



## **iPHONE TOO EXPENSIVE? THEN RENT ONE!**

### **iPhones available to rent on new online rental marketplace**

**London, UK: 3<sup>rd</sup> December 2007** – While most would agree that the iPhone appears to be an impressive feat of design and engineering, many are finding the cost and lengthy contract commitment too much to justify. After all, what happens if it isn't really as good as everyone has been saying.

According to a survey by GfK NOP, almost three-quarters of those people questioned said that they would not buy an iPhone because of its high price. However, thanks to a clever new site called erento ([www.erento.co.uk](http://www.erento.co.uk)), which just launched the UK's first online rental marketplace, it is now possible to rent an iPhone online. Indeed, it has taken only two weeks for owners of the world's most hyped gadget to realise the business opportunity and have made their iPhones available to rent for the sum of £29 per day or £99 per week.

"Having coughed up quite a lot of money for this beautiful gadget, I heard about this new online rental site and figured that I could make my money back in a just a few weeks," comments Steve Morrison, an enterprising iPhone owner and rental supplier on erento. "It is perfect for someone looking to impress at a party and is a really effective way of trying before buying."

By bringing together individuals and business with a wide variety of products and services to rent out with those wanting to hire them, erento has created a one stop shop for the rental industry. Not only that but erento has enabled consumers to become the rental supplier and generate income from their belongings.

While the site has only just launched in the UK, it has been running successfully in Germany for four years where it now has over a million items available to rent including

600 Ferraris, 2,500 motor homes, more than 1,000 bouncy castles and an ice skating rink. Already the UK site features a bizarre variety of rental items from an E Type Jaguar to a rodeo simulator.

“Society has traditionally been very obsessed with ownership but we think this is beginning to change,” comments Volker Wohlfarth, Director of International Operations at erento.

If recent trends are anything to go by then erento might just be onto something. Congestion charges, parking restrictions, traffic and environmental concerns have contributed to the rise of car clubs and bicycle rentals, while ever-changing fashion and the cost of luxury brands have led to the emergence of clothes and handbag rental services. Even pets could soon be following suit as a successful Californian dog rental business plans to expand across the pond.

While consumers are increasingly considering renting rather than buying, the high street has very little available for hire outside of video rentals and it has been very difficult to find particular items on the Internet. The rental industry is extremely fragmented and rental businesses tend to have a limited online presence. Those that do have websites are hard to find and provide only basic information. Finding a particular item can be a laborious process involving a tedious number of telephone calls.

By bringing together a large number of rental suppliers into one online marketplace and providing an easy to use interface with a localised search facility, erento could very quickly become the first place to look for anything from hiring a helicopter to renting a tent.

While erento constantly refines its website and implements sophisticated online search and affiliate marketing campaigns on behalf of its customers, rental suppliers simply have to list their rental items on the site. Those that do immediately benefit from the traffic which erento generates. erento is a huge marketplace so it is easy for potential hirers to find. It also has extensive online marketing expertise and benefits from significant economies of scale for online marketing tools – which it passes onto its users. All of this

helps ensure that those looking for particular rental products or services are directed to erento.

### **How does erento work?**

STEP ONE - Rental suppliers rapidly upload their items or even use the erento bulk upload service – all they require is an image, an item description and a price for the rental period.

STEP TWO - Hirers then search and find rental items according to price and/or location. They specify their hiring period and fill in their contact details. This information is then sent to the hirer via email, SMS or fax.

STEP THREE – The rental supplier contacts the enquirer directly to close the rental agreement and then confirms the transaction on erento.

**\*\* Ends \*\***

### **About erento**

erento ([www.erento.co.uk](http://www.erento.co.uk)) is the world's largest online rental marketplace, bringing together individuals or businesses with products or services to hire out with those wanting to rent them. It is the only place where you can search for items to rent by location as well as price.

erento is a quick, easy and cost-effective way of creating a powerful online channel for renting products and services. It is an enormous marketplace with a huge number of visitors and online marketing expertise, making it very easy for search engines to find.

With over one million items across two thousand product categories online and ready to hire it is no wonder that up to fifty thousand customers search for items to hire on erento every day.

erento was founded in Germany in 2003 and reached profitability in 2004. It is backed by the founders of eBay Germany and Jamster.

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