

# Car Rentals: Global Markets to 2023

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## Abstracts

### REPORT SCOPE:

Car rental includes four main categories: compact, executives, SUV and hybrid/electric. Compact cars are small, low cost vehicles that carry a small number of passengers. Executive models are plusher and carry more individuals. Individuals offer renters a mix of comfort and size. Hybrid/electric vehicles do not run solely on gasoline.

This report examines the technologies, markets and factors influencing the markets for car rental systems. Markets are forecast based on historical activity and current opportunities, technical advances and challenges, and various geographic subsets of the market: North America, Europe, Asia-Pacific and South America.

The forecasts presented are for the total available markets. Discussion is provided that compares actual revenues with market potential. Markets are broken down by car type and then discussed within the context of technology trends. A detailed analysis of the market potential is used as a basis for estimating the world markets for these products. Thorough analyses are carried out of car rental practices, along with trends toward the uptake of solution costs, emerging standards and common practices.

Prime decision makers in the project chain who select the type of cars are identified. Factors influencing the requirements and purchases for the systems are examined, as are national and international responses to global challenges.

In this report, the car rental market is segmented into four areas: compact, executive, SUV and hybrid/electric. The sales are then broken up by geographic areas. A section focused on ride sharing and its impact across the globe is also included in the report.

The car rental market is fragmented. In North America and Europe, it is a mature market

that is growing at a low single-digit rate. Competition is fierce in established market and increasing in less established ones, which will spark innovation and new use of technology for competitive advantage.

**REPORT INCLUDES:**

15 data tables and 42 additional tables

An industry analysis of the global car rental market

Analyses of global market trends, with data from 2017, 2018, and projections of compound annual growth rates (CAGRs) through 2023

Information on how new technology will create additional revenue and new product categories or bring new life to existing products

Characterization and quantification of the market potential for global car rental market by vehicle types, major geographies, end users and technology types

A relevant patent analysis

Profiles of major players in the industry including, Easy Taxi, Nissan Car Solutions Co. Ltd., Ola Cabs, Taxify OU and Uber Technologies Inc.

## Contents

### CHAPTER 1 INTRODUCTION

Study Goals and Objectives  
Reasons for Doing This Study  
Scope of Report  
Information Sources  
Methodology  
Geographic Breakdown  
Analyst's Credentials  
BCC Custom Research  
Related BCC Research Reports

### CHAPTER 2 SUMMARY AND HIGHLIGHTS

### CHAPTER 3 MARKET AND TECHNOLOGY BACKGROUND

Importance of Global Distribution Systems  
Industry Standard Car Classification Codes  
Economy Cars  
North American Economy Car Rentals  
European Economy Car Rentals  
Asia-Pacific Economy Car Rentals  
South American Economy Car Rentals  
Executive/Luxury Cars  
North American Executive/Luxury Car Rentals  
European Executive/Luxury Car Rentals  
Asia-Pacific Executive/Luxury Car Rentals  
South American Executive/Luxury Car Rentals  
Sport Utility Vehicles (SUVs)  
North American SUV Rentals  
European SUV Rentals  
Asia-Pacific SUV Rentals  
South American SUV Rentals  
Hybrid/Electric Cars  
Electric Vehicles Impact the Grid  
Government Policies Impact the Electric Vehicle Market  
North American Hybrid/Electric Vehicle Rentals

European Hybrid/Electric Vehicle Rentals  
Asia-Pacific Hybrid/Electric Vehicle Rentals  
South American Hybrid/Electric Vehicle Rentals  
Ride Sharing Car Rentals  
Important Role of GPS Systems  
GPS and Smartphones  
Smartphones Take Off  
Mobile Applications Grab Center Stage  
Social Media Gains Traction  
Rework  
Ride Sharing Benefits  
A Growing Gray Area  
Electric Vehicle and Ride Sharing Synergies  
Drivers Create Problems  
North American Ride Sharing Car Rentals  
European Ride Sharing Car Rentals  
Asia-Pacific Ride Sharing Rentals  
South American Ride Sharing Rentals

## **CHAPTER 4 COMPANY PROFILES**

ACE RENT A CAR  
ADVANTAGE OPCO LLC  
AFFILIATED CAR RENTAL L.C  
AJ RENT A CAR CO. LTD.  
AL-FUTTAIM GROUP  
ANTAEUS RENT A CAR PVT. LTD.  
AUTO EUROPE LLC  
AVIS BUDGET GROUP  
BABA CAR RENTAL  
BEIJING NORTH STAR CAR RENTAL CO.  
BLABLA CAR  
BLANCRIDE  
BLUE BIRD GROUP  
BLUE SOLUTIONS SA  
CABIFY  
CAR2GO  
CAR RENTAL DELHI INC.  
CHINA AUTO RENTAL INC.

CARZONRENT INDIA  
DIDI CHUXING  
DRIVEZY  
EASIRENT LTD.  
EASY TAXI  
ECO CAR HIRE AND VAN RENTAL CO.  
EHI CAR SERVICES LTD.  
ENTERPRISE RENT A CAR  
EUROPCAR AMAG SERVICES AG  
EXPRESS TRANSINDO UTAMA  
E-Z RENT-A-CAR LLC  
FASTEN INC.  
FORMULA GROUP  
FOX RENT A CAR INC.  
GETAROUND INC.  
GLOBAL TRAVELS  
GO-JEK  
GRAB TAXI HOLDINGS PTE. LTD.  
GREEN MOTION INTERNATIONAL CAR RENTAL  
HAXI  
HERTZ GLOBAL HOLDING INC.  
HIMALYIAN CAR RENTAL INC.  
IMPERIAL PREMIUM RENT A CAR  
JR HOKKAIDO RENTAL CO.  
JUCY RENTALS  
KEMWEL  
LOCAUTO RENT S.P.A.  
LOCALIZA RENT A CAR S/A  
LOTTE RENTAL CO. LTD.  
LYFT  
MAVEN  
MITRA PINASTIKA MUSTIAK RENT CORP.  
MOIA GMBH  
MYLES CARS LTD.  
NIPPON RENT-A-CAR  
NISSAN CAR RENTAL SOLUTIONS CO. LTD.  
OLA CABS  
ORIX RENT A CAR  
PT SERASI AUTORAYA

PT TUNAS RIDEAN TDK  
REACHNOW  
REDSPOT CAR RENTAL  
RENT A WRECK  
RICA CONVENIENCE CAR RENTAL  
SAVAARI CAR RENTALS PVT. LTD.  
SHOUQI CAR RENTAL  
SIXT SE  
SKY RENT A CAR  
SMAS AUTO LEASING INDIA PVT. LTD.  
SUMISHO AUTO LEASING CORP.  
STATE EXPRESS  
TAXIFY OU  
TIMES MOBILITY CO. LTD.  
TOYOTA RENT-A CAR CO. LTD.  
TURO INC.  
UBER TECHNOLOGIES INC.  
UCAR SA  
UNIDAS SA  
U-SAVE CAR AND TRUCK RENTAL  
VIA TRANSPORTATION INC.  
WATTACARS  
ZOOMCAR INDIA PVT. LTD.

## List Of Tables

### LIST OF TABLES

Summary Table: Global Market for Car Rentals, by Region, Through 2023

Table 1: ACRISS Car Categories

Table 2: Top Five Car Rental Companies Globally, 2018

Table 3: North American Market for Compact Car Rental Services, Through 2023

Table 4: Top Five North American Compact Car Rental Companies, 2018

Table 5: European Market for Compact Car Rental Services, Through 2023

Table 6: Top Five European Compact Car Rental Companies, 2018

Table 7: Asia-Pacific Market for Compact Car Rental Services, Through 2023

Table 8: Top Five Asia-Pacific Compact Car Rental Companies, 2018

Table 9: South American Market for Compact Car Rental Services, Through 2023

Table 10: Top Five South American Compact Car Rental Companies, 2018

Table 11: North American Market for Executive Car Rental Services, Through 2023

Table 12: Top Five North American Executive Car Rental Companies, 2018

Table 13: European Market for Executive Car Rental Services, Through 2023

Table 14: Top Five European Executive Car Rental Companies, 2018

Table 15: Asia-Pacific Market for Executive Car Rental Services, Through 2023

Table 16: Top Five Asia-Pacific Executive Car Rental Companies, 2018

Table 17: South American Market for Executive Car Rental Services, Through 2023

Table 18: Top Five South American Executive Car Rental Companies, 2018

Table 19: North American Market for SUV Rental Services, Through 2023

Table 20: Top Five North American SUV Rental Companies, 2018

Table 21: European Market for SUV Rental Services, Through 2023

Table 22: Top Five European SUV Rental Companies, 2018

Table 23: Asia-Pacific Market for SUV Rental Services, Through 2023

Table 24: Top Five Asia-Pacific SUV Rental Companies, 2018

Table 25: South American Market for SUV Rental Services, Through 2023

Table 26: Top Five South American SUV Rental Companies, 2018

Table 27: North American Market for Hybrid/Electric Vehicle Rental Services, Through 2023

Table 28: Top Five North American Hybrid/Electric Vehicle Rental Companies, 2018

Table 29: European Market for Hybrid/Electric Vehicle Rental Services, Through 2023

Table 30: Top Five European Hybrid/Electric Vehicle Rental Companies, 2018

Table 31: Asia-Pacific Market for Hybrid/Electric Vehicle Rental Services, Through 2023

Table 32: Top Five Asia-Pacific Hybrid/Electric Vehicle Rental Companies, 2018

Table 33: South American Market for Hybrid/Electric Car Rental Services, Through

2023

Table 34: Top Five South American Hybrid/Electric Vehicle Rental Companies, 2018

Table 35: North American Market for Ride Sharing Car Rental Services, Through 2023

Table 36: Top Five North American Ride Sharing Car Rental Companies, 2018

Table 37: European Market for Ride Sharing Car Rental Services, Through 2023

Table 38: Top Five European Ride Sharing Car Rental Companies, 2018

Table 39: Asia-Pacific Market for Ride Sharing Car Rental Services, Through 2023

Table 40: Top Five Asia-Pacific Ride Sharing Car Rental Companies, 2018

Table 41: South American Market for Ride Sharing Car Rental Services, Through 2023

Table 42: Top Five South American Ride Sharing Car Rental Companies, 2018

Table 43: AJ Rent A Car Key Dates, 1988-2016

Table 44: Avis Budget Group: Milestones, 1946-2018

Table 45: Payless Car Rental Vehicle Manufacturers and Models

Table 46: BlaBla Car: Company Expansion, 2009-2016

Table 47: Didi Chuxing: Service Offerings

Table 48: E-Z Rent-A-Car LLC: Locations

Table 49: Fox Rent A Car Inc.: Milestones, 1989-2017

Table 50: Hertz Global Holdings Inc.: Key Dates, 1918-2015

Table 51: Himalayan Car Rental Inc.: Vehicle Types and Capacity

Table 52: Orix Rent A Car: Milestones, 1973-2014

Table 53: PT Tunas Ridean TDK: Milestones, 1967-2013

Table 54: Reo Car: Milestones, 2010-2016

Table 55: Sumisho Auto Leasing Corp.: Milestones, 1981-2014

Table 56: Times Mobility Co. Ltd.: Milestones, 1985-2017



## List Of Figures

### LIST OF FIGURES

Summary Figure: Global Market for Car Rentals, by Region, 2017-2023

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