

RENTAL CAR CONCESSIONS  
SHARE OF MARKET  
FISCAL YEAR 2014

	<u>ADVANTAGE</u> <sup>1,2</sup>	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ</u> <sup>1,2</sup>	<u>NATIONAL</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 13	184,828.61	293,900.81	784,207.60	631,857.74	553,037.86	850,075.90	1,016,030.37	663,340.63	4,977,279.52	5,059,638.08
% OF TOTAL	3.71	5.90	15.76	12.69	11.11	17.08	20.41	13.33	100.00	
AUGUST, 13	151,247.66	236,213.37	789,172.00	498,696.14	587,530.20	854,521.78	992,905.01	751,078.59	4,861,364.75	4,943,083.51
% OF TOTAL	3.11	4.86	16.23	10.26	12.09	17.58	20.42	15.45	100.00	
SEPTEMBER, 13	106,922.62	210,283.20	678,877.17	433,836.10	524,897.99	707,275.62	868,463.89	661,266.15	4,191,822.74	3,974,742.46
% OF TOTAL	2.55	5.02	16.20	10.35	12.52	16.87	20.72	15.78	100.00	
OCTOBER, 13	118,754.75	243,223.26	866,290.81	516,153.15	570,851.59	883,495.46	1,045,067.58	873,709.18	5,117,545.78	4,805,548.56
% OF TOTAL	2.32	4.75	16.93	10.09	11.15	17.26	20.42	17.07	100.00	
NOVEMBER, 13	99,073.36	183,408.05	740,847.20	422,925.36	495,702.52	797,319.58	848,567.44	662,771.04	4,250,614.55	4,005,305.14
% OF TOTAL	2.33	4.31	17.43	9.95	11.66	18.76	19.96	15.59	100.00	
DECEMBER, 13	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
JANUARY, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FEBRUARY, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MARCH, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
APRIL, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MAY, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
JUNE, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
YTD (\$)	660,827.00	1,167,028.69	3,859,394.78	2,503,468.49	2,732,020.16	4,092,688.34	4,771,034.29	3,612,165.59	23,398,627.34	22,788,317.75
% OF TOTAL	2.82	4.99	16.49	10.70	11.68	17.49	20.39	15.44	100.00	

<sup>1</sup> Hertz/Advantage is a separate concession effective April 1, 2012

<sup>2</sup> Hertz sale of Advantage effective December 2012.

LOUISVILLE REGIONAL AIRPORT AUTHORITY  
RENTAL CAR CONCESSIONS  
NUMBER OF TRANSACTIONS  
FISCAL YEAR 2014

	ADVANTAGE <sup>1,2</sup>	ALAMO	AVIS	BUDGET	DOLLAR/THRIFTY	ENTERPRISE	HERTZ <sup>1,2</sup>	NATIONAL	TOTAL	PRIOR YEAR
JULY, 13	1,032	1,262	4,072	2,779	2,789	4,246	5,390	3,907	25,477	25,506
% OF TOTAL	4.05	4.95	15.98	10.91	10.95	16.67	21.16	15.34	100.00	
AUGUST, 13	941	1,205	4,305	2,358	3,316	4,983	5,372	4,608	27,088	27,306
% OF TOTAL	3.47	4.45	15.89	8.71	12.24	18.40	19.83	17.01	100.00	
SEPTEMBER, 13	745	1,349	4,086	2,454	3,178	4,642	5,426	4,320	26,200	25,533
% OF TOTAL	2.84	5.15	15.60	9.37	12.13	17.72	20.71	16.49	100.00	
OCTOBER, 13	847	1,499	5,006	2,597	3,144	5,016	6,380	5,300	29,789	28,936
% OF TOTAL	2.84	5.03	16.80	8.72	10.55	16.84	21.42	17.79	100.00	
NOVEMBER, 13	631	1,168	4,135	2,024	2,602	4,172	5,073	4,167	23,972	24,532
% OF TOTAL	2.63	4.87	17.25	8.44	10.85	17.40	21.16	17.38	100.00	
DECEMBER, 13	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	4,196	6,483	21,604	12,212	15,029	23,059	27,641	22,302	132,526	131,813
% OF TOTAL	3.17	4.89	16.30	9.21	11.34	17.40	20.86	16.83	100.00	

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LOUISVILLE REGIONAL AIRPORT AUTHORITY  
 RENTAL CAR CONCESSIONS  
 REVENUE PER TRANSACTION  
 FISCAL YEAR 2014

	<u>ADVANTAGE<sup>1,2</sup></u>	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ<sup>1,2</sup></u>	<u>NATIONAL</u>	<u>CURRENT YEAR</u>	<u>PRIOR YEAR</u>
JULY, 13	179.10	232.88	192.59	227.37	198.29	200.21	188.50	169.78	195.36	198.37
AUGUST, 13	160.73	196.03	183.32	211.49	177.18	171.49	184.83	162.99	179.47	181.03
SEPTEMBER, 13	143.52	155.88	166.15	176.79	165.17	152.36	160.06	153.07	159.99	155.67
OCTOBER, 13	140.21	162.26	173.05	198.75	181.57	176.14	163.80	164.85	171.79	166.08
NOVEMBER, 13	157.01	157.03	179.16	208.96	190.51	191.11	167.27	159.05	177.32	163.27
DECEMBER, 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	173.68
JANUARY, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	168.10
FEBRUARY, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	162.31
MARCH, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	169.42
APRIL, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	164.40
MAY, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	173.59
JUNE, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	182.32
YTD	157.49	180.01	178.64	205.00	181.78	177.49	172.61	161.97	176.56	171.71

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**LOUISVILLE REGIONAL AIRPORT AUTHORITY**  
**FISCAL 2014 CAR RENTAL MARKET SHARE REPORT**

	ADVANTAGE <sup>1,2</sup>			ALAMO			AVIS			BUDGET			DOLLAR/THRIFTY		
	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
July	242,250	184,829	-23.70%	329,968	293,901	-10.93%	715,232	784,208	9.64%	479,000	631,858	31.91%	622,289	553,038	-11.13%
August	201,112	151,248	-24.79%	255,018	236,213	-7.37%	774,986	789,172	1.83%	438,708	498,696	13.67%	545,184	587,530	7.77%
September	155,344	106,923	-31.17%	192,333	210,283	9.33%	605,709	678,877	12.08%	331,650	433,836	30.81%	457,710	524,898	14.68%
October	205,134	118,755	-42.11%	240,390	243,223	1.18%	783,197	866,291	10.61%	407,180	516,153	26.76%	512,429	570,852	11.40%
November	182,880	99,073	-45.83%	186,698	183,408	-1.76%	661,672	740,847	11.97%	346,606	422,925	22.02%	427,745	495,703	15.89%
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	986,719	660,827	-33.03%	1,204,407	1,167,029	-3.10%	3,540,796	3,859,395	9.00%	2,003,143	2,503,468	24.98%	2,565,357	2,732,020	6.50%

	ENTERPRISE			HERTZ <sup>1,2</sup>			NATIONAL			TOTALS		
	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
July	1,020,689	850,076	-16.72%	980,699	1,016,030	3.60%	669,512	663,341	-0.92%	5,059,638	4,977,280	-1.63%
August	902,317	854,522	-5.30%	1,019,993	992,905	-2.66%	805,766	751,079	-6.79%	4,943,084	4,861,365	-1.65%
September	754,180	707,276	-6.22%	844,217	868,464	2.87%	633,601	661,266	4.37%	3,974,742	4,191,823	5.46%
October	892,212	883,495	-0.98%	988,824	1,045,068	5.69%	776,182	873,709	12.57%	4,805,549	5,117,546	6.49%
November	792,335	797,320	0.63%	768,321	848,567	10.44%	639,048	662,771	3.71%	4,005,305	4,250,615	6.12%
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	4,361,733	4,092,688	-6.17%	4,602,054	4,771,034	3.67%	3,524,108	3,612,166	2.50%	22,788,318	23,398,627	2.68%

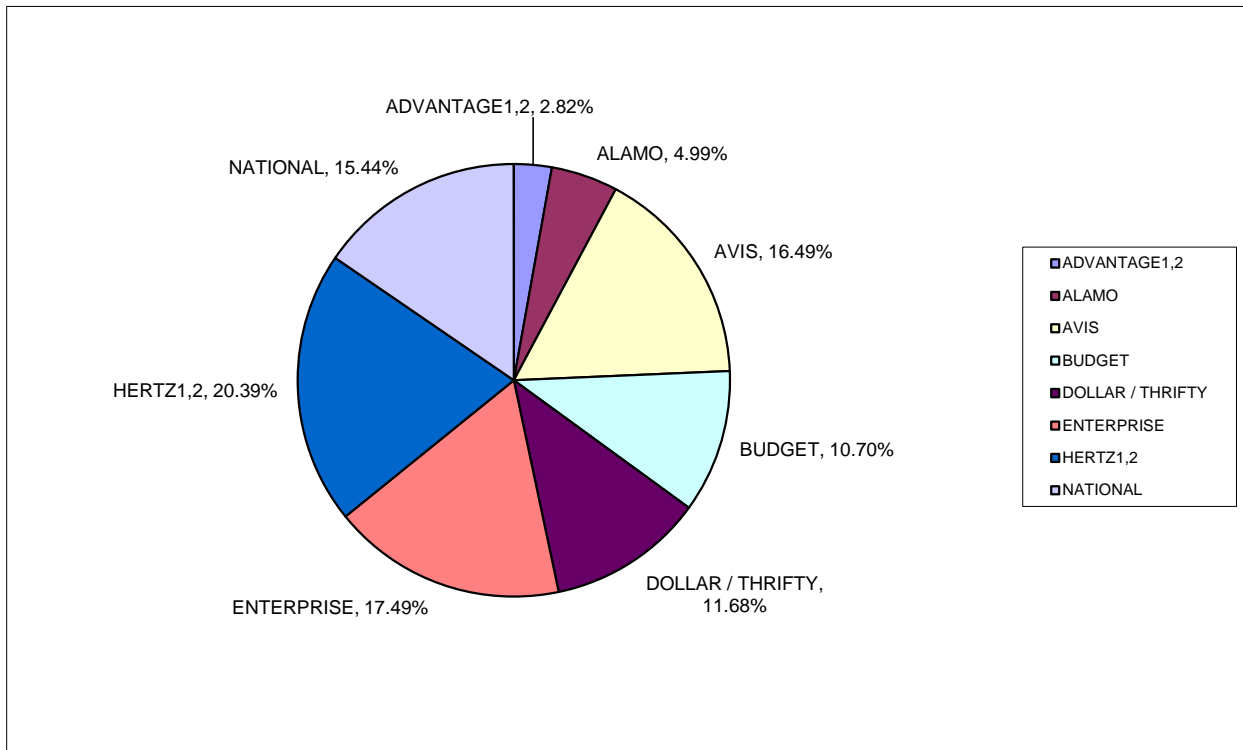
Notes:

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## Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2013	2014			
July	156,156	153,066	-1.98%	ADVANTAGE <sup>1,2</sup>	2.82%
August	148,368	137,602	-7.26%	ALAMO	4.99%
September	136,945	138,080	0.83%	AVIS	16.49%
October	161,791	167,273	3.39%	BUDGET	10.70%
November	138,086	133,265	-3.49%	DOLLAR / THRIFTY	11.68%
December	-	-	0.00%	ENTERPRISE	17.49%
January	-	-	0.00%	HERTZ <sup>1,2</sup>	20.39%
February	-	-	0.00%	NATIONAL	15.44%
March	-	-	0.00%	<b>Totals</b>	<b>100.00%</b>
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
<b>Totals</b>	<b>741,346</b>	<b>729,286</b>	<b>-1.63%</b>		



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