

## New in cars+...

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

## February Releases

- [Individual classes can now be flagged as non-reservable](#)
- [Multi-month rentals can be excluded from Extra Revenue Report and Employee Incentives](#)
- [On swiped credit cards, a check is now made if the name on the card matches that of the renter](#)
- [The Batch Ticket processing now allows reprinting of the RA](#)

## Staff Pick

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



The ability to edit, create and delete notes can be set differently for each kind of note and for different employees [Read more](#)

## Training

Find the complete list of webinars on our website: [www.thermeon.com](http://www.thermeon.com)

"Gee, we have been using cars+ for years and yet I am picking up new information at each session I attend"

**Client feedback**

[Register Online](#)

**Webinar**  
Web-based seminar, pre-live online educational presentation, viewers can submit questions, see slides while the speaker presents interactive elements - the a!

## "Time to Spruce Up!" (Spring Cleaning Your Operations)

by Mike Roseberry, Sales Director

Let's face it, you've been meaning to get round to it for months now; cleaning up Around your rental operations, but for one reason or another you just haven't done it. Well, that's about to change right now!



- Have a plan. Have a trusted person walk through your operations and point out dirt and clutter.
- Make a list. List areas needing attention and what needs to be done to improve that area.

These areas should include:

1. Your rental lobby. Update your furniture, paint your walls, clean and buff your floors and windows.
2. Your rental counter. Clear the counter of unnecessary literature and other items, make sure your computer terminals are clean and, from the customer's view, it's pleasing when viewing your counter.
3. Your rental lot. Clean & straighten up all areas of your rental lot. Consider some container plants to add colour and interest to an otherwise drab parking lot.
4. Your rental staff. Order new staff uniform shirts frequently so they always look fresh and new. Have refresher training monthly for your rental agents covering issues such as customer service, incremental revenue, etc...any items needing attention. Consider asking Thermeon for Webinars if you think knowledge is lacking!

You can concentrate on each area for one week and at the end of the month, you're done! Your customers will appreciate the rental experience more and keep coming back. And your rental staff will be proud to work in a clean environment too!  
**HAPPY RENTING!**

Meet us at:

**Car Rental SHOW**

If you are going to Las Vegas, [let us know](#) so we can meet up!

**cars+ Tips & Hints**

Did you know.....  
... that the calculated charges of inclusive items on [Wholesale Vouchers](#) can be changed, added or removed? [Learn how](#)

Colleagues,

2013 looks like it will be a year of shifting strategies for the major brands. All players in the industry will be watching for their next moves – especially in the mature car rental markets.

With Avis' acquisition of Zipcar, other players in the car club space now have to contend with the first-to-market company having the backing and reach of a global brand. Hertz-On-Demand and weCar (Enterprise) will likely receive more attention at senior management team level.

We are also likely to see the big brands moving the pieces around on the franchisee chess board. Enterprise look set to expand their franchise network in Europe. Sixt seek similar expansion in USA. Most notably, following their merger, Hertz and DTAG have multiple (formerly competitive) franchisees within a territory.

I expect the third stream of changes by the big brands will relate to brand identity. All seek to differentiate their "Premium" brands from "Mid Tier" and "Spartan" offerings. It looks like 2013 will be the year in which Hertz, Avis, Enterprise and Europcar will make the choices clearer for customers. "Spartan" brands will undoubtedly challenge the space occupied by local operators.

Andy  
[Andy Thorburn](#), CEO

## XML News

Interface **now** to:

