

The 2023-2028 Outlook for Car Rentals in the United States

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Abstracts

This study covers the latent demand outlook for car rentals across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and city, latent demand estimates are created for car rentals. 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 2022).

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