAST.

FAST helped us achieve a record on-time delivery rate of 94.1% in 2014.



REDUCING IDLE TIME

An idling engine can waste up to 1.5 gallons of fuel each hour, which is why United Rentals is motivated to decrease the amount of time our equipment is in-use unnecessarily. In addition to saving fuel, this extends the life of the engine. Our idle-time-reduction program is practiced by our branches that use our FAST system, and consists of first measuring driver idling rates, then providing drivers with their scorecards. In 2014, the average engine spent 23.4% of its in-use time idling. Through our reduction program, United Rentals is targeting a rate of 16%.



IMPROVING CUSTOMER SERVICE



We have implemented the 5S workplace optimization methodology company-wide to enhance customer service by improving our efficiency. United Rentals employees use the 5S methodology to reduce waste and optimize productivity by organizing their workplaces.

Sort	Identify, classify and prioritize all store items
Store flow	Determine how to expedite flow for customers, paperwork and equipment
Shine	Maintain a clean, organized and professional workplace
Standardize	Develop consistent service operations by establishing routines and schedules
Self-discipline	Support the 5S program and motivate employees through self-assessments and training

By the end of 2014, 88% of United Rentals locations were 5S-certified*, compared with fewer than 10% in 2012. Using 5S has significantly reduced waste while substantially improving employee engagement and satisfaction.

In 2014, we took 5S to the next level with a program called Ops United 2. This program incorporates a number of Lean Six Sigma principles, including a Japanese continuous improvement practice called *kaizen*, to explore ways to better serve our customers. All told, 775 branches have gone through the pilot program.

Customer-Oriented Efficiency Improvements	2013	2014
Branches certified under 5S (%)*	96%	88%
Equipment with telematics	6,549	8,945
Spend on field maintenance (\$M)	40.9	43.1
Original equipment cost unavailable (%)	10.94%	9.9%
Number of branch audits performed	304	433

*48 new facilities were added in 2014, resulting in a lower percentage of branches certified, compared to 2013.

CUSTOMER SAFETY & TRAINING

Aboveground or below, keeping workers safe is a priority on any project. As the largest rental company in the world, United Rentals has an obligation to make our industry a safer one. It starts with our own Safety First culture and continues with the right training and certification tracking resources—which is the idea behind our United Academy®.

Drawing on the safety expertise we have developed for our own company and designed around our customers' training challenges, United Academy® offers online and classroom training for customers and their employees to reduce the overall cost and complexity of safety training and credential tracking. United Academy® enables our customers to take advantage of a robust course catalogue and one of the largest teams of safety trainers in our industry. United Academy® offers many courses in several formats to make efficient use of our customers' time including traditional classroom training, eLearning, and blended learning that consists of online theory and final examination combined with an in person practical evaluation. Both classroom training and blended

learning practical evaluations are conducted at any of our participating 880 branches across the USA and Canada, or at our customer's jobsites.

This leading-edge training platform and its products elevate the level of industry training and establish the global standard for safety training with a well-rounded learning experience. To date, we have launched six interactive training programs that feature 3D simulated workplace scenarios and highly engaging, multi-level "games" that trainees play to embrace and reinforce key learning objectives taught in the theory portion of our blended learning courses.

These interactive activities drive home complex concepts that can be a challenge to explain in the classroom environment and provide a "safe" learning environment in which one can practice their operator skills to help ensure trainees have the aptitude to operate equipment safely. We have worked with subject-matter and instructional design experts to produce a training program unlike any other.

United Academy® also provides its customers with a central location to store all of their training history and certifications, including training taken outside of the Academy. With our personal wallet card and mobile app or a computer, customers can verify worker credentials on the jobsite or in an office by viewing the worker's comprehensive "Training Profile" through a safe and secure web page.



In 2014, United Rentals received recognition from the *Rental Equipment Register (RER)*, *Access, Lift & Handlers* magazine (ALH), and the International Play Awards.



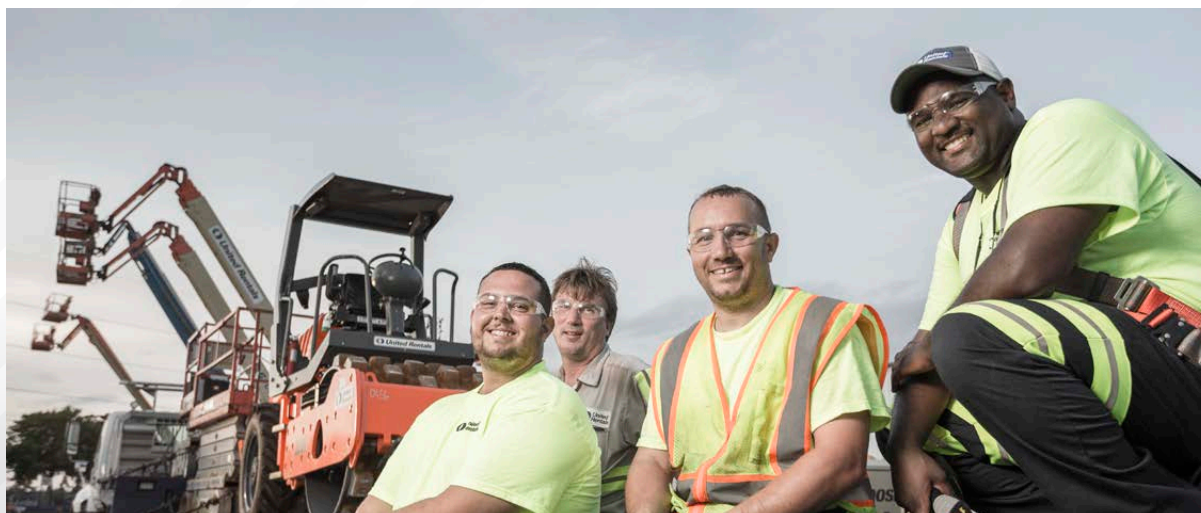
EMPLOYEES

The success of our customers depends on the skills and abilities of our employees. That's why we provide our employees with leading-edge training and ongoing safety programs. By providing them with the support they need to be successful, we help United Rentals employees do and be their best on every job. It's an approach that's sustainable for our business and effective for our customers.



EMPLOYEES GLOBALLY

Headcount	2013	2014
U.S.	10,048	10,875
Canada	1,517	1,576
Total headcount	11,565	12,451
Full-time employees	99.8%	99.8%



EMPLOYEE TRAINING



Each division of United Rentals—sales, branch management, drivers, service & maintenance, and corporate—contributes to our ability to help our customers succeed. To ensure that we provide the best possible solutions, we develop and deliver training specifically for each one of these areas, giving our employees the tools to learn the trade and to build the right skills for their jobs.

One of our core values is challenging our employees to grow professionally. Our extensive training programs help them do just that. In addition to specific

training by job position—such as branch management and service & maintenance training—we provide environmental, sustainability and safety training on a monthly basis.

We offer over 150 courses for employees, which span the gamut from “Preventing Discrimination & Promoting Diversity” to “Safe Loading and Transport” (an additional selection of courses are featured below). While some courses are required for all new hires, others are more targeted for roles such as Branch Managers and a range of sales positions.

Sample Courses

360° Hazard Awareness
Conducting Performance Reviews
Equipment Knowledge—Earthmoving Equipment
Safe Loading and Transport
Six Steps to Superior Service at the Rental Counter

Spill Response
United for Safety
United Rentals Code of Business Conduct
United Rentals Introduction to Preventative Maintenance (PM)

We have established a goal of increasing the average number of hours of training received by our employees each year.

	2013	2014
Total hours of training	322,142	468,585
Total # of employees	11,565	12,451
Average # of training hours per employee	31.8	37.6

Centers of Excellence

Total Training Hours	2013	2014
Management	28,249	22,881
Safety	169,967	227,306
Sales	28,270	45,156
Service	80,055	88,318
Systems/processes	27,967	22,146
Center of Excellence	20,404	34,622
Other	13,109	28,156
% of training on systems/processes not related to using equipment	8%	5%

We have implemented Centers of Excellence (COEs)—training hubs at eight high-performing United Rentals branches—to provide training for new and experienced United Rentals employees. We conduct at least three classes of two to five days in length per month at each COE. The centers provide structured and consistent new-hire training, with course content specific to the position each employee was hired for. The courses focus on hands-on training on the equipment from experts. The COE approach ensures more consistent training, with every new employee going through the same programs. Classes are kept small—limited to 12 employees each—and focus on key areas such as Technician II, sales, manager training and customer service.

EMPLOYEE SAFETY



“Safety First” is one of our core values. We always act and require that others act in a manner that puts the safety of our employees, customers and community first and foremost. Our top-down approach provides our managers with specific performance metrics, and we provide employees with the tools, environment and knowledge they need to work safely every day.

Because our employees are the ones who are performing the work, we include them in the development of safety policies and procedures related to work activities. This creates a unique safety culture that ensures employee commitment to adhering to those policies and procedures.

We demonstrate this value every day by emphasizing Safety First in all aspects of how we manage, maintain and grow our extensive infrastructure and equipment fleet. We also recognize that our safety performance and reputation figure significantly in our ability to attract and retain the best employees and loyal customers—and in securing our safety-leadership role in the industries and communities we serve.

Our Safety First approach continues to pay off where it counts—in reducing injuries and lost work days. We ended 2014 with a Total Recordable Incident Rate (TRIR) of 0.91, beating our goal of 1.00, and a Lost Workday Case Rate (LWCR) of 0.33, beating our goal of 0.45 and reducing LWCR by 49% as compared to 2013. The percentage of sites with zero incidents improved from 86% in 2013 to 91% in 2014.

27%

reduction in the Total
Recordable Injury Rate
in 2014

Employee Safety Data	2013	2014
Total hours worked	27,085,540	28,461,732
Total recordable incident rate (TRIR)	1.25	0.91
Fatalities	0	0
Total recordable cases	169	129
Total lost workday cases (Includes restricted and/or days away cases)	134	89
Severity rate	29.99	16.70
Near-miss reports	2,573	12,098
First aid reports	424	547
Experience modification rate (EMR)	0.73	0.57

Focus for the Future

In 2015, our Safety team is focusing on hand and back injuries, ergonomics and road safety. In addition, the team is working to eliminate five specific incidents:

- Scissor-lift foot injuries
- Hand injuries as a result of cutting-edges
- Falling or slipping off of a truck deck and out of the cabs of equipment and vehicles
- Raising equipment without looking for wires
- Striking bridges with equipment

World-Class Safety Training and Education

- Comprehensive safety education required for all employees
- Cultural value of Safety First with 360-degree hazard awareness
- Safety leadership and observation training

Robust Support for Industrial Initiatives

- Safety professionals dedicated to industrial support
- Safety strategy and management system focused on industrial risks, standards and best practices

Branch-Focused Safety Initiatives

- Culture of sustainable safety and operational excellence
- Root cause–focused process improvement and sharing of lessons learned across the company

Top Driver of the Year

Our 2014 Annual Meeting highlighted the “Best of the Best” companywide awards. One of the awards went to our Top Driver of the Year for 2014, Chuck Swiger, from Branch 702 in Arden, North Carolina, in the MidAtlantic region. The award was based on a variety of factors, including accident rate, number of loads, speed tracking, hard-stop tracking and idling tracking. CEO Michael Kneeland presented Chuck with the award: A \$5,000 cash prize and use of a customized tractor and trailer. Chuck is part of a team of nearly 1,000 commercially licensed drivers at United Rentals who make vehicle and road safety their top priority.

DIVERSITY



We're committed to making United Rentals a great place to work. That means providing employees with opportunities for growth and fostering an environment based on teamwork, mutual respect, job satisfaction, diversity and a shared responsibility to build a better future.

Diversity is key to this approach. It is our belief that when people respect each other's personal history and cultural experiences, it makes for a better workplace. Individuals with diverse backgrounds and experiences give us perspective that strengthens our products and services, making us more valuable to a wider customer base and enriching the quality of our daily interactions. In 2014, we were honored with the Associated Builders and

Contractors (ABC) National Diversity Excellence Award. This award recognizes ABC member companies that display exemplary diversity leadership in their workforce, supply chain and community with best-in-class recruitment policies, retention practices, and training and mentoring programs.

At United Rentals, we value diversity and inclusion:

- In 2014, we hired 703 diverse employees and promoted 388. Of the promoted employees, 176 were elevated to Sales and Management roles.
- To date, a total of 1,346 diverse employees hold Sales and Management positions.

The Company's above-referenced accomplishments are aligned with and foster our goals to inspire and empower diverse talent to achieve success in their careers, and strengthen the bonds between United Rentals and the communities it serves.

Employee Resource Groups

At United Rentals, we have always believed that a diverse team of talented individuals makes our company stronger. We understand that when people respect each other's personal history and cultural experiences, it makes for a better workplace. Individuals with diverse backgrounds and experiences give us perspective that strengthens our products and services, making us more valuable to a wider customer base and enriching the quality of our daily interactions.

In 2014, we launched three Employee Resource Groups to serve our Veteran, Multicultural, and Women employee populations. These are groups of employees who come together voluntarily to establish more visibility for their constituency or identity group and to act as a resource for the company. We believe these groups will have a positive impact on our company. Not only do they support our business objectives and our diversity and inclusion initiatives, but they also enhance the professional development and productivity of our employees.

SUPPORTING & EMPLOYING VETERANS



We have made hiring veterans a major priority. As a result, U.S. veterans as a percentage of our U.S. workforce has increased by 38% since 2012. Military veterans exemplify our core strengths of integrity, duty, discipline, cooperation and a strong work ethic. We take pride in welcoming transitioning military personnel to the workforce and are dedicated to recruiting qualified veterans.

United Rentals also safeguards the jobs of employees who serve in the uniformed services. We provide pay during active-duty deployments, support reserve training commitments, and provide job protection for both service members and eligible family members during an active leave or medical leave.

In 2014 **12.6%** of our U.S. workforce was comprised of veterans

Highly ranked for employing veterans

- MilitaryTimes.com ranked United Rentals among the Best for Vets Employers for 2014.
- We were named a G.I. Jobs Top 50 Military Friendly Spouse Employer. Companies on this elite list have chosen to make military spouse employees a priority.

Veteran Testimonials

“United Rentals is a company with a great team mentality. Service members will feel right at home with the ‘let’s get the mission done’ atmosphere. Excellence is rewarded with promotion opportunities, especially for those willing to relocate (which vets are used to doing).”

—Marc Elig, U.S. Army, CW-4

“I’ve used my skills learned in the military every day at United Rentals, from working in the same job field to basic leadership skills needed for management.”

—Scott Ravenelle, U.S. Marine Corps, E-4

“The benefits and opportunities that are available at United Rentals for service members are endless: tuition assistance, flexible schedules, career advancement, and competitive wages, just to name a few. And while separation from the military can be daunting for most, the diverse skill set that you learn in the military directly applies to that of the rental industry.”

—Ronald Robinson, U.S. Air Force, E-4

Veteran Employees	2013	2014
U.S. veterans	1,147	1,369
% of U.S. workforce	11.2%	12.6%

EMPLOYEE BENEFITS & WELLNESS

To give them confidence in their future and security for their families, we provide the following benefits for full-time employees:

- Medical (with prescription drug coverage)
- Dental
- Vision
- Employee Assistance Program (a confidential, free program that helps employees handle work, home, personal, and/or family issues)
- Disability
- Life and accident insurance (company-paid and voluntary)
- Legal assistance
- Auto, home and pet insurance
- Supplemental benefits
- Wellness day
- Retirement plans
- Maternity and military leave
- Paid and unpaid time off
- Undergraduate education assistance
- Apprenticeship education tuition reimbursement (Canada only)
- Service awards and employee discount programs
- Vacation donation and vacation buy-up (U.S. only)
- Flexible spending, health savings and transportation spending accounts (U.S. only)

Live Well, our program designed to help employees achieve and maintain good health, is based on the idea that the more employees know about health and wellness, the more likely it is they will make better choices and reduce the risk of developing a chronic health condition. The program includes:

- Paid wellness day (to complete annual preventive-care checkup)
- Health coaching and condition management programs
- Annual health risk assessment
- Tobacco-free pledge and tobacco cessation program
- 24/7 nurse line
- Future Moms programs for expecting women
- Wellness Cup Challenge to encourage daily activity



HELPING OUR OWN



Vacation Donation

Our Vacation Donation program enables full-time, non-union employees to donate currently accrued vacation hours to full-time, non-union employees who have used all of their own paid time off due to a serious health condition, a death in the immediate family, or to care for immediate family members who have a serious health condition.

	2013	2014
Hours donated	5,480	2,688
Number of employees who received donated hours	45	39

The United Compassion Fund

The United Compassion Fund is our employee-funded program designed to help fellow employees in times of unexpected hardship. In 2014, a total of \$180,000 was donated, representing a 270% increase above the amount donated in 2013. A total of 31 families benefited from grants from the Fund. While most grants help with a medical crisis in an employee’s immediate family or provide aid following a death in an employee’s family, the United Compassion Fund also helps in other ways, such as paying for travel to and from the hospital for an employee battling cancer. As one employee and recipient of the Fund put it, “I give to the Fund, but never thought I would have to use it. It’s just a little out of my paycheck, but it sure goes a long way.”

ENVIRONMENT

Our scale and focus on leading by example give us the opportunity to create an awareness of environmental impact that extends to our customers' operations. By collaborating with our stakeholders, we're working to advance our collective knowledge on environmental issues—and make sustainable growth a reality.

To that end, we maintain a twofold approach to environmental sustainability:

- Reducing our own energy and water use, greenhouse gas emissions, materials used and waste generated
- Seeking out and supplying United Rentals customers with options that enable customers to choose equipment based on their own environmental goals



IMPROVING ENVIRONMENTAL PERFORMANCE



We believe we have a responsibility to our customers to make our operations more efficient. Some of the ways we're working to do that include:

Oil-change pilot

The preventive maintenance (PM) process is the second-highest repeatable-maintenance process in the company. In 2014, United Rentals technicians performed more than 400,000 PM processes on all types of equipment. After taking a closer look at this work, we explored ways to do it even better, more efficiently and with a reduced environmental impact. The result: a pilot program focused on equipment oil changes conducted with RPM Industries. A new oil-change system called QuickFit enabled technicians to cut the time required to change oil by an average of 60%. QuickFit is better for technicians, too because it reduces bending by 84% and climbing under machines by 93%. It also eliminates the need for technicians to work with hot oil, reducing the chance of burns. Additionally, this single solution could represent significant annual fleet-wide savings while virtually eliminating oil spills.

Tire-Pressure Monitoring

We have begun fitting new trailers with tire pressure monitoring systems (TPMS) which will provide low-pressure alerts to help optimize fuel use, extend tire wear and help ensure trailer safety in our fleet. In 2014, we fitted 334 new trailers with TPMS, an increase of 53% compared to 2013.

GREENHOUSE GASES

We have identified greenhouse gas (GHG) emissions related to our use of energy (including fuel) as our most significant direct environmental impact. While greenhouse gases increased from 102,496 metric tons (MT) CO₂e to 104,872 MT CO₂e between 2013 and 2014, energy intensity dropped from 20.69 MT CO₂e/\$M to 18.52 MT CO₂e/\$M.

GHG Emissions	2013	2014
Total (MT CO ₂ e)	102,496	104,872
Scope 1 (MT CO ₂ e)	56,805	57,952
Scope 2 (MT CO ₂ e)	38,772	39,139
Scope 3 (MT CO ₂ e)	6,919	8,185
Revenues (\$M)	4,955	5,685
GHG intensity (MT CO ₂ e/\$M)	20.69	18.52

[Download Carbon Trust's Conversion Factors PDF](#)

GHG Emissions Detail	2013	2014
Scope 1 (MT CO₂e)		
Non-rental fleet	33,048	34,455
Diesel	24,390	24,469
Gasoline	8,658	9,986
Natural gas	22,006	23,093
Total Scope 1 (MT CO ₂ e)	56,805	57,548
Scope 2 (MT CO₂e)		
Electricity use	38,772	39,139
Scope 3 (MT CO₂e)		
Employee travel	6,919	8,185
TOTAL GHG emissions (MT CO₂e)	102,496	104,872

ENERGY USE

Optimizing energy use is one of our top environmental priorities across United Rentals. For example, we provide energy scorecards to our branches to help them track their energy use year-over-year so they can identify areas of possible savings.



Scope 1

	2013	2014
Non-rental fleet (gallons of fuel)		
Diesel	15,960,609	15,699,168
Gasoline	6,226,455	7,528,404
Natural gas (therms)	4,079,663	4,950,011

NOTES: The data above only reflect fuel purchases made through our fuel card program.

Scope 2

	2013	2014
Electricity use (MWh)	87,034	87,857
Coal	52.1%	38.5%
Gas	18.6%	26.5%
Hydro	10.0%	13.0%
Nuclear	14.4%	17.7%
Oil	1.4%	1.0%
Other (other fossil, biomass, wind, solar, geo-thermal, other-unknown)	3.5%	3.3%

Scope 3

	2013	2014
Employee travel (miles)	24,885,883	29,440,922

Energy Efficient Lighting

	2013	2014
Spend on lighting upgrade (\$M)	2.5	2.5
Facilities with upgraded lighting (%)	35.7%	50.6%

MATERIAL & WASTE MANAGEMENT



Refurbishing Equipment

Refurbishing equipment extends its useful working life, reduces the capital required for replacement units, maximizes the performance of our existing fleet and lowers the operating costs of maintaining the equipment. Our ongoing program resulted in 741 pieces of equipment being refurbished during 2014, with an investment of \$30.4 million. We continually evaluate makes and models of equipment as potential candidates for refurbishing, based on our operational needs and capital replacement plans, and work with qualified vendors and leasing companies that are recognized leaders in electronic recycling and disposal.

Refurbishments	2013	2014
Equipment refurbishments (#)	1,072	741
Refurbishment investment (\$M)	\$44.8	\$30.4
<hr/>		
Materials Purchased + Recycled	2013	2014
Batteries (#)	121,399	113,721
Used batteries returned to DEKA (%)	88%	90%
Used batteries returned to Interstate (%)	84%	82%
Filters (lbs)	774,274	892,610
Branches using a vendor for filter disposal (%)	59%	78%
<hr/>		
Materials Recycling	2013	2014
Weight of recycled IT assets (lbs)	50,284	73,660

Waste (tons)	2013	2014
Hazardous waste	609	65
Landfilled	2	3
Energy recovery	78	52
Recycled	529	10
Nonhazardous waste	30,830	23,566
Landfilled	11,756	5,540
Energy recovery	23	65
Recycled	19,051	18,026

Managing Waste

Because we handle a variety of chemicals that could cause significant harm to the environment if used and managed incorrectly, waste is one of our most consequential environmental impacts. Due to the risks associated with materials use and waste generation, we closely manage these issues and continually evaluate our branches to ensure they are managing their waste streams correctly. Waste Management and Republic Services are strategic suppliers to United Rentals for handling general refuse. We have the ability to verify their compliance with our recycling requirements.

WATER USE



Due to the relatively low volumes of water used in our business—it is used primarily for washing equipment returned by customers—we don't consider water to be one of our most significant issues. But we recognize the need to manage this resource carefully, especially in drought-prone areas, and track our consumption closely. Some of our branches use a closed-loop water recycling system for washing equipment to eliminate water discharge.

Water Use (kilogallons)	2013	2014
Total	158,292	179,524
U.S.	151,517	170,054
Canada	6,775	9,470
Water reused (kilogallons)	19,084	25,074
Percent reused	12.1%	14.0%

Water Sources	2013	2014
Municipal water	91.4%	92.3%
Groundwater	8.6%	7.7%

COMPLIANCE & SPILLS

We are in full accordance with all local, state and federal environmental regulations. Depending upon the location of our business, some activities—such as storm water management and other environmental items—may be regulated. If we identify compliance deficiencies, we work to correct them immediately. We also conduct regular training on shipping hazardous waste, spill response and overall environmental management.

We track compliance requirements specific to our operating locations with an electronic environmental management system. Our corporate Health, Safety and Environmental Sustainability (HSES) department conducts randomized visits to numerous branches each year to audit compliance with applicable environmental regulations and company policies. In 2014, we conducted 433 branch audits.

Compliance Data

	2013	2014
Significant spills (#)	34	20
Significant spills (gallons)	630	763
Significant fines (\$)	9,740	8,450
Notices of violation (#)	17	23

Addressing Historical Contamination

In 2014, United Rentals retained Pinchin Ltd., one of Canada's largest environmental, engineering, health and safety consulting firms, to remediate a legacy contamination associated with a former underground storage tank. The clean-up was completed at a United Rentals property and a neighboring property in Calgary, Alberta. This effort addressed residual impacts that migrated from the original location of the storage tank.

Initial investigation identified the estimated extent of impacts to the properties. Once this was completed, a plan was developed to remove soil and groundwater contamination. Pre-remediation efforts included the relocation of a 480-kilowatt electrical line that fed the building on one of the properties and identification of all utilities that would require protection and support during remediation activities.

After the initial preparation, remediation activities included the removal of an asphalt parking lot and retaining wall and approximately 20 feet of overburden to reach the impacts. Excavation activities reached depths of up to 55 feet below ground surface and the removal and disposal of 16,709 tons of soil. The remediation activities were successful and verified with a confirmatory soil sampling plan. The excavation was backfilled with clean fill, restoring the sites to their original condition.

BUILDING COMMUNITIES

Building a solid future starts with building strong communities. At United Rentals, we're an integral part of the 880 communities in the U.S. and Canada where we have facilities—and we get involved with all of them in countless ways, including construction, improvement and beautification projects. We're also among the first to respond to natural disasters and work diligently to ensure optimal emergency preparedness.

Our Customer Care Service Center serves both the U.S. and Canada to coordinate the movement of equipment, supplies and information 24 hours a day, seven days a week. In good times and bad, we're here to help.



GETTING INVOLVED WITH OUR COMMUNITIES

One of our key values is being an outstanding corporate citizen and neighbor at all times and in all ways. This takes many forms across the U.S. and Canada every day through community engagement and volunteer work. Taking a local approach, we seek out and help numerous local charitable organizations.

In 2014, United Rentals honored our commitment to corporate giving with \$435,275 in charitable contributions. Additionally, employee giving to beneficiaries such as the Red Cross, Educated Canines Assisting with Disabilities (ECAD), and the United Compassion Fund totaled \$195,516, up 200% from 2013.

Enabling Healthy Smiles

In 1992, private dentists in Santa Cruz County, California, seeking a way to provide care for the HIV-infected population who had no other place to go, created Dientes Community Dental. Today, its mission has expanded to creating lasting oral health for many underserved children and adults in Santa Cruz County and neighboring communities, where the need for affordable dental services is rapidly growing.

Dientes recently increased its capacity by adding a 2,400-square-foot, seven-chair pediatric wing. This wing allows Dientes to consolidate children's

services in one area and expand the number of chairs available for adults. Dientes, whose office is adjacent to a United Rentals branch, came to us with a request—the local building department was requiring a blast wall due to the location of our propane tank. This additional requirement would have come at a significant price to Dientes, who had not budgeted for the expense. Working with Dientes and the building department, we relocated our propane tank outside the blast zone of the building at our cost, enabling Dientes to use the money where it was needed—helping patients.

“We are grateful for our neighbor, United Rentals, without whom we could not have completed our pediatric wing expansion project,” said Dientes Executive Director Laura Marcus. “Our partnership will enable us to make a huge impact in the lives of 11,000 low-income children, seniors and adults.”

Getting Soldiers on Their Feet Again

In 2014, United Rentals made a \$50,000 corporate donation to the non-profit organization SoldierStrong—money that has helped fund special “bionic” suits to help paralyzed veterans walk again. This amazing technology is literally life-changing for veterans who have lost their mobility.

SoldierStrong's SoldierSuit incorporates several state-of-the-art rehabilitation technologies that address a variety of combat-related disabilities. SoldierStrong partners with some of the country's most advanced medical technology firms to make its products accessible to returning veterans. Used together or on their own, the SoldierSuit components help their recipients live fulfilling, empowered lives long after their service to our country is over. In addition to our corporate donation, our 2014 Veterans Day donation drive, spearheaded by United Rentals employees, resulted in more than 2,500 lbs. of supplies sent to U.S. troops.

We also support the Warriors for Freedom Foundation, a resource dedicated to supporting and improving mental, physical and holistic wellness for our nation's active military, veterans and their families.

GRI INDEX



GENERAL STANDARD DISCLOSURES

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STRATEGY AND ANALYSIS

G4-1 CEO Letter

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ORGANIZATIONAL PROFILE

G4-3 Organization name

United Rentals, Inc.

G4-4 Primary brands, products, and services

Annual Report pp. 2–3, 7–8

G4-5 Headquarters location

Stamford, CT

G4-6 Countries where the organization operates

U.S. and Canada

G4-7 Nature of ownership and legal form

United Rentals, Inc. is a holding entity incorporated in Delaware, publicly held, and listed on the New York Stock Exchange (NYSE: URI).

G4-8 Markets served

Annual Report pp. 5–6, 8

G4-9 Scale of the organization

Page 21, Annual Report pp. 3, 24, 27, 81–87, 97–98

G4-10 Total number of employees by type

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G4-12 Supply chain description

Pages 10, 11, Annual Report p. 9

G4-13 Significant changes during the reporting period

Annual Report pp. 3, 9

G4-15 External charters, principles, or other initiatives

None

G4-16 Membership associations

American Rental Association, California Rental Association, Association of General Contractors, National Association for Women in Construction, National Hispanic Construction Association, U.S. Green Building Council

GENERAL STANDARD DISCLOSURES

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IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES

G4-17 Entities included in financial statements	United Rentals, Inc.
G4-18 Process for defining report content and Aspect boundaries	<u>Page 2</u>
G4-22 Effects of any restatements	None
G4-23 Significant changes from previous reporting period	<u>Page 2</u>

STAKEHOLDER ENGAGEMENT

G4-24 Stakeholder groups engaged by the organization	<u>Page 11</u>
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REPORT PROFILE

G4-28 Reporting period	<u>Page 2</u>
G4-30 Reporting cycle	<u>Page 2</u>
G4-31 Contact point for questions regarding report	<u>Page 2</u>
G4-32 In accordance option chosen	<u>Page 2</u>
G4-33 Assurance	The data in this report have not been externally assured.

GOVERNANCE

G4-34 Governance structure of organization	<u>Governance Overview</u>
G4-38 Composition of the board and its committees	<u>Committee Composition</u>
G4-39 Whether the chair of the board is also an executive officer	<u>Page 5</u>
G4-40 Nomination and selection processes for the board and its committees	<u>Nominating and Corporate Governance Committee, Director Independence, 2014 Proxy (pp. 6–7)</u>
G4-45 Board role in the identification and management of sustainability impact, risks, and opportunities	<u>Page 4</u>
G4-49 Process for communicating critical concerns to the board	<u>Communicating with the board</u>
G4-51 Remuneration policies for the board and senior executives	<u>2014 Proxy pp. 21–57</u>
G4-52 Process for determining remuneration	<u>2014 Proxy pp. 24–27</u>
G4-53 Stakeholders' views on remuneration	<u>2014 Proxy pp. 25</u>

GENERAL STANDARD DISCLOSURES

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ETHICS AND INTEGRITY

G4-56 Code of conduct.

Code of conduct

SPECIFIC STANDARD DISCLOSURES

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ECONOMIC

G4-EC1 Economic value

Annual Report pp. 27, 55

G4-EC3 Benefit plan coverage

Annual Report p. 90

G4-EC8 Indirect economic impacts

Annual Report p. 27

ENVIRONMENT

G4-EN3 Energy consumption (Scope 1 + 2)

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G4-EN4 Energy consumption (Scope 3)

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G4-EN5 Energy intensity

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G4-EN6 Energy reductions

Page 35

G4-EN8 Water withdrawals by source

Page 39

G4-EN9 Water sources affected by withdrawals

No water bodies have been significantly affected by our water withdrawal, and withdrawals are not made from sensitive water sources.

G4-EN10 Water recycled and reused

Page 39

G4-EN15 GHG emissions (Scope 1)

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G4-EN16 GHG emissions (Scope 2)

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G4-EN17 GHG emissions (Scope 3)

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G4-EN18 GHG emissions intensity

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G4-EN23 Waste by type and disposal method

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G4-EN24 Significant spills

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G4-EN25 Hazardous waste

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G4-EN26 Biodiversity affected by runoff

No water bodies are significantly affected by our water discharges.

G4-EN27 Mitigation of environmental impacts of products and services

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G4-EN28 Products and packaging materials reclaimed	Page 37
G4-EN29 Environments fines and sanctions	Page 40
G4-EN30 Environmental impacts from product distribution and employee travel	Page 33
SOCIAL	
G4-LA2 Benefits provided to full-time employees	Page 29
G4-LA4 Notice periods regarding operational changes	Two weeks
G4-LA5 Workforce represented in health and safety committees	100%
G4-LA6 Workforce represented in health and safety committees	Pages 24, 26
G4-LA7 Workers with high incidence risk of diseases	None
G4-LA9 Average hours of training for employees	Page 23
G4-LA10 Programs for skills management and lifelong learning	Page 22
G4-LA11 Employees receiving performance and career development reviews	100% of employees
G4-HR2 Employee training on human rights	100% of employees
G4-SO1 Local community engagement, impact assessments and development programs	No formal grievances have been filed, but impact assessments have not been done.
G4-SO2 Negative impacts on local communities	No formal grievances have been filed, but impact assessments have not been done.
G4-SO8 Fines for non-compliance with laws	Page 40
G4-SO11 Grievances about impacts on society	No formal grievances have been filed, but impact assessments have not been done.
G4-PR2 Non-compliance concerning the health and safety impacts of products and services	Page 40
G4-PR5 Surveys measuring customer satisfaction	Page 13
G4-PR8 Complaints regarding breaches of customer privacy and losses of customer data	United Rentals has not received any substantiated complaints.



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