

Rental Car Concessions

July 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		\$10,257.92	(\$10,257.92)			\$5,366,877.76	(\$5,366,877.76)	-100.00%	0.00%	0.00%
Alamo	\$6,049,171.90	\$3,385,270.52	\$2,663,901.38	78.69%	\$28,308,422.98	\$15,036,878.98	\$13,271,544.00	88.26%	7.01%	9.38%
Avis	\$14,664,795.11	\$3,691,938.45	\$10,972,856.66	297.21%	\$48,540,645.18	\$23,357,060.08	\$25,183,585.10	107.82%	16.99%	13.98%
Budget	\$19,829,239.88	\$3,853,870.16	\$15,975,369.72	414.53%	\$67,412,709.05	\$22,574,021.66	\$44,838,687.39	198.63%	22.98%	18.37%
Dollar	\$3,848,556.16	\$584,531.00	\$3,264,025.16	558.40%	\$10,723,156.31	\$4,882,937.24	\$5,840,219.07	119.60%	4.46%	3.18%
Enterprise	\$8,688,724.02	\$4,701,145.59	\$3,987,578.43	84.82%	\$45,990,939.08	\$23,973,825.03	\$22,017,114.05	91.84%	10.07%	14.70%
E-Z		\$2,950.73	(\$2,950.73)			\$1,756,187.92	(\$1,756,187.92)	-100.00%	0.00%	0.00%
Fox	\$3,846,649.18	\$2,010,804.52	\$1,835,844.66	91.30%	\$18,599,061.28	\$7,117,247.68	\$11,481,813.60	161.32%	4.46%	5.88%
Hertz	\$13,361,287.40	\$3,765,103.58	\$9,596,183.82	254.87%	\$46,452,078.19	\$30,848,521.56	\$15,603,556.63	50.58%	15.48%	13.67%
National	\$7,123,551.49	\$2,809,034.93	\$4,314,516.56	153.59%	\$31,134,588.96	\$20,147,259.76	\$10,987,329.20	54.54%	8.26%	9.24%
Payless	\$2,721,162.16	\$949,562.28	\$1,771,599.88	186.57%	\$8,471,149.42	\$5,553,526.60	\$2,917,622.82	52.54%	3.15%	2.40%
SIXT	\$4,044,070.36	\$1,146,176.18	\$2,897,894.18	252.83%	\$19,711,315.14	\$8,333,244.59	\$11,378,070.55	136.54%	4.69%	5.36%
Thrifty	\$2,115,954.86	\$909,588.10	\$1,206,366.76	132.63%	\$13,682,419.92	\$6,058,982.28	\$7,623,437.64	125.82%	2.45%	3.83%
Total	\$86,293,162.52	\$27,820,233.96	\$58,472,928.56	210.18%	\$339,026,485.51	\$175,006,571.14	\$164,019,914.37	93.72%	100%	100%