



United Rentals Expands Digital Customer Experience with Equipment Agent Launch in ChatGPT

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Early adoption signals strong demand for faster equipment planning

STAMFORD, Conn.--(BUSINESS WIRE)-- United Rentals (NYSE: URI) today announced the expansion of its AI-powered Equipment Agent to be accessible in ChatGPT, giving customers a faster, more intuitive way to identify equipment solutions for complex jobsites and time-sensitive projects. The launch marks the first equipment rental application available in the ChatGPT store, expanding how customers can access United Rentals' expertise within the digital tools they already use every day.

Originally launched earlier this year as a first-of-its-kind AI-powered equipment recommendation solution for the equipment rental industry, the Equipment Agent uses a conversational experience to guide customers through key project requirements and quickly connect them to relevant equipment recommendations for the job.

"Leveraging AI can make expertise easier to access," said Tony Leopold, Senior Vice President - Chief Technology and Strategy Officer, United Rentals. "By bringing the Equipment Agent into ChatGPT, we're meeting customers in the platforms they already use to plan work, solve problems and make decisions. It's part of our broader focus on creating digital experiences built around the speed, complexity and realities of modern jobsites."

The Equipment Agent incorporates fleet knowledge, application expertise and operational insight from across United Rentals' business. Early usage data indicates customers are leveraging the tool for specification and rental-related queries.

The expansion reflects United Rentals' broader innovation strategy focused on reducing friction for customers, improving access to expertise and building digital experiences that help jobsites operate more safely, efficiently and productively.

About United Rentals

United Rentals, Inc. is the largest equipment rental company in the world. The company has an integrated network of 1,658 rental locations in North America, 44 in Europe, 46 in Australia and 19 in New Zealand. In North America, the company operates in 49 states and every Canadian province. The company's approximately 27,900 employees serve construction and industrial customers, utilities, municipalities, homeowners and others. The company offers a fleet of equipment for rent with a total original cost of \$22.59 billion. United Rentals is a member of the Standard & Poor's 500 Index, the Barron's 400 Index and the Russell 3000 Index® and is headquartered in Stamford, Conn. Additional information about United Rentals is available at [unitedrentals.com](https://www.unitedrentals.com).

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Source: United Rentals, Inc.