

Rental Industry Rate Comparison - January 2006 (Example)
Not Genuine Rates

Location : **Heathrow Airport**

Rental Start Date : **07-Feb-06**

Rental Length : **7 Days**

Rental Start Time : **16:00**

Quotation Date : **01-Feb-06**

Excluding Excess Waiver

Group A		Group B		Group C		Group D		Overall Market Position	
Avis	£ 8.00	Avis	£ 16.00	Avis	£ 24.00	Avis	£ 32.00	Avis	117
Budget	£ 7.00	Budget	£ 15.00	Budget	£ 23.00	Budget	£ 31.00	Budget	112
Enterprise	£ 6.00	Enterprise	£ 14.00	Enterprise	£ 22.00	Enterprise	£ 30.00	Enterprise	107
Europcar	£ 5.00	Europcar	£ 13.00	Europcar	£ 21.00	Europcar	£ 29.00	Europcar	102
Average	£ 4.50	Average	£ 12.50	Average	£ 20.50	Average	£ 28.50	Hertz	98
Hertz	£ 4.00	Hertz	£ 12.00	Hertz	£ 20.00	Hertz	£ 28.00	National	93
National	£ 3.00	National	£ 11.00	National	£ 19.00	National	£ 27.00	Sixt	88
Sixt	£ 2.00	Sixt	£ 10.00	Sixt	£ 18.00	Sixt	£ 26.00	Thrifty	83
Thrifty	£ 1.00	Thrifty	£ 9.00	Thrifty	£ 17.00	Thrifty	£ 25.00		

Including Excess Waiver

Group A		Group B		Group C		Group D		Overall Market Position	
Avis	£ 18.00	Avis	£ 26.00	Avis	£ 34.00	Avis	£ 42.00	Avis	111
Budget	£ 17.00	Budget	£ 25.00	Budget	£ 33.00	Budget	£ 41.00	Budget	108
Enterprise	£ 16.00	Enterprise	£ 24.00	Enterprise	£ 32.00	Enterprise	£ 40.00	Enterprise	105
Europcar	£ 15.00	Europcar	£ 23.00	Europcar	£ 31.00	Europcar	£ 39.00	Europcar	102
Average	£ 14.50	Average	£ 22.50	Average	£ 30.50	Average	£ 38.50	Hertz	98
Hertz	£ 14.00	Hertz	£ 22.00	Hertz	£ 30.00	Hertz	£ 38.00	National	95
National	£ 13.00	National	£ 21.00	National	£ 29.00	National	£ 37.00	Sixt	92
Sixt	£ 12.00	Sixt	£ 20.00	Sixt	£ 28.00	Sixt	£ 36.00	Thrifty	89
Thrifty	£ 11.00	Thrifty	£ 19.00	Thrifty	£ 27.00	Thrifty	£ 35.00		

NB

The table is indicative only; the rates are fictitious and the order in which the rental companies appear is alphabetical, and in no way represents their true market positions; Excess waiver charges vary from each rental company; an indicative excess waiver charge of £10 has been applied to each rate to demonstrate the design of the report.