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'Book Smart'

Thrifty Kicks Off New Ad Campaign

Thrifty Car Rental kicks off a new multi-million dollar advertising campaign Sept. 4 encouraging customers to "Book Smart" with Thrifty. Showcasing the disastrous (and often *hilarious*) events that happen to customers who don't plan their trips wisely, Thrifty capitalizes on its low-cost, high-value position to persuade travelers to use THRIFTY.com, the company's propriety web site, when planning.

Created by Bernstein-Rein Advertising of Kansas City, Thrifty Car Rental's advertising agency of record for six years, the television commercials will begin airing Saturday, September 4 at Noon EST, during College Football on the ABC Television Network (game to be announced). Additional placements are scheduled on the Weather Channel and as the exclusive car rental advertiser of *Airline*, the reality program featuring Southwest Airlines, on A&E. (Continued on P. 4)



A storyboard scene from one of Thrifty's new TV ads

Triple Miles Promo Kicks off Sept. 6

Thrifty heads into fall with a "triple miles" promotion with eight airlines beginning Sept. 6. Participating airlines include Alaska Airlines, America West, American Airlines, Continental, Delta, Northwest, United and US Airways.



A minimum three-day rental from Thrifty is required, valid in the U.S. only. Qualifying rentals must be booked in advance on THRIFTY.com, and applies only to midsize cars and above. Cars must be picked up between September 6, 2004, and November 19, 2004. Triple miles will only be awarded for a maximum of

seven rental days per rental. Consumers should visit <http://www.THRIFTY.com/specials> to select the airline with which they would like to earn triple miles. (Details vary slightly depending on which airline program is selected. Visit THRIFTY.com for more details).

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Thrifty Reservations Still Going Bazongas!

After breaking so many records in recent weeks, Thrifty reservations have almost exhausted our supply of adjectives. In August, net bookings are up a healthy 16.8 percent over August 2003 – not quite as strong as July's 29 percent increase, but impressive nonetheless.

As of August 26, Internet bookings are up 25.6 percent for the month, with

THRIFTY.com bookings showing the greatest growth – up 35.0 percent versus August 2003. Aggregator sites were up a not-too-shabby 15.9 percent. Reservations made via 1-800-THRIFTY were up 9.4 percent for the month, and travel agent bookings up 2.3 percent.

"Thrifty is on track to exceed 400,000 bookings for the second consecutive month and advance reservations continue to look strong beyond Labor Day," said Bob DuPont, V.P. of Reservations. Bookings for September are running 35 percent ahead of last year at this time, October is running 42 percent ahead, and November on out is up 40 percent."



Gary Paxton

Strategically Speaking

By Gary L. Paxton, President and CEO
As you know, Dollar Thrifty announced second quarter financial results on July 29. These results were very impressive, including record revenue and significant earnings per share growth. Our story just continues to get better. We have:

- Strong same-store growth;
- Franchise acquisitions that have resulted in increased



- customers for Thrifty;
- Industry leading and still improving vehicle utilization;
- Excellent performance through our own dot.com reservation sites;
- Favorable vehicle cost trends and efficient operations;
- An expanding customer care platform; and
- A healthy balance sheet and liquidity position.

And our list of accomplishments continues to expand. The acquisition of Thrifty franchised operations in Ft. Myers, Orlando and Tampa has been a plus for the Thrifty brand, resulting in more customers and increased revenues in Florida. Because the cars can be transferred between the Thrifty and Dollar brands, we are able to position our fleet where the business demands dictate. Plus, the sharing of personnel between the brands has helped considerably. These changes have helped us to gain market share from competitors and position ourselves as major players in the market. Look for further improvements with recently announced plans to acquire Thrifty franchise operations in Chicago and Orange County, California.

On the Franchise Sales side, we continue our efforts to sell more Thrifty franchises. So far this year, we've approved sales on sixteen markets, five of which have become dual-franchises. The five dual franchises are **Syracuse, NY**, which was a dark market for both brands; **El Paso, TX**, owned by Dollar franchisees of 17 years, **Martin and Lily DeVos** (opening Oct. 4); **Eatontown, NJ**; **Madison, WI**; and **Montrose, CO**. The other territories include **Easley, SC**; **Panama City, FL**; **East Hanover, NJ**; **Fort Wayne, IN**; **Dayton, OH**; **Merrillville, IN**; **Martinsburg, WV**; **Elizabeth, NJ**; **Hastings, NE**; **State College, PA**; and **Westford, MA**. So there's a *lot* going on in the Franchise Sales arena right now.

In Canada, we've been happy with the market share gains and increased visibility of both brands, but would like to improve our revenues. That's why we launched "Breakthrough" in late July, a project that will use six cross-functional teams to explore the areas where we can improve and get to the next level of profitability in Canada.

On a related note, let me say I am very excited about Yves Boyer's new role as the leader of our International Division. Yves replaces Peter Guptill who has retired after 10 years at Dollar Thrifty. I have no question that

Yves will help us build on the strong momentum in our International operations and continue to grow both brands on a global scale.

During the quarter, we added value to our relationship with DaimlerChrysler, continuing the more than 20-year relationship between our two companies. In addition to the signing of an extension through the 2009 model year of our vehicle supply agreement, we are also working with them on the launch of the Chrysler 300 and Dodge Magnum. This is a win-win project for both companies – Chrysler has the opportunity to reach approximately 385,000 consumers through test drives and the Thrifty and Dollar brands can offer exciting new products to customers.

All of these achievements didn't happen by accident. They are a result of the great relationship we have with you, our franchisees, and the vision we have for two strong, growing brands. While it's true that car rental rates have been depressed, the good news is that we are driving more volume through the doors than ever in our company's history. That's something to be proud of.

Keep up the good work!

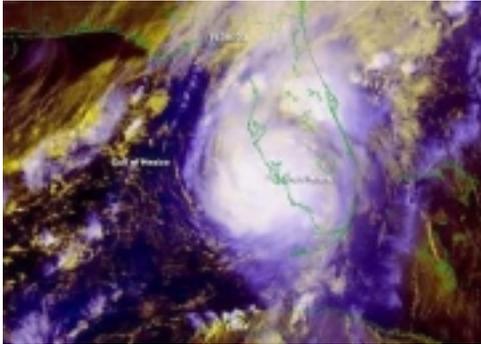
Hurricane Charley Stirs Things Up

Authorities are saying that Hurricane Charley will likely go down as the nation's fourth-costliest disaster in U.S. history, with losses estimated at \$10 billion to \$14 billion. Landing southwest of Tampa earlier this month, in the Punta Gorda area, the hurricane killed 23 people at last count.

Fort Myers Thrifty reported minor damage to their facility, according to Tom Adams, Florida Regional Vice President, Corporate Operations. "The storm made landfall 30 to 40 miles north of the airport," he said. The damage to vehicles is still being assessed, but there will probably be 15 to 20 or so that will need to be salvaged, and scores with body and glass damage."



Trailer homes in Punta Gorda, FL, destroyed by Hurricane Charley



Hurricane Charley is shown over the Tampa, Florida area at 3:15 p.m. EDT on August 13, 2004. The storm slammed Florida's west coast with winds of 145 mph, striking south of populous Tampa. The approach of the rare and powerful Category 4 storm, the second-

strongest on the hurricane intensity scale, prompted evacuation orders for nearly 2 million people. (Photo by NOAA/Reuters).

By the time the storm hit the Orlando area, it had slowed down 95 mph or so (down from 145 mph when it made landfall north of Ft. Myers). “When it came through Orlando, it came close to the airport,” said Adams. “The Thrifty facility was not impacted significantly except for the sign which was damaged. But there was no power for 72 hours, which caused some operational challenges.”

Adams said there was significantly more body and glass damage in Orlando as a result of the large fleet Dollar Thrifty has in the central Florida area.

The Thrifty location at Southwest International Airport was forced to close by noon the day of the storm, according to Randi Dunkle, General Manager in Ft. Myers/Naples. “Employees were encouraged to take precautionary measures for the impending storm,” said Dunkle. “We operated the entire day with flashlights, lanterns, a reduced staff and a ton of fortitude honoring reservations from the previous day, the same day, and staying open for stranded travelers. The power was not restored until midnight Saturday. Sunday, we were fully powered and the employees returned to work.”

Ken Wiley, South Florida Area Manager, worked with the manager in Miami, Fort Lauderdale and W. Palm Beach to make a relief team available to DTAG locations during and after the storm. Mike Conlin, General Manager in Miami, rented an RV and sent two individuals over to help out one evening, followed the next day by eight employees from the Dollar and Thrifty Training Department in Fort Lauderdale.

Kathy Somoano, General Manager, DTAG Orlando Area, said, “While several employees lost power [at home], we’re grateful there were no major losses. It helped us recognize what a great team we have. Em-

ployees continued to come to work faithfully when they had issues at home, and we were fortunate to have had the Dollar team assist us by taking on some of the operational pressures that were a problem without power. I’d like to give a special thanks to the support staff from Tampa, Jacksonville, Tallahassee, West Palm Beach, Fort Lauderdale and Miami. Clearly, we couldn’t have gotten back on track as quickly without them.”

Tourism and hospitality, the region’s largest sector, bore up well in most respects, experts said. The major players in Orlando –

Disney, Universal and Sea World – with top-of-the-line construction, infrastructure and crisis planning – barely skipped a beat.

Likewise, major hotels fared relatively well, with mostly minor

structural or water damage. But it’s unclear to what extent the images of a badly battered Port Charlotte and Punta Gorda on the west Florida coast will cost Central Florida in lost business during the next three to six months.



The relief crew from Miami, Ft. Lauderdale and W. Palm Beach show up to help the Thrifty Ft. Myers crew when they lost power.

DTG Announces Record 2nd Q Revenue

Dollar Thrifty Automotive Group, Inc. reported record results in the second quarter 2004. Total revenue was a record \$354.9 million, a 17 percent increase over the 2003 second quarter. Net income for the quarter was \$17.9 million, or \$.68 per diluted share. For the comparable 2003 quarter, net income was \$6.3 million, or \$.25 per diluted share.

For the first six months of 2004, total revenue was \$653.6 million, an 18 percent increase over the first half of 2003. Net income for the six-month period was \$24.4 million, or \$.93 per diluted share, compared to \$6.9 million, or \$.28 per diluted share, for the first six months of 2003.

DTG also achieved record vehicle rental revenue of \$317 million during the second quarter, a 30 percent increase over the 2003 second quarter. This growth was driven by a 35 percent increase in rental days of which 22 percent was generated from franchise acquisitions and greenfield locations and 13 percent came from same store growth.

New Ad Campaign (Cont'd from P. 1)

As part of the new campaign, Thrifty is introducing new print advertising in *USA Today* and in *Arthur Frommer's Budget Travel*, *AirTran Arrivals*, and *Southwest Spirit Magazine*, as well as revamped online banner ads on Yahoo!, AOL, MSNBC, USAToday.com, AETV.com and Weather.com. New radio advertising is scheduled for spring 2005.

"Our 'Book Smart' message is a simple one," said Brian Carpenter, Vice President of Sales, Marketing and Advertising for Thrifty Car Rental. "If you're a savvy traveler interested in getting a great car rental value for your travel dollar, Thrifty Car Rental is the place for you. We would encourage smart shoppers to visit THRIFTY.com, as it is the home of the best online Thrifty Car Rental rates."



In one episode, a sports fan on a plane tries to squeeze an ice chest into an overhead bin, soaking an unlucky business traveler. "This is not what smart travelers do," cautions the announcer. "But *this* is." Displaying the THRIFTY.com website, he continues, "Go to THRIFTY.com. Compare our cars, compare our rates. We're not scared, because we put our lowest rates out there every day. THRIFTY.com – book smart."

Other humorous segments feature:

- An obnoxious guitar-player in coach who offends a business traveler trying to sleep;
- A vacation-bound family that blows out the tires on the family roadster when they load it up *Beverly Hillbillies*-style;
- A young woman inadvertently assaulting her fellow passengers with an oversized backpack as she tries to make it down the narrow aisle of an airplane; and
- An outrageously-attired football fanatic who sets off the alarm at airport security when he tries to pass through the metal detector with chrome shoulder pads.

In conjunction with the College Football schedule on ABC, Thrifty will cruise the streets of 20 cities where games are being played with mobile billboard signs

showcasing THRIFTY.com and the new "Book Smart" message. Miniature footballs emblazoned with THRIFTY.com and "Book Smart" will be tossed to fans near participating stadiums in venue cities.



Bernstein-Rein of Kansas City is one of the ten largest independent advertising agencies in the U.S. When they're not busy doing work for Thrifty, they represent clients that include Bayer Animal Health, Busch Entertainment, McDonald's and Wal-Mart.

Thrifty Launches "Best Rate Guarantee"

Thrifty is the first in the car rental industry to launch a "Best Rate Guarantee" for reservations made on THRIFTY.com. Beginning September 15, 2004, the company guarantees that the *lowest* published on-line rate for Thrifty Car Rental can only be found at THRIFTY.com.

"Many consumers use intermediary sites when it comes to shopping for travel, which is convenient, but doesn't always deliver the best price or value," said Brian Carpenter, Vice President of Sales, Marketing and Advertising. "Because Thrifty offers the best pricing on its own web site – THRIFTY.com – we are prepared to back up that promise with the Thrifty Best Rate Guarantee: If customers find a better Thrifty rate anywhere else on the web, we'll match the rate *plus* take an additional 10% discount off."

This offer excludes special rates such as package rates, rates found on opaque shopping sites and corporate account rates. To take advantage of the Best Rate

TNN is published once a month for Thrifty Car Rental Team Owners and rental center employees worldwide by the Corporate Communications Department of Thrifty Rent-A-Car System, Inc. World Headquarters, P.O. Box 35250, Tulsa, OK 74153-0250. Team Owners are encouraged to submit comments, ideas, stories or free classified ads. Submit information to Corp. Communications at (918) 669-2236; fax: (918) 669-2082; e-mail: chris.payne@thrifty.com. On the Internet, Thrifty is at www.THRIFTY.com.



Guarantee, customers must book at least 48 hours in advance on THRIFTY.com. If, within 24 hours of booking, a better Thrifty rate is found, the customer must complete an on-line claim form. To qualify,

the competing rate must be for the same arrival and pick-up dates, city, car class, etc. Customers will be notified of the outcome within 12 hours of filing a claim.

Why Offer a 'Best Rate' Guarantee?

According to Scarlete Pelfrey, Director of Travel Industry Sales, about seven out of 100 visitors to THRIFTY.com actually book a car (a conversion rate of seven percent). "If we increased that conversion by just a single percentage point, that would be an additional 750 bookings a day," said Pelfrey. "In the hotel industry, Best Rate Guarantees (BRG) have gone a long way toward helping suppliers gain more credibility with consumers. More importantly, they've helped shift consumers away from intermediary sites. Hotels with BRGs reported a forty to fifty percent increase in conversion rates. This compares to our goal of just a fourteen percent overall increase."

"We are predicting that Thrifty's Best Rate Guarantee program will be very popular with customers," said Carpenter. "There will be no doubt in customers' minds that THRIFTY.com offers the best rates that Thrifty has to offer, bar none."

Triple Miles Promotion (Cont'd from P. 1)

The Ad Committee is picking up the tab for the majority of the cost of this promotion. Team Owners and corporate stores will only pay for the standard base cost of \$4.50 per transaction, plus \$1.25 for the bonus.

Please hang up your danglers and display your counter signs in anticipation of this great event! If you have questions about the promotion, please contact Kristin Lasater at 918-669-2591 or via email at kristin.lasater@thrifty.com.

Thrifty Helps Homeless Children with Vacation

When travel expert Stephanie Abrams, host of the nationally syndicated radio talk show *Travel With Stephanie Abrams!*, offered a stay at the Kensington Park Hotel in San Francisco to "lucky caller Number Five," she had no idea how important the prize package would become. When the winner, Libby Wright, explained how thrilled she was to win the prize because she "could use the rest" from her demanding role as Executive Director of the Giving Tree Outreach Program, the radio host knew she had a chance to do even more. The Giving Tree's mission is to rescue homeless children from the streets of Tucson, AZ.

"Libby described what her organization does," Abrams said, "and told me she promised the eleven children living at Grace Home that they would go to California to stand on a beach and see the ocean for the first time. When one of the volunteers at The Giving Tree expressed concern over the commitment since there seemed to be no chance of raising the funds to send eleven children and five chaperones from Tucson to California, I told Libby that I was certain she was the lucky caller for a reason." That's when Abrams decided to make the trip a reality for the children.



Radio host Stephanie Abrams

Enlisting the help of some hotel partners, Abrams put together a trip for the kids that included rooms and admission to the San Diego Zoo, the group thought they were ready to go. Until the organization's 15-passenger van didn't pass inspection for the trip.

"Facing a dilemma, I contacted Thrifty Car Rental," said Abrams. Within 24 hours, Bob Thunell at Tulsa Headquarters confirmed two seven-passenger vans with all charges pre-paid by Thrifty."

A couple of days into the trip, Libby called Abrams, thanking her for the trip and telling her how excited the children were. Ten-year-old Justin got on the phone and told Abrams he was "too excited to sleep because we are going to the beach today."

Thanks, Thrifty, for helping to make it happen.

Celona and Thrifty Rhode Island Celebrate 35 Years!

To commemorate the 35 years Thrifty Rhode Island has been in business, Tom Celona and his crew put out a special 35th anniversary edition newsletter. About 230,000 copies were inserted in Rhode Island newspapers and mailed out to local VIPs. If you think car rental rates are bad *now* . . . in their first year of operations, Thrifty Rhode Island rented Volkswagens for \$7 per day and \$.07 per mile, including gas. Chevy Impalas rented for a whopping \$10 per day and \$.10 per mile. Ah, the good old days! Check out some of these nostalgic photos from Tom's newsletter (on right). Congratulations on 35 years, Thrifty Rhode Island!



(Left): The original "Little Red Building" at 2329 Post Road, Warwick, served as Thrifty Rhode Island's home until razed in 1978 to make room for parking and a refueling island. (Below): Team Owner Tom Celona.



Here's Harvey pictured with some of the employees' kids (from left to right): Corey McNab (son of Whendi McNab, Regional Manager); Emily Connor (daughter of Tim Connor, Operations Manager); Caleb McNab; Harvey Flacks; Hattie Zelenak (daughter of Mark Zelenak, City Manager); and Alex Connor.

In July, Team Owners Harvey and Janelle Flacks had a company picnic for the employees and managers of their Kansas City locations. Unfortunately, the weather didn't cooperate, raining most of the day, but everybody made the most of it.

Thrifty Rhode Island Back Then...

1978 - Celebrating the removal of "the Little Red Building." The pants are all that remain...



1984 - Thrifty's first limousine transportation used to bring customers to T.F. Green Airport

The big blue Thrifty Sign



1994 - Celebrating 25 years in Thrifty RI's newly opened Auto Repair Center

2002 - Tom Celona's new location at 707 West Main Road (Rt. 114) in Middletown, Rhode Island



Cerefice Gets Added Responsibilities

Jeff Cerefice of Licensee Operations for Thrifty Car Rental is taking on new responsibilities. Effective Aug. 6, Cerefice has been named Vice President and General Manager of Thrifty Car Sales, Inc., in addition to his current role as V.P. of U.S. Licensee Operations and Franchise Sales for Thrifty Car Rental. In his expanded capacity, Cerefice will be responsible for the day-to-day operations of Thrifty Car Sales. Jeff has been with the company for 12 years.



Jeff Cerefice

“Jeff brings an impeccable track record of success to his new assignment,” said Scott Anderson, Senior V.P. of Global Marketing and Franchise Operations. “While he will work to identify unique opportunities for Thrifty Car Sales and its newly established goals, Jeff will maintain his tight focus on Licensee Operations on the Thrifty Car Rental side. He has served us well these many years, and will bring that same level of expertise to bear on the Thrifty Car Sales brand.”

DTG Buys Chicago and Orange County

Dollar Thrifty recently purchased the Thrifty franchises serving **Chicago O’Hare International** and **Midway airports**, as well as locations in Orange County at **John Wayne Airport in Santa Ana, CA**, and a location at 3500 Irvine in **Newport Beach**, all effective Sept. 1.

“The Chicago acquisition is of particular importance with O’Hare International’s ranking as the world’s second busiest airport and Southwest Airlines’ strong presence at Midway,” said Gary Paxton, President and CEO.

Newport Beach Sales and Leasing, Inc., owned by **Lois Fore** and managed with her husband **Robert Fore**, hold the Thrifty franchise rights. Upon completion of the transaction, the Fores will be granted dual franchise agreements for both the Dollar Rent A Car and Thrifty Car Rental brands serving **Long Beach Airport** and anticipate opening those on-airport locations at the beginning of October 2004.

“This is a win-win situation for us,” said Jay Foley, Senior Executive V.P., Corporate Operations. “Dollar

Thrifty acquires another strategic operation and we get to keep a terrific franchise owner in Lois and Bob Fore.”

“With these transactions, we have nearly reached the two-thirds mark in our franchise acquisition strategy,” said Paxton, “and should serve as the catalyst for additional acquisitions to close by the end of this year.”

Coming in October . . .

Revised Rental Agreement Jackets

A new rental agreement jacket is scheduled for release on October 1, 2004, with material changes that will impact both franchisee and corporate stores.

Most of these changes will in some way impact the enforcement of the rental contract, and other changes may require re-training of counter personnel. These changes may affect current software programs, printed brochures, form agreements, tour agreements, advertisements and reservation scripts.

Here are the material changes:

1. The rental agreement jacket has been drafted with the intention that it can be used in either primary or non-primary states, meaning the terms in the jacket provide that we are primary if the law requires it and we are non-primary everywhere else.
2. Thrifty has renamed the damage waiver as a Loss Damage Waiver (LDW) instead of PDW. All collateral material provided by the System will be changed to reflect this. LDW is the same as PDW as far as coverage is concerned.
3. There are no longer any permissive users under the terms of the Thrifty rental agreement, meaning the spouse and all other renters will be required to sign the rental statement. (Whether or not additional driver fees are applied will be up to the Team Owner’s discretion.) Some states will modify this by statute.
4. Loss has been expanded to include (i) “diminution in value,” which is the difference between the value of the vehicle before the damage and the value of the vehicle after the damage, regardless of whether the vehicle is repaired or not; (ii) costs to replace security systems, keys and/or remotes; and (iii) pro-rata license fees (as allowed by law).
5. In the Thrifty terms, the Renter is now referred to in the “third person” (“You,” “Your”) rather than “first

**Dollar Thrifty
Automotive Group, Inc.**



person” (“I,” “Me”) and the renter is now the “Authorized Driver” instead of Authorized Renter, as in the old Thrifty rental jacket. All renters have joint and several liability.

Locations will have the opportunity to use up their own inventory prior to using the new form; however, we encourage you to switch to the new jacket as soon as possible to obtain the benefits of the new verbiage. After October 1, 2004, all orders for rental jackets will be fulfilled using the new rental jacket form.

If you do business in California, Texas and New York, you will have rental agreement jackets specific to your state. If you have questions, contact JoAnn Murray at 918-669-2474.

Boyer Picked to Head International Division

Executive Vice President Yves Boyer has shifted responsibilities from heading up the company’s Canadian operations to leadership of its International division, it was announced this month. He replaces Peter Guptill who retired after over 10 years of service at Dollar Thrifty. Boyer has been with the company since 1996, and will report to Scott Anderson, Senior Executive Vice President – Global Marketing and Franchise Operations. The Canadian management team will now report directly to Jay Foley, Senior Executive Vice President – Corporate Operations.



Yves Boyer

“We are extremely pleased that Yves will be leading our international operation,” said Gary Paxton, President and CEO. “Yves’ extensive experience and expertise make him the perfect person to continue growing both of our car rental brands on a global scale. We’re confident that by taking on this significant responsibility, Yves will build on the strong momentum in our International operations, strengthen relationships with major international tour accounts and take the company to the next level.”

Boyer has more than 25 years experience in the automotive industry, previously serving as Executive Vice

President and General Manager of Nissan Canada Inc. before joining Dollar Thrifty Automotive Group. He has a solid track record of championing constructive change and building on the customer-driven culture of the company and has been a hands-on leader in the areas of fleet, operations, franchising, finance, sales and marketing.

Jay Foley will oversee the company’s Canadian operations. Reporting directly to Foley will be executives responsible for all aspects of the company’s Canadian operations including finance, corporate and franchise operations, sales and marketing and administration. Foley is also responsible for all of Dollar Thrifty’s U.S. corporate locations.

“We have a very strong management team in Canada and I am confident they will not miss a beat in guiding our growth and progress as we continue to move forward,” said Paxton. “Jay will be focused on exploring opportunities for both growth and for achieving operational efficiencies that may be available by leveraging off our U.S. operations.”

Thrifty & Dollar to Open In-Terminal in Gatwick

DTG recently announced that Flightform Ltd., the company’s master franchisee for the Dollar and Thrifty brands in the U.K., will open in-terminal locations in Gatwick Airport for the first time. Flightform Ltd., partly owned by Andrew and Robert Burton who have been franchisees with the company since 1991, will open Dollar and Thrifty

locations in both the North and South terminals at Gatwick effective immediately.

“This is a very significant move for the Dollar and Thrifty brands, as it will dramatically increase our presence at Gatwick Airport,” said Yves Boyer, Executive Vice President of International for Dollar Thrifty Automotive Group, Inc. “Flightform Ltd. and the Burtons have made a considerable financial investment at Gatwick in order to move their operations in-terminal. Dollar and Thrifty are high-profile global brands already, but the change will help both brands to achieve even greater growth in the coming years.”

As part of the expansion announced today, Flightform





(Left photo): Congratulating themselves on going in-terminal in Gatwick are (left to right): Mark Brandom, Corporate Operations Director, Dollar Thrifty UK; Bal Sohal, Regional Operations Manager Airports South; and Sammy Sahota, Location manager, Gatwick Airport. (Right): One of the new in-terminal locations at Gatwick.



Ltd. plans to double its fleet at Gatwick over the next 12 months. In addition, Thrifty plans to open two new locations, one at Stansted Airport and the other in Newcastle, in September.

Robert Burton, Managing Director of Dollar Thrifty UK, said, "The addition of the Dollar brand in the U.K. has given us the confidence for the first time to move in-terminal. With a significant increase in reservations coming in from two brands, we believe both Thrifty and Dollar are positioned for significant growth in the U.K. Being in-terminal at Gatwick also enables us to look much more seriously at inbound tour business. With Dollar being so strong in the tour market, we see this as a major opportunity for us in the coming years."

Flightform UK Ltd., trading as Thrifty Car Rental, is the holder of the master franchises for both Thrifty Car Rental and Dollar Rent a Car brands in the United Kingdom. The company currently has 74 branches in the UK; 48 licensees operating 60 locations and 14 corporately owned locations.



Thrifty Joins Gulf Air Program

Thrifty recently joined the Gulf Air frequent flyer program, awarding customers 50 miles per rental day (up to a maximum of 28 consecutive days). The offer is available at Thrifty locations worldwide.

"The summer holiday season is an ideal time to launch this alliance, with both the regional and global travel markets witnessing a renewed demand for flights and car rentals," said Sam Eltibi, Regional Director, Middle East and North Africa (MENA), Dollar Thrifty Automotive Group. "Gulf Air's network of destinations is a strong match with our global car rental reach, and the airline's focus on service and value are an ideal fit with the benefits that we deliver to our client base."

Thrifty Car Rental operates throughout the Middle East, with an expanding presence in markets including the United Arab Emirates, Bahrain, Saudi Arabia, Oman, Qatar, Kuwait and Jordan.

Dollar Thrifty Canada "Breakthrough"

Dollar Thrifty Canada has made terrific progress this year in gaining market share and increasing the visibility of the Dollar and Thrifty brands. Now they've set their sights on increasing revenues and lowering expenses to become unstoppable.



That's why they recently kicked off an effort called "Breakthrough." Beginning July 27, a kick-off meeting was held in Toronto made up of six cross-functional teams pulled from people throughout the company. The teams are comprised of HQ and field employees from Canada and the U.S., and cover the areas of 1) Cost Control; 2) Corporate Field Operations; 3) Organizational Structure; 4) Revenue Growth; 5) Insurance; and 6) Fleet. Some members have been placed on teams in which they may have had little or no direct work experience to provide a fresh perspective on old processes.



Okay, we goofed up last month when we ran this photo. So let's try it again... Showing off Thrifty's new co-branded location at Dublin Airport in Ireland are Douglas Heneghan and Derek Tyrell. Our editor will now go back to his geography lesson.

“The six teams will have 90 days to complete their study and make recommendations to the steering committee,” said Jay Foley, Sr. Exec. V.P. of Corporate Operations. “With a fresh eye on things, we are confident we can take Dollar Thrifty Canada to the next level of efficiency and profitability.”

Kudos

Dear Mr. Foley:
I am writing to publicly recognize the outstanding customer service I recently received from Mr. Jim Elmi. He is located in your Brentwood, TN, location. I have gotten to know Jim over the last few months as I have rented Thrifty cars on a more regular basis. Jim is consistently pleasant, attentive and easy to work with. He appears extremely organized, as I feel like he is just waiting for me to walk through his doors so he can hand me the keys and allow me to get on my way.

Jim went above and beyond the call of duty on Thursday, June 24. I was traveling from my office in downtown Nashville to Brentwood so I could rent a car for my Friday travel. Jim’s location closes at 5:30 p.m. I left my office at 5:20 p.m., knowing I couldn’t make my 15-mile drive during rush hour in 10 minutes. I called Jim to let him know I got a late start and that I would pick up the car the following morning. Jim asked me whether picking up Friday morning worked for me or whether I needed the car Thursday night. I told him that picking up Thursday night was going to save me time and make my departure Friday a little easier. Jim told me he would wait as long as necessary so that I could pick up my rental on Thursday. This simple comment was nice to hear. Jim was a great help.

I own and manage an executive search firm. I travel regularly and work with folks who don’t come close to provide service equal to Jim. As an executive recruiter, I know the real value of recruiting, hiring and retaining excellent employees. In my opinion, Jim is one of your excellent employees. He has the people skills and commitment worthy of recognition. I hope you value those employees who put a great face on Thrifty.

Do well,
Paul Frankenberg, President
Kraft Search Associates, LLC



Industry News

Travelocity Adds Options to Car Rental Site

Travelocity said it upgraded its car rental site, www.travelocity.com/cars, adding a listing of neighborhood car rental locations and one-way car rental booking options between neighborhood and airport sites.

The online travel site added a “geo-coding” system that allows rental car shoppers to search for a car rental location by address, ZIP code or nearby attraction. Search results include a new display grid offering the daily rental rate, along with a map highlighting the closest location options.

Additionally, Travelocity said it enhanced its TotalPrice feature, becoming the first online travel site to guarantee that the price quoted for the car rental, including the base rate, taxes and fees, is within one percent of the price quoted during booking. If not, Travelocity said it will pay back the difference.

Calendar of Events

- Sept. 6 Labor Day (Tulsa HQ closed)
- Sept. 21 Corporate Operations Review, Mid-Atlantic Region, Baltimore
- Sept. 30 - Oct. 1 Dirty Dozen III & IV Meeting, Renaissance Hotel and Convention Center, Tulsa, OK
- Oct. 10 - 12 Car Rental Show sponsored by Auto Rental News, Las Vegas. For information, call 310-533-2561 or visit <http://www.carrentalshow.com>
- Oct. 18 - 19 Fall National Advertising Committee Meeting, Myrtle Beach Marriott Resort at Grande Dunes, Myrtle Beach, SC
- Oct. 19 - 20 Dirty Dozen I & II Meeting, Myrtle Beach Marriott Resort at Grande Dunes, Myrtle Beach, SC
- Oct. 19 - 20 Corporate Operations Review, Hawaii Region, Oahu
- Oct. 25 - 29 Thrifty Team Owner Orientation, Tulsa
- Nov. 17 Corporate Operations Review, Southeast Region, Atlanta