

Rental Car Concessions

May 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	0	\$25,212.19	(\$25,212.19)		0	\$5,329,065.15	(\$5,329,065.15)	-100.00%	0.00%	0.01%
Alamo	\$3,558,491.28	\$346,793.26	\$3,211,698.02	926.11%	\$17,783,581.03	\$10,293,871.52	\$7,489,709.51	72.76%	8.55%	10.49%
Avis	\$5,984,803.90	\$541,067.98	\$5,443,735.92	1006.11%	\$24,677,459.10	\$18,176,301.85	\$6,501,157.25	35.77%	14.38%	13.04%
Budget	\$7,309,692.76	\$387,159.77	\$6,922,532.99	1788.03%	\$34,172,720.82	\$17,263,988.93	\$16,908,731.89	97.94%	17.56%	16.26%
Dollar	\$1,079,354.83	\$132,509.27	\$946,845.56	714.55%	\$5,181,619.91	\$4,019,613.03	\$1,162,006.88	28.91%	2.59%	2.86%
Enterprise	\$5,989,893.69	\$984,321.61	\$5,005,572.08	508.53%	\$29,737,073.98	\$16,966,319.26	\$12,770,754.72	75.27%	14.39%	16.41%
E-Z	0	\$10,489.56	(\$10,489.56)		0	\$1,746,901.14	(\$1,746,901.14)	-100.00%	0.00%	0.00%
Fox	\$2,029,252.40	\$263,100.31	\$1,766,152.09	671.28%	\$11,914,873.50	\$4,242,885.89	\$7,671,987.61	180.82%	4.88%	6.54%
Hertz	\$5,439,589.62	\$698,398.03	\$4,741,191.59	678.87%	\$23,828,693.97	\$25,191,859.15	(\$1,363,165.18)	-5.41%	13.07%	13.09%
National	\$3,967,567.30	\$704,591.53	\$3,262,975.77	463.10%	\$18,385,335.09	\$15,777,105.62	\$2,608,229.47	16.53%	9.53%	9.65%
Payless	\$1,254,710.84	\$119,939.65	\$1,134,771.19	946.12%	\$3,749,853.70	\$4,066,382.84	(\$316,529.14)	-7.78%	3.01%	2.23%
SIXT	\$2,397,040.15	\$229,444.27	\$2,167,595.88	944.72%	\$12,316,742.23	\$6,536,702.54	\$5,780,039.69	88.42%	5.76%	5.40%
Thrifty	\$2,614,950.32	\$103,365.10	\$2,511,585.22	2429.82%	\$8,960,177.27	\$4,735,275.33	\$4,224,901.94	89.22%	6.28%	4.02%
Total	\$41,625,347.09	\$4,546,392.53	\$37,078,954.56	815.57%	\$190,708,130.60	\$134,346,272.25	\$56,361,858.35	41.95%	100%	100%