

Case study: Flynn Crane Hire Limited, Ireland



# Stress-free funding for flagship investment

## Challenge

To finance the purchase of a new crane that would allow Flynn Crane Hire to expand its service offering.

## Solution

Mitsubishi HC Capital Europe provided a competitive package and non-intrusive application process, delivered with the personal touch.

## Result

Flynn Crane Hire's new flagship model plugs a gap in the company's rental portfolio and attracts new opportunities.



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## Straightforward funding process does the heavy lifting

**Background**

Founded in 2000 and based in County Wicklow, Ireland, Flynn Crane Hire is a family-owned company that employs 30 people. It has a fleet of 14 cranes, ranging from 50 to 450 tonnes, along with “lift and shift” equipment to move heavy items such as generators and chiller units. In addition, a transport fleet is available to move equipment from site to site, and for customer deliveries. Around 90% of the machinery rental portfolio includes an operator, with only small spider cranes rented without such assistance.

The company’s services and equipment are typically used on large engineering and construction projects, as well as warehouse and data centre fit-outs. Most customers are looking for a one-stop-shop solution, which encompasses delivery, movement and operation of machinery. Project management services can also be included, such as paperwork if a heavy load requires an escort or road closures.

**Business challenges**

To expand its offering to customers and plug a gap in its rental range, Flynn Crane Hire wanted to buy a Tadano 450 crane. This particular model would become the flagship of the fleet, and was selected for its versatility. Although it is small compared to other manufacturers’ models, it has the same lifting capacity and a long reach for its size.

The purchase represented a large investment of around €3 million, which the company wanted to pay off in three to four years. Therefore, finding the best financing terms and pricing was essential, particularly as this crane would be the first to be sold in the country. In the end, it was Mitsubishi HC Capital Europe that brought the right deal – and attitude – to the table.

**Solution**

This was the company’s first time working with Mitsubishi HC Capital Europe, and they were impressed not only with the competitive financial package but also the service they received.

“When it was time to organise finance for the Tadano 450, I contacted several finance companies to compare rates because on such a large investment even a small variance can make a difference,” says Laura Flynn, Accounts Manager at Flynn Crane Hire. “Mitsubishi HC Capital Europe was one of the most competitive and after meeting with their National Sales Manager for Ireland, Joe O’Callaghan, we decided to proceed with an application.”

In addition, the Flynn Crane Hire team enjoyed working through a straightforward, non-intrusive application and underwriting process. “Communication throughout the process was excellent – a phone call to or from Joe resolved any queries without the need for back-and-forth emails,”

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Laura Flynn, Flynn Crane Hire Limited

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**Result**

The crane was purchased towards the end of 2024, and is allowing the company to take advantage of new work opportunities. One of the first tasks the Tadano 450 undertook was to help dismantle a couple of tower cranes in Dublin. On this job, the crane’s ability to work in small spaces proved to be a real advantage, one that the company hopes to exploit in future projects.

