

Rental Car Concessions



January 2019

Brand	2019 Monthly	2018 Monthly	Change	YOY %Change	2019 YTD	2018 YTD	Change	YOY YTD %Change	2019 Market Share	12-Month Mkt Share
Advantage	\$2,266,723.32	\$2,247,479.89	\$19,243.43	0.86%	\$2,266,723.32	\$2,247,479.89	\$19,243.43	0.86%	5.25%	5.38%
Alamo	\$4,089,772.17	\$4,210,972.14	(\$121,199.97)	-2.88%	\$4,089,772.17	\$4,210,972.14	(\$121,199.97)	-2.88%	9.47%	8.91%
Avis	\$6,350,648.32	\$6,832,208.18	(\$481,559.86)	-7.05%	\$6,350,648.32	\$6,832,208.18	(\$481,559.86)	-7.05%	14.70%	15.46%
Budget	\$5,218,213.86	\$5,570,948.42	(\$352,734.56)	-6.33%	\$5,218,213.86	\$5,570,948.42	(\$352,734.56)	-6.33%	12.08%	12.30%
Dollar	\$1,091,780.01	\$1,109,550.19	(\$17,770.18)	-1.60%	\$1,091,780.01	\$1,109,550.19	(\$17,770.18)	-1.60%	2.53%	3.06%
Enterprise	\$5,710,689.26	\$5,756,575.29	(\$45,886.03)	-0.80%	\$5,710,689.26	\$5,756,575.29	(\$45,886.03)	-0.80%	13.22%	12.11%
E-Z	\$771,381.65	\$984,412.47	(\$213,030.82)	-21.64%	\$771,381.65	\$984,412.47	(\$213,030.82)	-21.64%	1.79%	1.93%
Fox	\$1,482,694.73	\$1,423,751.47	\$58,943.26	4.14%	\$1,482,694.73	\$1,423,751.47	\$58,943.26	4.14%	3.43%	3.29%
Hertz	\$8,775,620.57	\$8,440,937.64	\$334,682.93	3.96%	\$8,775,620.57	\$8,440,937.64	\$334,682.93	3.96%	20.32%	20.46%
National	\$4,979,810.97	\$5,168,358.56	(\$188,547.59)	-3.65%	\$4,979,810.97	\$5,168,358.56	(\$188,547.59)	-3.65%	11.53%	10.95%
Payless	\$1,211,058.39	\$1,043,669.33	\$167,389.06	16.04%	\$1,211,058.39	\$1,043,669.33	\$167,389.06	16.04%	2.80%	2.93%
Thrifty	\$1,247,820.41	\$1,254,127.28	(\$6,306.87)	-0.50%	\$1,247,820.41	\$1,254,127.28	(\$6,306.87)	-0.50%	2.89%	3.22%
Total	\$43,196,213.66	\$44,042,990.86	(\$846,777.20)	-1.92%	\$43,196,213.66	\$44,042,990.86	(\$846,777.20)	-1.92%	100%	100%

2/27/2019