

Colleagues,

Top of the list of links in "Industry News" is an interesting article about Avis in South Africa. Often it is the simplest approach that reaps the greatest benefit! In Avis ZA's case: Get the right staff, make sure they look after the customers and, finally, control your costs. Part of their "38% market share" success is put down to using the right systems. It's not cars+(!) but allows them to boast 75% utilisation. Use cars+ "to it's max" and it's possible to improve on that 75%. This is what Avis' #1 competitor in [South Africa](#), [Hertz](#), has done. Hertz ZA achieved the 77% average utilisation across the year but a quarter of all locations achieved 80% or better. 1 in 10 locations managed 90% (!) or higher utilisation.

Monitoring and aiming for the highest possible utilisation is central to cost control. Your cars+ friends are the Fleet Planning Calendar, Fleet Utilisation Report and webPLAN.

Not using them? Ask your Account Manager about Training!

Andy

Andy Thorburn
Managing Director, Thermeon Worldwide

Is Park & Fly an Option for You?

by Mike Roseberry, Thermeon USA



If you're searching for more profit sources from your car rental business you may want to consider adding your own **Park & Fly** business. You already have the parking lot, right? So put those parking spaces to work for you when your fleet is on rent. And while you're at it, why not add some other convenient services for your parking and rental customers: oil changes, tire rotation, car washes or vehicle detailing. And if you don't have the staff to perform all these services why not partner with another business in the area that specializes in these services.

For example, 4 days of parking near a major metro airport can yield anywhere from \$30.00 to more than \$60.00, depending upon proximity to the airport and other factors such as covered or uncovered parking or the ability to check your airport luggage and pick up your boarding pass. That's revenue that goes directly to your bottom line! And with no significant additional overhead.

Add to that some of these other services such as car washing. Washing cars is a \$24 billion industry, according to the International Carwash Association. If you own a car rental company, you're already washing cars so why not increase your profits by getting paid to wash someone else's car? If you have an automated car wash your only expense will be soap and utilities. And fees for oil changes are around \$35.00 in my area so here's another opportunity to add to your profits. The cost of oil and filter will run you around \$15.00 so you could realize a profit of \$20.00 on each oil change.



These services can certainly add to your profitability but they may also do something perhaps even more important. By offering these services you are providing increased customer service. And if done with a high standard, you have increased customer satisfaction, which will keep the customer's coming back! Good luck!

Mike has more than 30 years experience of car rental in USA, Canada and abroad. [Email Mike cars+](#) has logic to support "Park & Fly". [Learn more from the Manual](#)

Industry News

[How Avis South Africa maintains 38% market share](#)

[DTAG's most profitable Year and Quarter to date...](#)

[...while AVIS business contracts and Hertz "better than expected"](#)

Meet us at...

CAR RENTAL SHOW
CAR & TRUCK RENTAL CONFERENCE & EXPO

12-13 March, Las Vegas

Hertz Annual Licensee Meeting

10-12 April, San Antonio, TX

What's new in cars+

All Release Notices can be found at the online [cars+ Manual](#)

January Releases

- [Physical Inventory can be taken on a single Class or Asset type](#)
- [Changes to the way commissions are calculated for Agency Locations](#)
- [New report of Vouchers attached to transactions](#)
- [New Report of Rates associated with Local CDPID accounts](#)

Staff Pick – our favourite new feature this month...



Option Rate Display

With Pricing Codes, Privilege Codes, etc. used to define Option Rates on a transaction it is often difficult to "see" where the rates came from. The new Option Rate Display shows how the system made its rate selections.

[Read about how to do this in the Manual.](#)

cars+ Tips & Hints

Did you know...
...That all the search programs in CARs+ are documented?

[Learn how](#)

XML
Interface **now** to:



Recently added:

