

Rental Car Concessions

August 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			\$0.00			\$5,366,877.76	(\$5,366,877.76)	-100.00%	0.00%	0.00%
Alamo	\$5,640,815.51	\$4,499,553.15	\$1,141,262.36	25.36%	\$33,949,238.49	\$19,536,432.13	\$14,412,806.36	73.77%	7.28%	8.87%
Avis	\$14,023,341.66	\$5,172,901.87	\$8,850,439.79	171.09%	\$62,522,417.49	\$28,514,964.90	\$34,007,452.59	119.26%	18.10%	14.56%
Budget	\$16,287,690.58	\$6,263,582.23	\$10,024,108.35	160.04%	\$83,700,399.63	\$28,837,603.89	\$54,862,795.74	190.25%	21.02%	18.85%
Dollar	\$2,319,898.82	\$996,004.63	\$1,323,894.19	132.92%	\$13,043,055.13	\$5,878,941.87	\$7,164,113.26	121.86%	2.99%	3.19%
Enterprise	\$7,714,855.29	\$5,785,373.77	\$1,929,481.52	33.35%	\$53,705,794.37	\$29,759,198.80	\$23,946,595.57	80.47%	9.96%	13.94%
E-Z			\$0.00			\$1,756,187.92	(\$1,756,187.92)	-100.00%	0.00%	0.00%
Fox	\$3,081,097.98	\$2,208,807.65	\$872,290.33	39.49%	\$21,680,159.26	\$9,326,055.33	\$12,354,103.93	132.47%	3.98%	5.60%
Hertz	\$13,024,072.33	\$5,001,251.80	\$8,022,820.53	160.42%	\$59,476,150.52	\$35,849,773.36	\$23,626,377.16	65.90%	16.81%	14.14%
National	\$6,597,160.86	\$3,133,905.55	\$3,463,255.31	110.51%	\$37,731,749.82	\$23,281,165.31	\$14,450,584.51	62.07%	8.51%	9.18%
Payless	\$1,917,298.39	\$1,160,229.13	\$757,069.26	65.25%	\$10,388,447.81	\$6,713,755.73	\$3,674,692.08	54.73%	2.47%	2.36%
SIXT	\$3,092,018.71	\$1,608,486.49	\$1,483,532.22	92.23%	\$22,803,333.85	\$9,941,731.08	\$12,861,602.77	129.37%	3.99%	5.23%
Thrifty	\$3,781,604.48	\$917,912.13	\$2,863,692.35	311.98%	\$17,464,024.40	\$6,976,894.41	\$10,487,129.99	150.31%	4.88%	4.07%
Total	\$77,479,854.61	\$36,748,008.40	\$40,731,846.21	110.84%	\$416,464,770.77	\$211,739,582.49	\$204,725,188.28	96.69%	100%	100%