

Colleagues,

I recently checked into an Edinburgh hotel: a 200 + room hotel where I normally feel "processed" with little personal service. While taking the usual CC deposit, the receptionist stopped and called over her manager. Expecting a "Problem with the card, sir," conversation, I was surprised by the manager's comments "Mr Thorburn, we are pleased that you decided to come back to us for the fifth time. I'd like to upgrade your room as a thank you". The cynical part of me immediately thought that the hotel had overbooked, but, wow!, what a great impression it left me with.

When opening an RA in cars+, every one of your counter staff is presented a message telling them how many times & the last occasion that a customer you. How difficult would it be to bring the Location Manager to the customer for a quick thank you? It costs nothing but you *will* be remembered the next time that customer makes a reservation, *Andy*

[Andy Thorburn](#)
CEO, Thermeon Worldwide

The price of Fuel
by **Roland Keogh, Chief Sales Officer**

How much is the price of fuel for your vehicles?
Depending on where in the world you are reading this the answer is less than 5 US cents per litre (Venezuela) to over US\$2.50 (Turkey). Whether it is due to production and transport costs or taxation most car rental markets around the world are dealing with fuel prices that have escalated dramatically over the last few years.

What impact are these prices having on renters?
Rental rates are always under competitive pressure but now the renters are taking more notice of the whole rental cost – fuel included because is the significant cost to them while driving – regardless of what fuel-selling products the rental company is employing (*Newsletters passim*).



Renters will be looking for vehicles that have the best MPG or litres/100km rating so that they know they are getting the best value during the rental.

Electric vehicles are being promoted every month by major branded rental companies but these are expensive to source for most operators, are in limited supply and have range issues that don't fit easily with most daily rental business.

The **choices** for rental companies then focus on Unleaded Petrol or Diesel (and hybrid derivatives) and how to source the best rated vehicles that will enable them to promote a range of vehicle classes that can be promoted to renters. This can be featuring specific vehicles on the website shop window, arranging the Upsell feature to promote high-economy classes or working with wholesale suppliers to develop new products for them to sell featuring these low-consumption classes on your fleet. [Follow Roland on LinkedIn](#)

Visit Thermeon at



cars+ Tips & Hints

Did you know.....that the program **Add Charges to Posted RA** can be used add charges to closed and posted RA without granting the user the ability to edit existing charges? [Learn how](#)

What's new in cars+

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

April Releases

- [You can now clone Upsell matrix rates](#)
- [Restrict which staff members can put a vehicle INTO selected Vehicle Status Codes](#)
- [Limit on maximum rental discount amount is now separate from limit on maximum discount %](#)
- [Planning Calendar warnings can be increased within X days of pickup](#)

Staff Pick



Our favourite new feature this month..

Reward frequent renters with "earned" discounts

[Read more about this in the Manual](#)

Jo Beckenham, EMEA Trainer, comments:

"Incentivising customers to return to our business becomes easier to promote and manage with this great new feature....a hassle-free programme that allows us to [monitor, record and reward](#) our customers spend.

Loyalty reward such as free days, discounts and upgrades can be offered. cars+ automatically update "points" for new spend and deduct points customers use when renting. I love it"

XML Interface now to: