

# U.S. Car Rental Market

## Fleet, Locations and Revenue by Market Segments\*

Company	U.S. Rental Revenue (M) **				Market Segmentation			Local Market			Customer Segmentation					
	U.S. Cars in Service (Avg.) 2002	# U.S. Locations	2002 (Est.)	2001	Number of Airport Locations	Percent of Airport Transactions	Total Airport Transactions	Number of Local Market Locations	Percent of Local Market Transactions	Total Local Market Transactions	Replacement	Business	Leisure/Retail	Service/Maintenance	Business	Leisure
Enterprise Rent-A-Car	488,718	4,708	\$5.25B	\$5.1B	270	5%	N/A	4,438	95%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
***Hertz	304,000	N/A	\$3.05B	\$2.9B	N/A	79%	N/A	N/A	21%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ANC Rental Corp.	250,000	500	\$2.5B	\$3B	75+	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50%	50%	
Avis Rent A Car System Inc.	190,000	975	\$2.5B ***	\$2.38B	225	85%	N/A	486	15%	N/A	N/A	N/A	N/A	65%	35%	
Budget Rent a Car Corp.	124,000	1,000	\$1.7B	\$1.7B	280	76%	N/A	720	24%	N/A	N/A	N/A	N/A	45%	55%	
Dollar Rent A Car	73,500	247	\$903	\$891.2	96	90%	3.9M	151	10%	440,000	N/A	40%	60%	0%	40%	60%
Thrifty Rent-A-Car	49,250	426	\$575	\$541	150	69%	2.3M	276	31%	1M	5%	25%	65%	5%	66%	34%
Advantage Rent-A-Car	15,000	150	\$135	\$120	31	50%	N/A	119	50%	N/A	33%	33%	34%	0%	50%	50%
U-Save Auto Rental of America Inc.	12,300	419	\$131	\$148	10	5%	N/A	409	95%	N/A	20%	20%	40%	20%	20%	80%
Rent-A-Wreck	14,000	422	\$90	\$96	55	12%	N/A	367	58%	N/A	30%	15%	25%	30%	N/A	N/A
Payless Car Rental System Inc.	8,750	85	\$75	\$72	45	75%	N/A	40	25%	N/A	25%	15%	35%	25%	N/A	N/A
ACE Rent A Car	7,200	44	\$62	\$60	38	65%	N/A	44	35%	N/A	20%	40%	20%	20%	60%	40%
Triangle Rent-A-Car	4,400	21	\$34	\$34	3	N/A	N/A	18	80%	N/A	10%	60%	20%	10%	80%	20%
Americar	3,500	8	\$31	\$27	5	65%	73,000	3	35%	40,150	30%	15%	30%	25%	26%	74%
X-Press Rent-A-Car	3,800	257	\$28	\$26	0	0%	0	257	100%	14,000	30%	5%	50%	15%	0%	0%
Priceless Rent-A-Car	3,000	125	\$25	\$23	0	0%	N/A	125	100%	N/A	40%	10%	10%	40%	0%	0%
Econo-Car Rent-A-Car System	2,100	41	\$19.7	\$19.2	8	N/A	N/A	33	N/A	N/A	10%	35%	40%	15%	N/A	N/A
Merchants Rent A Car	1,500	14	\$13.5	\$13	0	0%	0	14	100%	N/A	40%	15%	20%	25%	0%	0%
Payless-Allstate Car Rental	780	4	\$8.2	\$8.6	1	85%	N/A	2	15%	N/A	0%	25%	75%	0%	20%	80%
**Independents (3,500 companies)	87,500	N/A	\$785	\$1B	N/A	15%	N/A	N/A	85%	N/A	20%	15%	60%	5%	10%	90%
<b>TOTALS</b>	<b>1.6 M</b>		<b>17.9B</b>	<b>18.2B</b>												

\* Statistics based on company-provided data, public document, industry research and ARN estimates.

\*\* Revenue comes from car rental operations only, including ancillary counter sales. Revenue represents the entire system, including corporate and franchise revenue (for those companies with franchises)

† ARN estimate adjusted to exclude European revenue.

\*\*\*ARN estimates.

†† Estimate based on available U.S. Census Bureau figures and adjustments for more recent closure and consolidation