

LOUISVILLE REGIONAL AIRPORT AUTHORITY  
 RENTAL CAR CONCESSIONS  
 SHARE OF MARKET  
 FISCAL YEAR 2009

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 08	424,772.88	916,447.00	566,160.71	405,109.36	526,064.87	1,167,867.85	601,514.24	363,785.00	4,971,721.91	4,787,044.39
% OF TOTAL	8.54	18.43	11.39	8.15	10.58	23.49	12.10	7.32	100.00	
AUGUST	396,343.07	921,264.61	542,727.37	399,885.98	520,674.06	1,119,449.79	533,590.34	422,220.01	4,856,155.23	5,157,381.21
% OF TOTAL	8.16	18.97	11.18	8.23	10.72	23.05	10.99	8.69	100.00	
SEPTEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,237,648.74
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,320,354.83
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,458,550.63
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,382,786.78
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,213,243.75
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,918,072.07
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,552,037.12
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,517,426.24
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,672,668.75
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,067,618.65
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	821,115.95	1,837,711.61	1,108,888.08	804,995.34	1,046,738.93	2,287,317.64	1,135,104.58	786,005.01	9,827,877.14	54,284,833.16
% OF TOTAL	8.36	18.70	11.28	8.19	10.65	23.27	11.55	8.00	100.00	100.00

LOUISVILLE REGIONAL AIRPORT AUTHORITY  
 RENTAL CAR CONCESSIONS  
 NUMBER OF TRANSACTIONS  
 FISCAL YEAR 2009

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 08	2,369	4,649	2,508	1,803	2,538	5,954	3,298	1,674	24,793	25,252
% OF TOTAL	9.56	18.75	10.12	7.27	10.24	24.01	13.30	6.75	100.00	
AUGUST	2,246	4,628	2,570	1,862	2,399	5,780	3,317	2,122	24,924	27,904
% OF TOTAL	9.01	18.57	10.31	7.47	9.63	23.19	13.31	8.51	100.00	
SEPTEMBER	0	0	0	0	0	0	0	0	0	25,340
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER	0	0	0	0	0	0	0	0	0	29,700
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER	0	0	0	0	0	0	0	0	0	24,820
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER	0	0	0	0	0	0	0	0	0	19,026
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 09	0	0	0	0	0	0	0	0	0	19,066
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY	0	0	0	0	0	0	0	0	0	21,556
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH	0	0	0	0	0	0	0	0	0	24,177
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL	0	0	0	0	0	0	0	0	0	25,369
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY	0	0	0	0	0	0	0	0	0	28,911
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE	0	0	0	0	0	0	0	0	0	25,372
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	4,615	9,277	5,078	3,665	4,937	11,734	6,615	3,796	49,717	296,493
% OF TOTAL	9.28	18.66	10.21	7.37	9.93	23.60	13.31	7.64	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY  
 RENTAL CAR CONCESSIONS  
 REVENUE PER TRANSACTION  
 FISCAL YEAR 2009

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>VANGUARD</u>	<u>THRIFTY</u>	<u>PRIOR YEAR</u>
JULY, 08	179.30	197.13	225.74	224.69	207.28	196.15	182.39	217.31	189.57
AUGUST	176.47	199.06	211.18	214.76	217.04	193.68	160.87	198.97	184.83
SEPTEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	167.23
OCTOBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	179.14
NOVEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	179.64
DECEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	177.80
JANUARY, 09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	168.53
FEBRUARY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	181.76
MARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	188.28
APRIL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	178.07
MAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	196.21
JUNE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	199.73
YTD	177.92	198.09	218.37	219.64	212.02	194.93	171.60	207.06	183.09

**LOUISVILLE REGIONAL AIRPORT AUTHORITY**  
**FISCAL 2009 CAR RENTAL MARKET SHARE REPORT**

	ALAMO			AVIS			BUDGET			DOLLAR			ENTERPRISE		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
July	407,448	424,773	4.25%	795,275	916,447	15.24%	599,783	566,161	-5.61%	429,944	405,109	-5.78%	539,265	526,065	-2.45%
August	386,000	396,343	2.68%	1,003,689	921,265	-8.21%	568,316	542,727	-4.50%	413,443	399,886	-3.28%	537,270	520,674	-3.09%
September	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	793,448	821,116	3.49%	1,798,964	1,837,712	2.15%	1,168,099	1,108,888	-5.07%	843,387	804,995	-4.55%	1,078,543	1,046,739	-2.95%

	HERTZ			NATIONAL			THRIFTY			TOTALS		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
July	1,213,717	1,167,868	-3.78%	480,671	601,514	25.14%	320,941	363,785	13.35%	4,787,044	4,971,722	3.86%
August	1,368,982	1,119,450	-18.23%	517,755	533,590	3.06%	361,927	422,220	16.66%	5,157,381	4,856,155	-5.84%
September	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	2,582,699	2,287,318	-11.44%	998,426	1,135,105	13.69%	682,868	786,005	15.10%	9,944,426	9,827,877	-1.17%

## Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2008	2009			
July	176,527	172,062	-2.53%	ALAMO	8.35%
August	166,069	154,692	-6.85%	AVIS	18.70%
September			0.00%	BUDGET	11.28%
October			0.00%	DOLLAR	8.19%
November			0.00%	ENTERPRISE	10.65%
December			0.00%	HERTZ	23.27%
January			0.00%	VANGUARD	11.55%
February			0.00%	THRIFTY	8.00%
March			0.00%	<b>Totals</b>	<b>100.00%</b>
April			0.00%		
May			0.00%		
June			0.00%		
<b>Totals</b>	<b>342,596</b>	<b>326,754</b>	<b>-4.62%</b>		

### CAR RENTAL MARKET SHARE

