

# 2004 U.S. Car

## Fleet, Locations

Company	U.S. Cars in Service (Avg.) 2004	# U.S. Locations	U.S. Rental Revenue (M)		Market Segmentation	
			2004 (Est.)	2003	Number of Airport Locations	Percent of Airport Transactions
*Enterprise Rent-A-Car	540,226	5,388	\$5.81B	\$5.49B	300+	8%
***Hertz	315,000	N/A	\$3.5B	\$3.11B	N/A	75%
***Vanguard Car Rental USA	209,400	626	\$1.84B	\$1.8B	N/A	N/A
***Avis Rent A Car System Inc.	200,000	1,035	\$2.2B	\$2.14B	343	N/A
***Budget Rent A Car	105,000	858	\$965M	\$936M	226	N/A
Dollar Rent A Car	78,900	245	\$1,009M	\$919M	120	90%
Thrifty Inc.	60,000	375	\$679M	\$642M	139	70%
***Advantage Rent-A-Car	15,500	150	\$139M	\$139M	32	50%
U-Save Auto Rental of America Inc.	8,700	255	\$88M	\$118M	15	25%
Rent-A-Wreck	9,810	327	\$78M	\$92M	0	0%
ACE Rent A Car	12,000	82	\$92M	\$80M	69	70%
Payless Car Rental System Inc.	8,500	78	\$80M	\$78M	55	90%
Triangle Rent-A-Car	4,600	25	\$37M	\$35M	3	N/A
X-Press Rent-A-Car Assn.	4,512	350	\$35M	\$30M	1	0%
Pricele\$\$ Rent-A-Car	2,725	109	\$21M	\$23M	0	0%
Affordable/Sensible	4,800	240	\$33M	\$31M	5	5%
Fox Rent A Car	5,200	20	\$50M	\$26M	20	100%
** Independents (3,000)	80,000	7,500	\$750M	\$768M	N/A	N/A
<b>TOTALS</b>	<b>1,772,873</b>	<b>17,663</b>	<b>17,406M</b>	<b>16,457M</b>		

Statistics based on company-provided data, public documents, 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).

\*Enterprise fiscal year ends July 31.

# Rental Market

## and Revenue by Market Segments\*

Number of Local Market Locations	Percent of Local Market Transactions	Average Rate			Airport Market Segment	
		Economy	Mid-size	Specialty/SUV	Business	Leisure
5,400	92%	N/A	N/A	N/A	N/A	N/A
N/A	25%	N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A	N/A	N/A
692	N/A	N/A	N/A	N/A	N/A	N/A
632	N/A	N/A	N/A	N/A	N/A	N/A
125	10%	N/A	N/A	N/A	40%	60%
236	30%	N/A	N/A	N/A	40%	60%
118	50%	N/A	N/A	N/A	50%	50%
240	75%	N/A	N/A	N/A	10%	90%
327	100%	\$20	\$28	\$48	N/A	N/A
13	30%	N/A	N/A	N/A	40%	60%
23	10%	\$21.66	\$24.98	\$49.43	20%	80%
22	N/A	N/A	N/A	N/A	N/A	N/A
349	100%	\$24.95	\$34.95	\$49.95	0%	100%
109	100%	\$24	\$29	\$55	30%	70%
235	95%	\$23	\$29	\$50	40%	60%
0	0%	\$19	\$26	\$54	10%	90%
N/A	N/A	N/A	N/A	N/A	N/A	N/A

\*\*\*ARN estimates.

\*\*Estimate based on available U.S. Census Bureau figures and adjustments for recent closures and consolidation.