



## **erento SEES STRONG DEMAND FROM SILVER SURFERS FOR EASY HOLIDAY, DIY AND GARDENING RENTALS**

- **Online rental marketplace sees increased interest from baby boomers**

**London, UK – 15<sup>th</sup> December 2008:** erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is still enjoying strong growth despite the troubled economy thanks in part to the continued rise in internet usage amongst the baby boomer generation. As more and more silver surfers become increasingly internet savvy, erento is continuing to see a rise in travel hire as well as DIY and gardening equipment – despite a general slowdown in the wider eCommerce market.

“Our most popular hires have been in the motorhome categories and we’re now preparing for another big booking season to start in the New Year,” comments Clinton Patterson, Director of International Operations at erento. “However, we’ve also seen strong demand across other travel related hires such as holiday homes, performance and classic cars and Harley-Davidson motorbikes, as well DIY and gardening related rentals – with a number of hire companies partnered with erento reporting growth from baby boomers.”

erento's online rental marketplace has dramatically simplified the process of finding hire products and services. As well as creating a one-stop rental shop by bringing together a wide variety of hire products and companies onto its website, erento enables visitors to search for a specific item, such as a rotary lawnmower or motorhome by location as well as price, and immediately find the closest suitable rental service. The enquirer simply selects the item they wish to hire along with dates and contact information before receiving a response from the relevant hire company.

“If you’re planning a Harley Davidson tour across the US or simply a motorhome trip around Scotland, [www.erento.co.uk](http://www.erento.co.uk) makes it easier than it has ever been,” continues Patterson.

While erento has seen strong growth in the travel and tools sectors, it also features party and event hire, clothing and accessories hire, computer and office hire, audio visual hire and leisure hire. erento now has over a million items available for hire and is visited by over 50,000 people every day.

For more information on erento please contact erento on +44 (0)207 099 8797 or via email at [clinton.patterson@erento.co.uk](mailto:clinton.patterson@erento.co.uk).

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### **About erento**

erento ([www.erento.co.uk](http://www.erento.co.uk)) is the world's largest online rental marketplace, bringing together businesses with products or services to hire out with customers 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 sales channel for renting products and services.

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 has since expanded into Switzerland, Austria, the USA and the UK.

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