

Car Rentals - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The car rental industry is a nearly \$30 billion industry in the United States, providing rental cars to consumers across the country. Car rental agencies thrive in the travel industry, where they provide vehicles to consumers in places or situations where they may not have access to a vehicle. Thus the majority of car renters rent a car while traveling, either for vacation or business."

- Buddy Lo, Automotive Analyst

This report looks at the following areas:

Rental car brands must continue to engage travelers while fighting off emerging alternative mobility solutions like ride sharing.

- The car rental market landscape - including market size and forecast
- Profile on vacation car renters
- Profile on business car renters

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DID YOU KNOW?

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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