

Rental Car Concessions

January 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		\$2,318,728.18	(\$2,318,728.18)			\$2,318,728.18	(\$2,318,728.18)	-100.00%	0.00%	0.97%
Alamo	\$3,396,531.13	\$4,110,055.43	(\$713,524.30)	-17.36%	\$3,396,531.13	\$4,110,055.43	(\$713,524.30)	-17.36%	10.36%	10.27%
Avis	\$4,395,129.42	\$6,381,468.73	(\$1,986,339.31)	-31.13%	\$4,395,129.42	\$6,381,468.73	(\$1,986,339.31)	-31.13%	13.40%	13.31%
Budget	\$4,882,698.17	\$5,931,438.21	(\$1,048,740.04)	-17.68%	\$4,882,698.17	\$5,931,438.21	(\$1,048,740.04)	-17.68%	14.89%	14.24%
Dollar	\$971,604.55	\$1,490,401.22	(\$518,796.67)	-34.81%	\$971,604.55	\$1,490,401.22	(\$518,796.67)	-34.81%	2.96%	2.98%
Enterprise	\$5,309,401.78	\$5,881,126.09	(\$571,724.31)	-9.72%	\$5,309,401.78	\$5,881,126.09	(\$571,724.31)	-9.72%	16.19%	15.90%
E-Z		\$787,944.88	(\$787,944.88)			\$787,944.88	(\$787,944.88)	-100.00%	0.00%	0.31%
Fox	\$2,466,972.44	\$1,400,880.87	\$1,066,091.57	76.10%	\$2,466,972.44	\$1,400,880.87	\$1,066,091.57	76.10%	7.52%	5.92%
Hertz	\$4,202,420.71	\$8,830,847.05	(\$4,628,426.34)	-52.41%	\$4,202,420.71	\$8,830,847.05	(\$4,628,426.34)	-52.41%	12.82%	15.04%
National	\$3,269,610.55	\$5,477,728.74	(\$2,208,118.19)	-40.31%	\$3,269,610.55	\$5,477,728.74	(\$2,208,118.19)	-40.31%	9.97%	10.31%
Payless	\$453,779.53	\$1,271,813.77	(\$818,034.24)	-64.32%	\$453,779.53	\$1,271,813.77	(\$818,034.24)	-64.32%	1.38%	2.58%
SIXT	\$1,854,806.70	\$2,362,767.78	(\$507,961.08)	-21.50%	\$1,854,806.70	\$2,362,767.78	(\$507,961.08)	-21.50%	5.66%	4.63%
Thrifty	\$1,587,263.88	\$1,729,516.32	(\$142,252.44)	-8.22%	\$1,587,263.88	\$1,729,516.32	(\$142,252.44)	-8.22%	4.84%	3.54%
Total	\$32,790,218.86	\$47,974,717.27	(\$15,184,498.41)	-31.65%	\$32,790,218.86	\$47,974,717.27	(\$15,184,498.41)	-31.65%	100%	100%