

Colleagues,

Firstly, many thanks to those of you who spared time from the DTAG Franchisee Conference in Miami to drop by and say hello to Mike and Roland. As ever, both were pleased to catch up with faces old and new.

Colista's article on Seasonal Rates is timely and a gentle reminder that planning should be underway for the next high season. Among the various tools that cars+ offers to support you through seasonal highs, the Planning Calendar and webPLAN are your friends. For those unaware of the Planning Calendar, our Trainers have been running online tutorials on its use. Do get in touch if you feel you need training on this or any other topic in preparation for Christmas.

Finally, Thermeon will be exhibiting once again at World Travel Market. Do let us know if anyone from your business is planning to travel - it's always good to talk!

Andy
Andy Thorburn, CEO

Seasonal Rates

by Colista Mulholland-Youngman, Trainer (APAC Region)

With Christmas less than 90 days away, now is the time to have your Christmas Rates in place. One option you may not have considered is **seasonal rates**.



Seasonal rates allow you to give the customer a lower price for the days before the peak season but a higher price for the days of the transaction that are in the peak season - just as hotels charge a different rate for weeknights compared to weekend nights during the one visit.

Example: You have a rental starting on December 10th returning January 5th. You wish to charge a premium rate between Dec 15th and Jan 1st. After Jan 1st utilization is very low so your rates reduce to reflect this. You could charge three different pricing structures within the one Rental.

To illustrate this concept, assume the following versions of the rate "RETAIL" are in place:

EFFECTIVE DATE	RATE FOR CLASS CEAR
Oct 1st - Dec 9th	40 / day
Dec 10th - Jan 1st	50 / day
Jan 2nd - Feb 28th	30 / day

If the "Seasonal" field on the Rules/Rate record is blank or set to "N", the rate of 40/day will be in effect for the entire rental because it was the rate in effect at the time the rental opened. If the "Seasonal" field is flagged with "Y", the rate will change during the rental as follows:

ITEM	RATE	CHARGE
DAYS : 5 @	40.00	= 200.00
DAYS : 18 @	50.00	= 900.00
DAYS : 3 @	30.00	= 90.00
ITEM UNL KMS		
TOT T&K :		1190.00

The Rates window will show the breakdown of the three seasonal rate products spanning the rental

OPTION:	TIME & MILEAGE RATES	Page:001		
Option EffDt 01-07Dys/ml	08-14Dys/ml	15-30Dys/ml	31-99Dys/ml	Hrs-Rate/ml
1 RETAI 10-12 48.00/*	43.00/*	40.00/*	38.00/*	8.00/*
2 RETAI 15-12 60.00/*	55.00/*	50.00/*	49.00/*	10.00/*
3 RETAI 02-01 45.00/*	42.00/*	30.00/*	38.00/*	6.00/*

Note that the 15-30 days column is in use for the entire rental.

Please refer to your Thermeon customer service representative for assistance in setting this up or [consult The Manual](#)

What's new in cars+

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

August Releases

- [Pre-paid Fuel charge can be manually removed at Close if the vehicle was topped off before return](#)
- [All spreadsheet import programs have been changed to use a new spreadsheet layout](#)
- [New Pickup location search for reservations](#)

Staff Pick

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



Special Document discounts can now be set up for Optional Charges

[Read more](#)

Now you can support Free Days, % discounts and "money off" offers on Options as well as Time / Mileage rates.

XML News

Interface **now** to:



Visit Thermeon at



05-08 Nov 2012 ExCel London
•Visit us at Stand TT443•

cars+ Tips & Hints

Did you know.....*that every time a vehicle changes location, a Service Code "X1" history record is written to the Vehicle History file?? Running a History report for that Service Code will show a vehicle's movements.* [Learn how](#)