



INTERNATIONAL CAR RENTAL SHOW

YOUR MARKETPLACE.

MARCH 27-29, 2017 / BALLY'S LAS VEGAS



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NEWS

IN CONJUNCTION WITH
ACRA
AMERICAN CAR RENTAL ASSOCIATION

Welcome

- Panel of Experts in the Automotive Rental/Loaner space and specifically the Retail segment
- Introductions
 - Patricia Dragon, Vice President Client Services, Sedgwick Claim Services – Cleveland, OH
 - Kevin Peck, Toyota Rent a Car (TRAC), Jim Norton Toyota – Tulsa, OK
 - Phil Spink, Tom Wood Automotive Group / Sixt Rent a Car – Indianapolis, IN
 - Chuck Myers, Anderson Automotive Group – Raleigh, NC
- Share their expertise in driving business to their dealership
- Patricia will address the differences between service and retail rentals and lessening the risk



Questions for the Panel

- **Competitors**
 - Who are the competitors in your market (retail rentals)?
 - Do they operate under the spoke/wheel approach?
- **Marketing Efforts**
 - What has worked, what hasn't? Please provide examples
 - Do you promote your rental operation on social media? Facebook, Twitter, Instagram?
 - Have you tried hang tags, coupons, banners, TV etc?
- **Car Sales from Rental**
 - Can you quantify the ROI?
- **Specialty vehicles**
 - Vans, trucks, SUVs, convertibles?
 - If so, have you found that this has driven customers into your dealership as competitors may not carry?
- **Qualifications**
 - What precautions have you taken to qualify these customers?
 - For example, are the requirements different? Credit card required? Pre-paid, higher authorization etc?
 - Any tips you can share with the audience?



Risk Management Tips & Tools for the Retail Rental

“Chat them up” at the counter....

Where are they going? Who will be with them? Why are they renting from you?

REALLY look at the DL being presented....

Does the photo match? Does the signature match?

Remember, this is not your Service Customer (you're not familiar with them)

Verify the Customer's insurance coverage.....

Verification of coverage – that will transfer to your rental vehicle – should happen before the vehicle leaves your premises

Now is the time to photocopy or scan.....

Obtain/retain a copy of the Driver's License and Insurance ID card with your rental paperwork –OR– use a product like Acuant's ID scanner which retains and attaches the DL to the contract



Risk Management Tips & Tools for the Retail Rental (Continued)

Why don't you ever call me.....

Obtain multiple ways to reach the Customer before they leave your premises. Get phone number(s), an e-mail address and always confirm a mailing address (where the demand letter must be issued if the vehicle is converted)*

**Always a street address, never a PO Box*

Walk the Walk.....

Do a thorough pre-rental inspection with the Customer present (and a post-rental inspection upon return) – companies like DAMAGEiD and Record360 can help with this task

Work the Rental.....

Do not wait for the rental contract/vehicle to be past-due

Follow your gut feeling.....

If it doesn't feel right, don't rent



Questions?

For a copy of this presentation or to connect with anyone on the panel please feel free to reach out to me at:

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Thank you!