

# Rental Car Concessions

April 2021



Brand	2021 Monthly	2020 Monthly	Change	YOY %Change	2021 YTD	2020 YTD	Change	YOY YTD %Change	2021 Market Share	12-Month Mkt Share
Advantage		\$23,760.09	(\$23,760.09)			\$5,303,852.96	(\$5,303,852.96)	-100.00%	0.00%	0.02%
Alamo	\$3,831,075.63	\$135,818.98	\$3,695,256.65	2720.72%	\$14,225,089.75	\$9,947,078.26	\$4,278,011.49	43.01%	10.39%	10.69%
Avis	\$4,569,906.71	\$235,892.93	\$4,334,013.78	1837.28%	\$18,692,655.20	\$17,635,233.87	\$1,057,421.33	6.00%	12.39%	12.86%
Budget	\$6,556,958.51	\$130,792.58	\$6,426,165.93	4913.25%	\$26,863,028.06	\$16,876,829.16	\$9,986,198.90	59.17%	17.78%	16.00%
Dollar	\$916,867.39	\$65,778.00	\$851,089.39	1293.88%	\$4,102,265.08	\$3,887,103.76	\$215,161.32	5.54%	2.49%	2.89%
Enterprise	\$5,899,763.30	\$508,827.46	\$5,390,935.84	1059.48%	\$23,745,246.77	\$15,981,997.65	\$7,763,249.12	48.57%	15.99%	16.72%
E-Z		\$9,532.85	(\$9,532.85)			\$1,736,411.58	(\$1,736,411.58)	-100.00%	0.00%	0.01%
Fox	\$2,194,253.52	\$77,551.11	\$2,116,702.41	2729.43%	\$9,885,621.10	\$3,979,785.58	\$5,905,835.52	148.40%	5.95%	6.72%
Hertz	\$4,495,673.70	\$402,858.92	\$4,092,814.78	1015.94%	\$18,388,972.53	\$24,493,461.12	(\$6,104,488.59)	-24.92%	12.19%	13.12%
National	\$3,584,199.53	\$399,627.28	\$3,184,572.25	796.89%	\$14,417,767.79	\$15,072,514.09	(\$654,746.30)	-4.34%	9.72%	9.74%
Payless	\$459,774.44	\$27,617.90	\$432,156.54	1564.77%	\$2,495,142.86	\$3,946,443.19	(\$1,451,300.33)	-36.77%	1.25%	2.14%
SIXT	\$2,640,104.03	\$159,422.24	\$2,480,681.79	1556.04%	\$9,919,702.08	\$6,307,258.27	\$3,612,443.81	57.27%	7.16%	5.36%
Thrifty	\$1,738,636.69	\$45,840.49	\$1,692,796.20	3692.80%	\$6,345,226.95	\$4,631,910.23	\$1,713,316.72	36.99%	4.71%	3.73%
<b>Total</b>	<b>\$36,887,213.45</b>	<b>\$2,223,320.83</b>	<b>\$34,663,892.62</b>	<b>1559.10%</b>	<b>\$149,080,718.17</b>	<b>\$129,799,879.72</b>	<b>\$19,280,838.45</b>	<b>14.85%</b>	<b>100%</b>	<b>100%</b>

5/26/2021