

# The 2025-2030 World Outlook for Car Rentals

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## Abstracts

This study covers the world outlook for car rentals across more than 190 countries. For each year reported, estimates are given for the latent demand, or potential industry earnings (P.I.E.), for the country in question (in millions of U.S. dollars), the percent share the country is of the region, and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of car rentals as including all commonly understood services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include 1st Source Bank, ACE Rent A Car, Inc. Reservation System, Advantage Rent A Car Franchise Sales, AFC Automotive Finance Corporation, Alamo, Al-Futtaim Vehicle Rentals Company, LLC, Alliance Inspection Management, Ally SmartAuctions, Alternative Claims Management, ARRC Auto Rental Resource Center, Arthur J. Gallacher & Company, Avis Budget Group, Baker Donelson, Bluebird Auto Rental Systems, Budget Rent A Car System, Card Connect, CarVi, Carzonrent India, Cathedral Consulting, Chrysler Group, Collateral Consultants, DamageID, Dent Wizard International, Dollar Thrifty Automotive Group Franchise, DoorKing, DTG Operations, Inc., Easy Taxi, Eco Rent A Car, Element Fleet Management, Enterprise Holdings, Europcar, Eyewitness Surveillance, FJM Security Products, Frontline Performance Group, Geotab, German Rent A Car, Get Spiffy, Global Toll Services, GM Financial, Gold Star GPS – Spieron, Goodyear Tire & Rubber Company, Green Motion, Guidepoint Systems, Hawthorne Claims Management, Hertz, Hincklease, HQ Rental Software, Hull & Company,

HyreCar, Insurance Office of America (IOA), International Franchise System, Jack Cooper Logistics, Jim Schalberg Auto Rental Solutions, Kia USA, Knight Management Insurance, Lancer Insurance Company, Leslie Saunders Insurance, Localiza, Mahindra & Mahindra, Manheim Financial System (Cox Automotive), Mazda North American Operations, Nauto, Navotar, Nissan Car Solutions Company, Ltd., NS Wash Systems, Nu Car Rentals Franchise Sales, Ola Cabs, Parr Industries II, Inc., Payless Car Rental Franchise Sales, Plave Koch, PLC, Polsinelli, PC, PriceWaterhouseCoopers, LLP, PurCo Fleet Services, Inc., Rate Highway, Inc., Record 360, RentalMatics, RideCell, Routes Car Rental, Selig Leasing, SixSense, Sixt, Sonoran National Insurance, Stephens Insurance, LLC, Taxify OU, Tempest Car Hire, The Hertz, Toyota Motor Sales USA, Inc., TravelClick, Travelport, Triad Insurance, TSD Rental, LLC., Uber Technologies, U-Haul Car Share, United Rental System, U-Save Auto Rental Franchise Sales, Viking Client Service, Volkswagen of America, W.S. Tierney & Company, WeProov, Wheels Car Rental System, Williams & Stazzone Insurance, Zoomcar India Pvt, Zubie, and Zurich Insurance Group. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2024).

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