

Survey of Major Yellow Pages Advertisers *

Automobile Renting & Leasing

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Auto/SUV Renting & Leasing Truck Renting & Leasing Van/RV Renting & Leasing Local & One-Way Rentals Short Term/Long Term Car Types Specified - Sub-Compacts, Compacts, Mid-Size, Luxury, Economy, SUV Multi-Year/Fleet Leasing Service-Lease Packages Features – AC, Phone, etc. Worldwide Reservations Frequent Flyer Miles Used Car Sales Child Safety Seat Rentals	Area Airports Listed Cargo Vans, Wagons, Pick-Ups, Mini-Vans, Convertibles, etc. MANY ILLUSTRATIONS & PHOTOS - MODELS AVAIL. EMPHASIS ON LOW RATES CD/Video/TV/Tape/Headphones “Luxury Cars to Economy Cars” Vacations/Business Trips Commercial Accounts Cellular/Portable Phone Rentals 7- or 15-Passenger Vans Unlimited/Free (Specified) Miles DMV Driving Test Rentals	Roof Racks/Ski Racks 4-Wheel Drives/Jeeps/Vacation Vans Construction/Industrial Equipment New and Used / Cars to Mexico/Canada Club Wagons/Conversion Vans Special Accident & Stolen Car Rates Insurance Replacements Non Smoking Cars / 25 & Under Welcome Specialty Cars – Mustangs, MGs, etc. Mileage Plans/Mileage Allowance Daily/Weekly/Weekend/Monthly Rentals Handicap Accessible Vehicles Corporate/Government Rates Mini-Lease Rates
Key Brand Names:	Car Maker Rental Systems- Ford, Chrysler, etc. Car Makes Specified in Some Ads Alamo Almost New	American International Avis Budget Dollar Enterprise	Hertz Jiffy National Payless Rent-A-Wreck
Confidence Factors:	Years in Business "Problem-Free" Rental Testimonials in Ad 24-Hour On-Premise Security	Specialty-e.g., Luxury Cars Safety-Checked/Late Model Cars 24 Hour Roadside Assistance Airline Partners Listed	Quality Service/Local Ownership Dealer Leasing Associations Brand Affiliation/National Ad Tie-Ins Insurance Replacement Rates/Direct Billing
Convenience Factors	Days/Hours Open Open 24/7 / Mini Leases Hotel/Airport Pick-Up & Dlvry Fast Airport Service Toll-Free/Fax/TTY Number Reserve Online	Website/E-Mail Address Cash/Checks Accepted - Deposit Out-of-Town Reservations Location Data/Maps Foreign License Accepted Senior/AAA Discounts	AREAS SERVED/MULTI-LOCATIONS (Local) Customer Pick-Up Available Near Airport/Airport Parking Credit Cards / Direct Insurance Billing Minimum Age Specified / Express Return Invitation/Inducements to Visit Website
Special Services or Extras:	Frequent Renter Program Free Pickup - Home/Office Cash Deposit Accepted Vacation/Ski Packages Holiday & Weekend Rates Rates Quoted in Some Ads	Exotic Sports Cars Maintenance Contracts Used Car/Trucks for Sale Flat Rates/Half-Day Rates “No Credit Card Needed” Insurance Available	Foreign Language(s) / Repair Shop Rates Senior/Student/Club/Military Discounts Mon-Thurs Business Special Cross Rentals (One Party with Credit Card, One with License) “Rates Geared to Insurance Allowance”
Typical Related Headings:	Automobile Dealers-New Cars	Automobile Dealers-Used Cars	Auto Repair & Service

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