

Survey

The best car rental companies

Satisfaction survey 2009-2010

The Corporate Traveller surveyed 1,000 readers during 2009 to learn their opinions on car rental companies. Here is what we found.

OVER THE COURSE OF 2009, WE INVITED 1,000 CORPORATE TRAVELLER READERS to participate in our car rental satisfaction survey. This e-survey gathered 422 answers to four questions.

Best brand recall

The first question in the survey was more focused on rental companies' marketing. Respondents were asked to name the first three car rental companies that came to mind.

The top six below show the companies that ranked highest in top of mind awareness (TOMA) among business travel professionals.

Notice that four of these companies are running neck-and-neck in the ranking. With their total combined TOMA close to 70%, they stand out as the four tenors on the car rental stage.



Best service

"Which car rental company offers the best service?" The second question in the survey needs no explanation. Four names led the voting.

1	Hertz.....	18%
2	Europcar	17%
	Avis	17%
4	Budget	16%
5	Sixt	10%
6	Alamo	5%

1	Europcar	19%
	Hertz.....	19%
3	Sixt	18%
4	Avis	13%
5	Alamo	7%
	Budget	7%

Most user-friendly website

The third question posed to the panel was simple, yet extremely important. Since people generally rent cars using the internet, we wanted to find out which websites our readers felt were the easiest to use.

Here, three companies pulled ahead of the competition, driving away with close to two-thirds of the votes together.

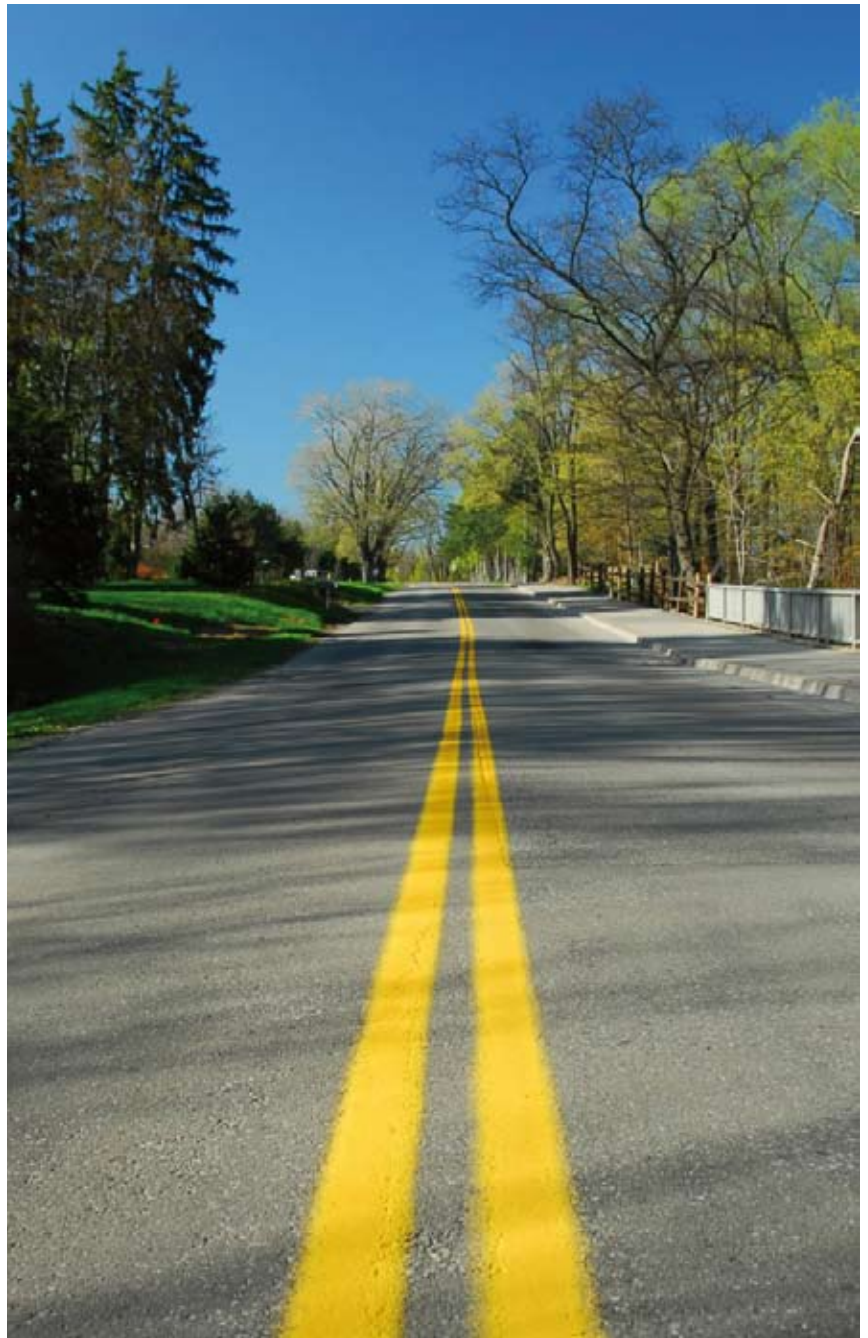
1	Europcar	24%
2	Hertz.....	21%
3	Sixt	17%
4	Avis	8%
5	Budget	7%
6	Alamo	6%

Best partner network

Which car rental company a business chooses can be influenced by certain partners who contribute to the total business trip. Airlines, hotel groups and credit card issuers are just some of the service providers who, when combined with a car rental, offer real advantages.

The fourth and final question of the survey was: "In your opinion, what is the best network available?"

1	Sixt	22%
2	Avis	15%
	Europcar	15%
4	Hertz.....	13%
5	Budget	10%
6	Alamo	8%



CONCLUSION

The major international rental companies rank at the top of the lists created by their customers. This makes sense, since they can be found and used everywhere, making them more available in every corner of the globe. ➡





Europcar

KEDDY

Presentation

» OFFICIAL NAME OF THE COMPANY:

EUROPCAR KEDDY

» COORDINATES OF THE BELGIAN DIVISION:

Weiveldlaan 8
1930 Zaventem - Belgium
T + 32 (0)2 709 71 00 - F + 32 (0)2 344 12 13

» WEBSITE:

www.europcar.be - www.keddy.be

» GOOD REASONS TO RENT A CAR:

A global leader in car rental, Europcar has more than 5300 car hire stations throughout Europe, Africa, the Middle East, Latin America and Asia-Pacific – 160 countries in total. No matter where you are or need to go. Europcar offers a selection of rental cars from leading car manufacturers. Rent a small car, an automatic car, an eco-friendly car, luxury cars, or minivans and trucks if you need something a bit bigger. And at Europcar, we understand the environmental impact of what we do. That's why we have wholeheartedly embraced a sustainable development program and are proud to be the first car rental company with certified ecological commitments. After all, what's good for the Earth is good for our drivers. On the top of that in Belgium, with our 7000 cars and trucks, Europcar Keddy can offer you tailor made solutions to your mobility, what ever will be your car rental expectations. A dedicated team will help you to satisfy all your needs.

» GREEN POLICY:

Offset your Carbon Emissions with Europcar! Europcar is teaming-up with Climate Care to offer you the possibility to offset your CO2 emissions when you rent a car with Europcar. Offsetting enables you to neutralize your emissions by funding sustainable energy projects that reduce CO2.

Go for Green with Europcar: At Europcar we commit to offer our customers the newest range of vehicles which benefit from the latest innovations in terms of Green technology (CO2 emissions, hybrid, flexi fuel, LPG...) Our corporate passenger vehicles have an average age of 4 months and emission of 154g/km CO2 meaning the Europcar fleet has a much lower emission than the European average.

Europcar and Sustainable Development: Environmental respect has always been a key objective for Europcar International. In 2007, we have developed the Green Charter with our main partners.

And in June 2008, Europcar charter was certified by Bureau Veritas, formalizing our commitment towards protection of the environment. We invite you to find out more about our commitment towards sustainable development.

» OVERVIEW PARTNERS:

As a mobility provider, Europcar has teamed up with major partners. On European level:

Easy Jet: Europcar and easy Jet have formed a strong, strategic partnership to provide Europe's leading low-cost airline with a dedicated and tailored service. Together, Europcar and easy Jet work to improve the customer experience and offer the best possible deal to travellers. Joint services include an easy-to-use booking system where in just a few clicks; the customer can reserve a flight and a rental car simultaneously. Europcar has also set up special counters to serve easy Jet customers at some of their main destinations. (www.easyjet.com)

Accor: Europcar & Accor work together to ensure their customers have the best offers & quality service for their travel needs. An easy reservation process & preferential rates on car rental for Accor guests & loyalty programmes enables this strategic partnership to boast optimal service & quality throughout the travel process. With 168,000 people in 140 countries, Accor is the European leader and one of the world's largest groups in travel, tourism and corporate services, with two major international activities: hotels: over 4,000 hotels (over 466,000 rooms) in 92 countries, casinos, travel agencies, and restaurants; services to corporate clients and public institutions: 19 million people in 34 countries use a broad range of services (food vouchers, people care and services, incentive, loyalty programs, events) engineered and managed by Accor. (www.accor.com)

• Local partners

Since 2 years Europcar Belgium has also major partnerships in Belgium such has: Carrefour, IKEA, Touring, VAB, ...

» OVERVIEW LOYALTY/CLIENT PROGRAMS:

We have partnerships with all the main airlines and card companies Worldwide such as: Lufthansa, American Airlines, BMI, and recently

Amex: American Express Company is a diversified worldwide travel and financial services company founded in 1850. It is a global payments, network and travel services provider and international banking company. American Express operates in over 130 countries around the globe. Membership Rewards, the programme from American Express that brings members luxurious design, leisure and travel, just for using their Card. (home.americanexpress.com)



Hertz Belgium



Presentation

» OFFICIAL NAME OF THE COMPANY:

HERTZ BELGIUM S.A

» COORDINATES OF THE BELGIAN DIVISION:

Excelsiorlaan 18
1930 Zaventem, Belgium

» WEBSITE:

www.hertz.be

» GOOD REASONS TO RENT A CAR

Hertz Rent A Car offers flexibility in mobility. You can rent from a couple of hours to days, weeks, months or longer. Hertz is the world's largest general use car rental company, operating from over 8,000 corporate locations in 145 countries. Hertz is in its 91st year of delivering quality car rental solutions to leisure and corporate customers.

Product and service innovations such as Hertz #1 Club Gold, Worldwide Online Check-in, specially designed NeverLost® satellite navigation systems, Hertz in-car DVD Entertainment and unique cars offered through the company's Prestige, Fun and Green Collections, set Hertz apart from the competition.

» GREEN POLICY:

Hertz offers a special collection of cars with low CO2 emission; the Hertz Green Collection. With the Hertz Green Collection you can reserve fuel efficient environmentally-friendly cars that are both easy on the wallet and suitable for families and small groups travelling together. Unique is that the vehicles are make and model specific to be reserved and available worldwide.

» OVERVIEW PARTNERS:

Airlines e.g. Lufthansa, Air France etc., hotels e.g. Marriott, Touring, VAB.

Credit card companies e.g. American Express, Dav El Chauffeur Service and many more.

» OVERVIEW LOYALTY/CLIENT PROGRAMS:

Hertz #1 Club





Sixt AG

Presentation

» OFFICIAL NAME OF THE COMPANY:

SIXT AG

» COORDINATES OF THE BELGIAN DIVISION:

Postbus 8
1930 Zaventem
T + 32 (0)2 753 25 60 - F + 32 (0)2 753 25 61
E-mail: servicedesk@sixt.com

» WEBSITE:

www.sixt.be

» GOOD REASONS TO RENT A CAR

Premium products and all-round service

Sixt offers its clients in car rental and full-service leasing a broad range of high-quality vehicles and comprehensive additional services. The Sixt rental fleet comprises over 50% vehicles of the premium brands BMW, Mercedes-Benz and Audi. All vehicles feature high-quality equipment, such as climate control, automatic transmission and navigation systems. They stay in the fleet for no more than six months, so customers always rent mint condition vehicles. In addition, customers benefit from fast, uncomplicated leasing procedures.

Great value for money

"Drive first, pay economy" – the slogan captures the Sixt philosophy. Thanks to close cooperation with leading car manufacturers, Sixt can offer high specification, mint condition vehicles at consistently attractive prices.

Clear service focus

At Sixt, great service quality and a strong service mentality are core values for all members of staff. The quality of the mobility services provided is of great importance, particularly for business customers – Sixt's main customer segment. Key features of Sixt's service focus include customer-specific, tailored rental and leasing offers (rather than "off the peg" solutions) and competent, comprehensive and friendly service.

An attractive brand

In Germany – one of the biggest European mobility markets – Sixt is among the best-known service brands. It is regarded as a premium brand offering the best vehicles, excellent service, friendly staff and smooth rental and leasing procedures. Sixt's image is positive and associated

with attributes such as "likeable," "dynamic," "high-performance" and "unconventional." Sixt's international brand promotion bases itself on this strong positioning. Active marketing campaigns target business and private customers worldwide, informing them about the range of services on offer and communicating Sixt's "spirit of mobility." The message is that mobility means individual freedom, and car rental should be associated with the maximum possible comfort, convenience and fun.

Innovation leader in mobility services

Sixt is one of the most innovative providers of mobility solutions. In car rental and leasing, Sixt regularly develops new products and services that provide even greater convenience and better value for customers. Sixt leads the way in its use of new technology. For example, the Sixt website www.sixt.be enables customers to make bookings quickly, simply and safely.

» GREEN POLICY:

Sixt's activities in the field of corporate social responsibility are focusing on providing our customers with clean and ecological alternatives to the traditional engines. Being a premium provider, Sixt aims at demonstrating, that using ecological vehicles does not necessarily mean less comfort or luxury for demanding business travellers. As early as in 2007, Sixt offered natural gas vehicles in the Volkswagen Touran EcoFuel model shortly followed by the purchase of hybrid vehicles - the Lexus RX 400h model. The last couple of years, the investment in green vehicles has continued. Into its rental fleet in Denmark, Sixt has added electric cars making it the first mobility provider in Europe to offer its customers this modern, low-cost automotive technology. In the Netherlands, Sixt customers can enjoy driving the CO₂ champion among all cars – the smart fortwo diesel which has the world's lowest carbon dioxide emissions.

In addition to investments in a green fleet, the introduction of paperless procedure at all branches and in the head office has drastically reduced paper waste and complements Sixt's ecological activities.

» OVERVIEW PARTNERS:

Sixt is the preferred partner of all major hotel chains, particularly Hilton Hotels. Sixt maintains exclusive partnerships with over 50 airlines and the affiliated mileage programmes. With six low-cost airlines, seamless flight & car rental reservations are possible by means of fully integrated booking engines. In addition, Sixt works along side all major travel and business organisations who operate in Sixt countries. These partnerships include, among many others, the Institute for Travel and Tourism (ITT), Society of Government and Travel Professionals (SGTP) and the United Nations World Tourism Organisation (UNWTO).