Colleagues,

Roland's article this month is a timely reminder that the vehicle rental industry, our industry, is constantly changing and to be successful you have to change with it.

So why not take time to talk to your account manager or local support department about how we can help you get the most out of Thermeon's products and services

Until next time!

Terry

Terry Pearson, CEO

XML News

Featured Broker

Skyscanner is a major flight comparison site receiving over 60million visitors a month. Operating from offices in China, US, UK & Singapore the site is available in 28 languages. Going live with Car Hire in 2014, business has doubled each year due to excellent cross sell and strong travel SEO rankings. Sell rates are pulled from partner APIs and we deep-link users to our partner's site, so they book direct, allowing partners to sell ancillary products, like excess insurance and market to the customers.

Want to know more?
Contact Paul at
Paul.Cumins@skyscanner.net

Interface **now** to:

Uber and Car Rental

Roland Keogh Thermeon Worldwide.

Or should that be Uber *versus* Car Rental?

First it was Car Clubs and car share schemes bleeding daily rental business away from traditional car rental companies. Now Uber and similar "ride-share" operations are attracting renters in growing numbers. Is Uber a threat to your car rental business? Well they're currently in 60 countries and nearly 150 cities spread right around the world in addition to the nearly 160 cities/areas covered in U.S.A. and Canada.

In markets where Uber, in particular, is better established, year on year, it's not only Taxi business that is reduced as you would expect but traditional rental car volumes are being eroded. As ride sharing becomes more prolific and resolves local legislative barriers, there is no reason to suspect that this trend will not continue.

Just like AirBnB, an alternative to hotels using a similar sharing scheme, Uber is attracting increasing numbers of business travellers. This trend for Uber is starting in larger cities in the U.S.A. but is following a pattern already established by the likes of AirBnB and spreading to other countries and not just major or capital cities.

As with AirBnB, price is not necessarily the only factor. Sample AirBnB pricing for a random bucket of cities shows of course very low cost offerings, but also prices that are at par with or higher than the average hotel pricing for similar dates. So too for Uber where pricing can be at par with equivalent taxi prices but it is convenience and immediacy that is winning Uber customers.

In surveys in the U.S.A. Uber scores strongly, better even, than taxi or car rental companies in terms of customer satisfaction, but there are a lot of factors potentially driving that: the convenience factor, certainly, personal contact and no doubt, novelty. Uber is expanding and in doing so is offering more specialist vehicles services like mini-lease (for Uber drivers) and specific vehicle categories.

Car rental companies can protect their business from these new threats by looking at the mobile booking options they offer, providing flexible delivery services and rates, using local social media to market the business and current promotions and cementing relationships with the regular customers.

Roland.

Going to WTM?:

world travel market

2 - 5 November 2015 • London
Visit us in Travel Technology, stand TT406

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Description
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Thermeon Worldwide

From iTunes

New in cars+...

All Release Notices can be found at the online cars+ Manual

New Features

- Changed the date format on spreadsheet import programs

- Hold Codes can be linked to Maintenance Certificate expiration date.

Staff Pick

Our favourite Snippet of Useful Information

New program to make global changes to rules fields in the User Access File.

And Did you know?

That rental locations can belong to Groups, Metroplexes, Regions and Zones?

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**

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