

# Fleet Innovation Case Study

How Pyrotecnico™ Offsets Lease Payments By Renting Out Their Trucks

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BY RYDER

An increase in entertainment events led Pyrotecnico to lease a new 26' box truck. The vehicle was guaranteed to sit idle at least three months out of the year.

How could they use this costly asset in an innovative way?

Enter COOP, a commercial truck-sharing platform powered by Ryder — a leasing partner that Pyrotecnico knows and trusts.

With COOP, they rent out their truck to generate enough revenue to offset their lease payments and bring in additional revenue for their business.

# THE CHALLENGE

In 2019 Pyrotecnico, a fireworks and special effects business, was growing so they regularly rented commercial trucks to meet their transportation demands. Tim Kunkel, Director of Logistics, decided that it was time to grow the fleet alongside the business. At the end of the year, they began a new lease with Ryder for a 26' box truck.

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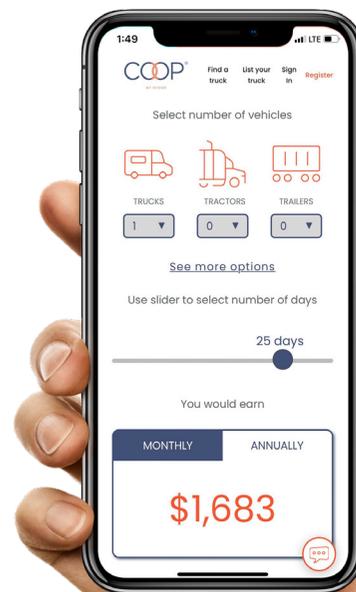
By leasing the vehicle Pyrotecnico committed to a yearlong static expense, but the event industry experiences seasonal demand. Most of their vehicles tend to sit idle from January to March, which would include the new 26' truck. “Even with the broad footprint of our fleet across the country, it’s hard to get away from the seasonality of the business,” Tim said.

He understood that the company’s growth depended on finding a balance. He needed to meet the demand for the huge musical and sports events without losing revenue by keeping the vehicle in their fleet

during the off-season. In order to offset the \$1,250 per month lease payment, they sought a creative solution.

In December 2019, Tim learned about COOP by Ryder as an option to increase their fleet utilization year-round. COOP provides a way for vehicle owners to rent out commercial vehicles to carefully vetted businesses on the platform and generate revenue from each rental. Tim thought that his fleet could generate revenue for his own business by listing the straight truck on the vehicle-sharing platform.

“COOP seemed like a great way to deal with those pinch points that we deal with on a yearly basis,” he said.



# THE RESULTS

After COOP launched in Florida in 2019, Tim added Pyrotecnico's newly leased 26' box truck with a lift gate to take advantage of the slow season. The vehicle was rented for over two months almost immediately. In the first 15 days after joining the platform, the business covered an entire lease financing payment by renting the vehicle out with COOP.

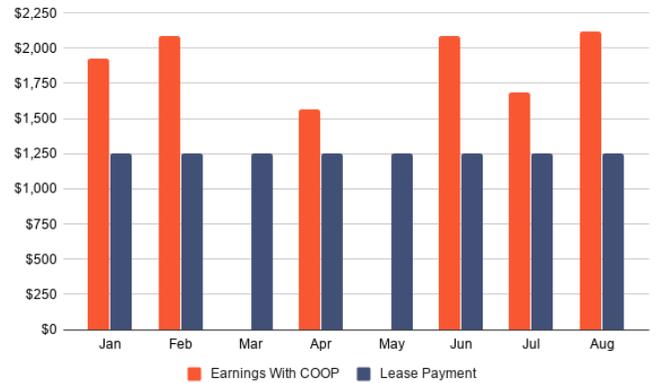
Since that first rental, using COOP during their business's downtime has given Pyrotecnico more flexibility with their vehicle's utility than ever before. And it shows on their bottom line. They have made more than \$10,000 in eight months from the one 26' box truck.

During the economic impacts of the COVID-19 pandemic on the event industry, they appreciate having this additional source of income. "[COOP] is a great, flexible option to either find a vehicle or to find somebody that needs one and is willing to pay for you to use your vehicle when you don't need it," Tim said.

The measures in place to make sure his vehicles would remain in good hands put Tim at ease. All COOP's Renters meet operating and security standards determined

 **OFFSET A LEASE  
PAYMENT IN  
15 DAYS**

### Monthly Earnings Vs. Lease Payments



\*Vehicle Not Listed During March or May

by their DOT and FMCSA compliance. He also took comfort knowing that every rental came with 24/7 roadside assistance and \$1M in liability policy.

With COOP, he was able to track and adjust his vehicle's availability and rate. When he received reservation requests he could still choose to approve or deny them on the app anywhere, anytime. He always had full control of his fleet.

The success Pyrotecnico has seen has caused them to grow the amount of vehicles they have listed on COOP. They are already seeing rental activity and earning revenue from a vehicle they added in Dallas, Texas. They are eagerly awaiting the platform to open in more areas where they do business so they can add more vehicles to rent out and continue to profit from the platform.

# ABOUT

## Pyrotecnico™

Pyrotecnico is the nationally recognized leader in innovative full service fireworks, special effects, and laser display production. Since 1889, they have been bringing people and communities together to create 'oohs' and 'aahs' with unforgettable experiences. Their creative team has won many international awards for their unique choreography and impeccable synchronicity.



## COOP by Ryder®

COOP by Ryder is a vehicle-sharing platform that connects businesses who have idle trucks, tractors, and trailers with other trusted companies that need to rent commercial vehicles. With COOP, businesses can find the vehicles they need when they need them and can generate revenue by renting out their vehicles when they are idle.

