

## Car Rentals - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Car rental revenues have been increasing steadily and are expected to continue growing through 2020 as consolidation in the market drives up prices and as travel participation/expenditures rise. New technologies and service model adjustments should help companies maintain sales growth, as should improved loyalty offerings and more streamlined rental processes. "

- Lindsey Rogers, Consumer Research Analyst

### This report looks at the following areas:

- Relatively few are members of a car rental loyalty program
- Renters are not confident in their choices
- Pain points lead to dissatisfied customers

For the purposes of this report, car rentals are defined as rentals and car sharing of light-duty passenger vehicles, including, but not limited to, midsize/large vehicles, SUVs, light-duty pickups, and hybrid/alternative power vehicles. The report does not cover vehicle leases. The market size is limited to US car rental operations.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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### The Consumer – What You Need to Know

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