

New in cars+...

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

New Features

- New file for assigning RA number ranges.

Staff Pick

Our favourite Snippet of Useful Information

Class Availability can be shown as a percentage of expected utilisation.



Did you know

You can configure up to three walk-up rates and Best Rate search will show which is best for the renter.

Training

Find out more about how we can tailor training sessions just for you. Check out our regular webinars [here](#)

- Regular Webinars offered include:
- Pointers and tips for new users
 - In-depth analysis and various uses for certain reports
 - Showcase of **new features**

[Register Online](#)



Is it time to de-clutter your rates?

Peter Lunn, Director Clients Services, Thermeon Worldwide.

In the late 1970's Bob Ansett, son of an airline magnate, changed the game in Australian car rental when he launched the Budget brand on airport and started selling rates that included unlimited mileage & CDW, forcing the rest of the industry to follow suit. Over the decades the industry has reverted to a mode whereby the Daily Rate is only a very small portion of the amount a renter will pay for their vehicle.



Ancillary sales are a very important contributor to rental car company revenue. However for some inexplicable reason a swathe of mandatory fees and charges have become the norm within the Australian car rental scene as with elsewhere in the world. Vehicle Licensing fees, Administration fees and Premium Location surcharges all serve valid theoretical purposes.

In Australia it is permitted to charge a surcharge to recover the cost of processing credit cards and [cars+](#) has the ability to automatically calculate this, more on that later. However the public (and now the Government Authorities) are becoming very sensitive to the perception of over-recovering.

As I indicated before, [cars+](#) has long had the ability to calculate 'cascading taxes' and even to calculate the 'tax-included' value of a card fee when only a part of the rental is paid by credit card (sit back and think about the complexity of that for a second..).

But calculating the fees correctly is only part of the story. The other part is the daily task of explaining them to the customer (upon whose trust and loyalty your business depends).

Over recent years I have noticed a new trend developing from some of the non-major brands. All inclusive pricing and pricing that sets Collision Damage Waivers at significantly less than 33-50% (or more) of the daily rate. This trend appeals to my sense of 'lean' and de-cluttering, as well as that of providing a service that exhibits a true customer focus. Is it possible to remove a surcharge without reducing the 'advertised' inclusive price?

Perhaps the time for a Bob Ansett mk.2 car rental industry is coming?

If you would like to know more about how [cars+](#) can package all fees in a single price, or anything else here, contact your local support team for more information.

Peter.

Colleagues,

A big thank you to all of you who made the trip to London and took the time to drop by our stand and meet Roland, Russell, Naomi and Nuno.

Despite the local transport issues and foggy weather, this years show is on track to be the biggest and most successful yet.

Make sure you mark the 7th-9th November in your diaries for next year's show

Until next time!

Terry

[Terry Pearson](#), CEO

XML News

This month's **Featured Broker**



Zuzuche is the biggest car-rental booking platform in China. Its service covers over 200 countries, 5,000 cities and 50,000 locations. They provide 7/24 worldwide customer service and it has served over 2 million customers in overseas car rental. Zuzuche partners with leading car rental companies from all the major brands to independents. It also cooperates with leading agents like Car Trawler and Rental Cars.

Contact [Chad](#) or [Shelley](#)

Interface now to:

