

Rental Car Concessions

February 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		\$2,199,549.23	(\$2,199,549.23)			\$4,518,277.41	(\$4,518,277.41)	-100.00%	0.00%	0.28%
Alamo	\$3,197,966.05	\$3,391,161.76	(\$193,195.71)	-5.70%	\$6,594,497.18	\$7,501,217.19	(\$906,720.01)	-12.09%	9.34%	10.71%
Avis	\$3,999,101.19	\$6,962,844.24	(\$2,963,743.05)	-42.57%	\$8,394,230.61	\$13,344,312.97	(\$4,950,082.36)	-37.10%	11.68%	12.97%
Budget	\$6,380,215.18	\$6,845,514.75	(\$465,299.57)	-6.80%	\$11,262,913.35	\$12,776,952.96	(\$1,514,039.61)	-11.85%	18.63%	14.79%
Dollar	\$1,008,344.19	\$1,331,200.98	(\$322,856.79)	-24.25%	\$1,979,948.74	\$2,821,602.20	(\$841,653.46)	-29.83%	2.94%	3.02%
Enterprise	\$5,378,785.42	\$5,419,209.96	(\$40,424.54)	-0.75%	\$10,688,187.20	\$11,300,336.05	(\$612,148.85)	-5.42%	15.71%	16.67%
E-Z		\$710,001.57	(\$710,001.57)			\$1,497,946.45	(\$1,497,946.45)	-100.00%	0.00%	0.09%
Fox	\$2,267,962.27	\$1,485,924.42	\$782,037.85	52.63%	\$4,734,934.71	\$2,886,805.29	\$1,848,129.42	64.02%	6.62%	6.47%
Hertz	\$4,392,052.34	\$9,490,111.69	(\$5,098,059.35)	-53.72%	\$8,594,473.05	\$18,320,958.74	(\$9,726,485.69)	-53.09%	12.83%	14.07%
National	\$3,312,317.56	\$5,617,171.44	(\$2,304,853.88)	-41.03%	\$6,581,928.11	\$11,094,900.18	(\$4,512,972.07)	-40.68%	9.67%	10.05%
Payless	\$739,105.97	\$1,464,522.23	(\$725,416.26)	-49.53%	\$1,192,885.50	\$2,736,336.00	(\$1,543,450.50)	-56.41%	2.16%	2.47%
SIXT	\$2,165,918.13	\$2,264,556.61	(\$98,638.48)	-4.36%	\$4,020,724.83	\$4,627,324.39	(\$606,599.56)	-13.11%	6.32%	4.83%
Thrifty	\$1,403,194.20	\$1,783,062.60	(\$379,868.40)	-21.30%	\$2,990,458.08	\$3,512,578.92	(\$522,120.84)	-14.86%	4.10%	3.59%
Total	\$34,244,962.50	\$48,964,831.48	(\$14,719,868.98)	-30.06%	\$67,035,181.36	\$96,939,548.75	(\$29,904,367.39)	-30.85%	100%	100%