EquipmentShare Celebrates Opening of New Core and Advanced Solutions Hub in Whitman, Massachusetts

November 17, 2026

Company brings tech-powered fleet, engineered jobsite solutions, and the T3 platform to power major infrastructure and commercial builds across Eastern Massachusetts

WHITMAN, Mass.--(BUSINESS WIRE)--Nov. 17, 2026-- EquipmentShare.com Inc (Nasdaq: EQPT) (“EquipmentShare”), a leader in connected jobsite technology and one of the largest equipment rental providers in the United States, today hosted community leaders, local officials, partners from MassEcon and South Shore Habitat for Humanity for a grand opening celebration at its new Core and Advanced Solutions branch in Whitman.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261117001185/en/



Grand Opening of the Whitman branch

The opening of this facility is expected to bring a substantial economic investment in Plymouth County, including the potential creation of 25 to 50 jobs and a projected investment range of $35 million to $70 million, including equipment, capital improvements and salaries once fully matured.

“MassEcon is honored to recognize EquipmentShare’s growing investment in Massachusetts. We celebrate its new Core and Advanced Solutions branch in Whitman and are thankful to the EquipmentShare team for its commitment to the Commonwealth,” said Peter Abair, CEO & Executive Director, from MassEcon.

Built to serve as a high-capacity regional hub, the Whitman connected equipment for Eastern Massachusetts facility features the district’s largest showroom and dedicated retail space, alongside the region’s largest industrial workshop equipped with its own full-scale paint booth. This centralized service capability supports maintenance and rebuilding of EquipmentShare machines across New England and helps the company to rapidly service, offload and refurbish secondary-lifecycle equipment back to like-new condition to return to active jobsites with minimal downtime.

Located at 215 Bedford St., the Whitman facility is strategically designed to serve as both a local Core Solutions rental branch and a regional hub for EquipmentShare’s specialized Advanced Solutions. Contractors across Greater Boston, the South Shore and Eastern Massachusetts are actively delivering critical projects, including transit upgrades, coastal resiliency initiatives, commercial developments and large-scale industrial builds. These high-demand projects require reliable, connected general equipment alongside specialized solutions such as temporary climate control, large-scale pumping systems, trench shoring and fuel management, backed by rapid field service.

Every rental asset at the Whitman branch connects through EquipmentShare’s proprietary telematics platform, T3®. The system provides contractors with real-time tracking, preventive maintenance data, digital safety inspections and credentialed keypad entry with individualized PIN codes, helping crews minimize downtime, protect jobsite assets and support jobsite safety across every project.

"Eastern Massachusetts is modernizing and building at a rapid pace, and our team is proud to open our doors in Whitman to meet that momentum," said Bill Alexander, general manager of the Whitman branch. "This location is uniquely positioned: Not only are we providing standard earthmoving and aerial equipment for daily builds, but our Advanced Solutions capabilities allow us to act as a regional anchor, supplying specialized pump and climate setups to complex jobsites from Boston down to the Cape. Instead of merely renting machinery, we give contractors the data, technology and round-the-clock service they need to build smarter and safer.”

Positioned 30 minutes from downtown Boston, the Whitman facility places EquipmentShare directly at the geographic and economic center of the market to serve both the South Shore and metro Boston. While academic and commercial centers drive the urban core, the industrial, trades-focused communities across the South Shore are the foundational engine that physically builds Eastern Massachusetts. By establishing a permanent home in the heart of this industrial workforce, EquipmentShare positions heavy fleet, specialty solutions and technical support directly along the primary supply route powering Greater Boston’s ongoing expansion. As the company’s third location in Massachusetts, joining Seekonk, Framingham and nearby Hartford, Connecticut, Whitman adds to EquipmentShare's connected regional presence to rapidly deploy resources for complex projects while directly supporting EquipmentShare’s long-term strategic objective of scaling to 700 rental locations nationwide by 2030.

As part of the opening ceremony and EquipmentShare’s branch giving program, the Whitman team presented its annual giving-back donation of $2,500 to South Shore Habitat for Humanity. The nonprofit organization partners with local families,

volunteers and donors to build strength, stability and self-reliance through affordable homeownership across 30-plus communities in the South Shore.

"South Shore Habitat for Humanity is honored to be the local nonprofit recipient for a donation by EquipmentShare. It is thanks to community partners like EquipmentShare that our work is made possible," said Erin McGough, executive director of South Shore Habitat for Humanity. "Together we not only build houses, we build community! To learn more about South Shore Habitat for Humanity, please visit www.sshabitat.org."

To learn more about EquipmentShare or view current job openings, visit www.equipmentshare.com/careers.

About EquipmentShare

Founded in 2015 and headquartered in Columbia, Missouri, EquipmentShare (Nasdaq: EQPT) is a nationwide construction technology and equipment solutions provider dedicated to transforming the construction industry through innovative tools, platforms and data-driven insights. By empowering contractors, builders and equipment owners with its proprietary technology, *T3*®, EquipmentShare aims to drive productivity, efficiency, and collaboration across the construction sector. With a comprehensive suite of solutions that includes a fleet management platform, telematics devices and a best-in-class equipment rental marketplace, EquipmentShare continues to lead the industry in building the future of construction. For more information, visit www.equipmentshare.com.

Forward-Looking Statements

This press release includes certain "forward-looking statements" for purposes of United States federal and state securities laws. Forward-looking statements are statements other than statements of historical fact and can be identified by words such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "potential," "preliminary," "predict," "should," "will," or "would" or the negative of these terms and similar expressions intended to identify forward-looking statements. These forward-looking statements, which include statements regarding the expected opening, operations, capabilities and economic impact of the Whitman branch; expected job creation and investment; and EquipmentShare's growth strategy and location targets; are subject to numerous risks and uncertainties, most of which are difficult to predict and many of which are beyond EquipmentShare's control, including but not limited to, risks and uncertainties related to EquipmentShare's ability to identify, open and operate new branch locations successfully; construction delays, cost overruns or changes in project scope; the availability and cost of equipment, labor and materials; demand for construction and infrastructure activity in EquipmentShare's markets serve; general economic conditions; and other risks and uncertainties. For a further list and description of such risks and uncertainties, please refer to EquipmentShare's filings with the Securities and Exchange Commission available at www.sec.gov. All forward-looking statements, expressed or implied, included in this press release are made as of the date of this press release and are expressly qualified in their entirety by this cautionary statement. Except as otherwise required by applicable law, EquipmentShare disclaims any duty to update any forward-looking statements, all of which are expressly qualified by the statements in this section, to reflect events or circumstances after the date of this press release.

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