

Volvo Rents Renamed as BlueLine Rental



Platinum Equity, which recently acquired Volvo Rents, has renamed the business BlueLine Rental. BlueLine president Scott Hall commented, "With Platinum Equity's support, we have new opportunities to grow and build on the fundamentals that have made us so successful – our commitment to service and the way we treat our valued customers and employees."

"We have worked closely with the management team to ensure a seamless transition and we are excited to help the business achieve new levels of success," said Louis Samson, the partner at Platinum Equity Partner who led the transaction team.

BlueLine rents Volvo compact equipment--including backhoe loaders, skid steer loaders, compact wheel loaders, compact excavators and compaction equipment – as well as other small and medium-sized equipment. The company operates from more than 130 locations in North America.