

Renting a car makes sense AVIS knows about this



AVIS is the most successful company in the car rental market and holds its position thanks to its fleet.

Avis was founded with just four cars in Detroit in 1946 by a former member of the Army Air Force. Avis Europe was founded in 1965 and fifteen years ago its Slovak subsidiary was established. Avis currently has sixteen offices around Slovakia and provides customers with thirteen categories of vehicles. The average age of their vehicles is six to eight months, which is the youngest fleet in the history of Slovak Avis. Many clients are interested in new cars even if they are not the cheapest on the market. Slovak Avis currently has over 300 cars; approximately 90 percent of them are diesel vehicles. The average customer rents a car for eight

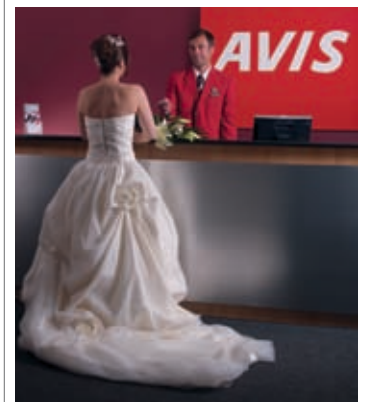
days. About one third of the Avis fleet are luxury class cars. The most popular class is the lower middle class.

What does a typical Avis customer look like? "Slovakia is not a tourist destination, but rather a business-oriented country. Our typical customer is an established company that has a fleet of vehicles and has a need for additional spare vehicles, whether in case of an accident or an employee hired temporarily. We have customers who need vehicles for short business trips and want a different category than they usual drive." It is common for a typical company, which has

thirty cars, that around ten of them are rented. As the tax burden increases, company cars are becoming more expensive and it is better for companies to rent rather than buy.

In Slovakia there are currently about 120 car rental companies. What convinces customers that Avis is the best solution? "First of all, Avis is a global company with offices in more than 150 countries, which can handle all possible issues with their rental cars. The second advantage of Avis is their professional team, which is regularly trained, needs to have the highest level of knowledge, and can respond to all customer

requirements. The third benefit of Avis is their attractive fleet, not just technologically, but from the safety perspective as well. Customers must also feel the commitment of each employee. We are not a company that rents cars just to let somebody drive a four-wheeled machine. This makes us different, which is evident in activities that we do."



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