

Rental Car Concessions

March 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		\$761,815.46	(\$761,815.46)			\$5,280,092.87	(\$5,280,092.87)	-100.00%	0.00%	0.03%
Alamo	\$3,799,516.94	\$2,310,042.09	\$1,489,474.85	64.48%	\$10,394,014.12	\$9,811,259.28	\$582,754.84	5.94%	8.41%	10.69%
Avis	\$5,728,517.88	\$4,055,027.97	\$1,673,489.91	41.27%	\$14,122,748.49	\$17,399,340.94	(\$3,276,592.45)	-18.83%	12.68%	12.90%
Budget	\$9,043,156.20	\$3,969,083.62	\$5,074,072.58	127.84%	\$20,306,069.55	\$16,746,036.58	\$3,560,032.97	21.26%	20.02%	15.72%
Dollar	\$1,205,448.95	\$999,723.56	\$205,725.39	20.58%	\$3,185,397.69	\$3,821,325.76	(\$635,928.07)	-16.64%	2.67%	2.94%
Enterprise	\$7,159,229.79	\$4,172,834.14	\$2,986,395.65	71.57%	\$17,847,416.99	\$15,473,170.19	\$2,374,246.80	15.34%	15.85%	16.85%
E-Z		\$228,932.28	(\$228,932.28)			\$1,726,878.73	(\$1,726,878.73)	-100.00%	0.00%	0.01%
Fox	\$2,956,432.87	\$1,015,429.18	\$1,941,003.69	191.15%	\$7,691,367.58	\$3,902,234.47	\$3,789,133.11	97.10%	6.55%	6.79%
Hertz	\$5,298,825.78	\$5,769,643.46	(\$470,817.68)	-8.16%	\$13,893,430.65	\$24,090,602.20	(\$10,197,171.55)	-42.33%	11.73%	13.27%
National	\$4,251,640.15	\$3,577,986.63	\$673,653.52	18.83%	\$10,833,568.26	\$14,672,886.81	(\$3,839,318.55)	-26.17%	9.41%	9.80%
Payless	\$842,482.92	\$1,182,489.29	(\$340,006.37)	-28.75%	\$2,035,368.42	\$3,918,825.29	(\$1,883,456.87)	-48.06%	1.87%	2.24%
SIXT	\$3,258,873.22	\$1,520,511.64	\$1,738,361.58	114.33%	\$7,279,598.05	\$6,147,836.03	\$1,131,762.02	18.41%	7.22%	5.16%
Thrifty	\$1,616,132.18	\$1,073,490.82	\$542,641.36	50.55%	\$4,606,590.26	\$4,586,069.74	\$20,520.52	0.45%	3.58%	3.60%
Total	\$45,160,256.88	\$30,637,010.14	\$14,523,246.74	47.40%	\$112,195,570.06	\$127,576,558.89	(\$15,380,988.83)	-12.06%	100%	100%