

Colleagues,

Good luck to all your national teams during The Olympics. Special congratulations to our colleagues in Lithuania for whom Meilutyte won the nation's first ever gold!

Rio will be the venue in 2016. Before then, there will be many major sporting events. Keep a look out for RAC lessons from 2012. In UK, we have already seen that:

- Non-venue cities have attracted spill-over last-minute tourist travel.
- "The Car" is #2 when public transport fails.
- Fleet is often needed briefly at new sites.
- Equipment rental is seriously big business!

Opportunities everywhere! After the event, I will send you some of our observations. In the meantime – enjoy the games!

Andy
Andy Thorburn, CEO

XML News

Interface **now** to:



For our clients who use webRES – booking widgets! by Andy Thorburn, CEO Thermeon

What is a "widget"?

A web widget is small piece of code embedded in a website. Our "Booking Widget" is a piece of code that **you** can give to another business so that they can add that code to **their** website in order to drive business to **your webRES** website. Their website visitor makes Reservation selections, hits "search" and is taken to "Step 2" of your webRES site. Easy.



Why use them?

It's all about attracting buyers! Web-direct channel should be the source of highest profit business: "yieldable", commission free while promoting extras / options and additional services.

Attracting traffic to any website is a challenge with no single solution. Partnerships and referrers are an essential part of the solution. Think: airlines (national & international), hotels (individual and chains), travel information hubs, social media, sporting events and corporate clients. All will have web traffic. All want to promote the value of their business and will be open to promoting your RAC business in return for commission (to themselves) or discounts (for their customers).

How do I deploy them?

It's simple:

1. Let us know you intend to use widgets. We'll switch on an orphan webRES page for you and let you know the URL.
2. "Do the deal" with your partner and let them know what that URL is.
3. Partner embeds code in their website, sizing the widget to fit somewhere on their webpage

How do I track their use?

Our recommendation is our old friend CDPID which, of course, is supported by the Booking Widget. Even if you have an agreed rate structure with a partner you can clone rates and assign new CDPIDs if you wish to track the individual effectiveness of your widgets.

To start sharing Booking Widget, contact your Account Manager

Visit Thermeon at



cars+ Tips & Hints

Did you know..... *that over 20 reports can roll-up subtotals by region/city/location??*
[Learn how](#)

What's new in cars+

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

June Releases

- [Vehicle VIN# has been added to the Vehicle Status Report](#)
- Enhancements throughout cars+ to allow search by plate # when plates are reused from sold units.
- XML schema changes released in order to support: additional driver; use of PIN# with CDP; drop charges for one-ways
- Increased the checker for do-not-rent customers both as [renters](#) and [additional drivers](#)
- QR-code scanning now available to speed up Check In on cars+iR

Staff Pick

Our favourite change to cars+ this month is...



New mode to RAOPEN that only does Pre-prints

"Oh shoot, I meant to press F4 not F1!"

Pre-printing an RA is now a separate program with many "client not present" features added to it.

[Learn more](#) & let your staff know!!