

# Smart mobility and reinventing the car rental experience

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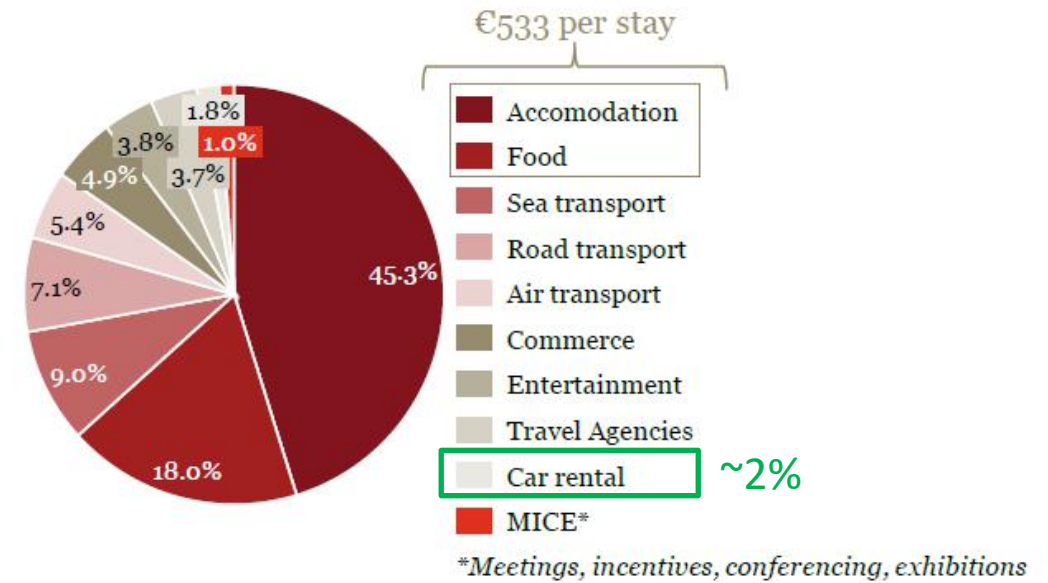
# Car Rental is an Integral Part of the Tourism Offering

Car rental accounts for ~2% of the total tourist expenditure which is a fraction of other major categories such as accommodation and food.



At the same time, car rental is an integral part of the overall customer satisfaction with a manifold impact on the end-to-end travel experience

Tourist expenditures per stay (€)



Source: SETE (2014 data)

# Car Rental is also a Stressful Part of the Tourist Journey

## Common Reasons of Customer Complaints

- Transparency of charges
- Vehicle damages
- Vehicle quality
- Vehicle pick-up and drop-off

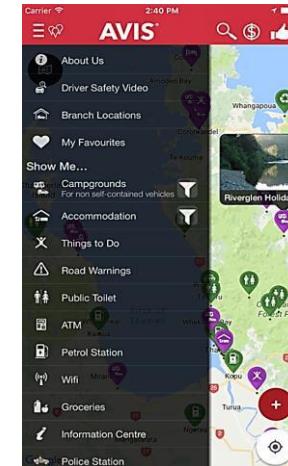


# Technology is Transforming the Car Rental Experience

Technology is transforming Car Rental into a

- ✓ stress-free
- ✓ seamless
- ✓ mobile-first
- ✓ fully digital
- ✓ personalized

travel experience



# avis budget group

## REINVENTING RENTAL

- Wi-Fi
- Rewards
- Infotainment
- Local Virtual Guide
- Keyless Entry
- Parking
- Crash Detection\*
- On-demand Roadside Assistance\*

## DIGITIZING THE BUSINESS

- Alerts
- Diagnostics
- Fuel Level
- Predictive Maintenance
- Odometer
- Tire Pressure
- Battery Level
- Ready State

## DEVELOPING NEW MODELS

- Info
- 3rd Party App Integration
- Fleet Management as a Service
- Location-based Marketing
- Road Conditions
- Anonymized, aggregated travel data
- Fleet Tracking & Analytics



\*3rd party provider services



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