

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2015

| | <u>Alamo</u> | <u>Avis</u> | <u>Budget</u> | <u>Dollar/Thrifty</u> | <u>Enterprise</u> | <u>Hertz</u> | <u>National</u> | <u>Payless¹</u> | <u>Total</u> | <u>Prior Year</u> |
|--------------|-----------------|-----------------|-----------------|-----------------------|-------------------|-----------------|-----------------|----------------------------|------------------|-------------------|
| July-14 | 418,222.78 | 970,983.11 | 806,791.93 | 551,110.19 | 836,038.17 | 1,238,818.81 | 864,887.74 | 102,251.87 | 5,789,104.60 | 4,977,279.52 |
| % of Total | 7.22 | 16.77 | 13.94 | 9.52 | 14.44 | 21.40 | 14.94 | 1.77 | 100.00 | |
| August-14 | 441,910.32 | 1,058,258.67 | 638,852.03 | 603,227.09 | 772,137.85 | 1,216,506.89 | 981,094.56 | 127,504.85 | 5,839,492.26 | 4,861,364.75 |
| % of Total | 7.57 | 18.12 | 10.94 | 10.33 | 13.22 | 20.83 | 16.80 | 2.18 | 100.00 | |
| September-14 | 319,024.94 | 715,537.09 | 480,449.72 | 540,225.73 | 666,060.55 | 958,515.26 | 746,439.55 | 105,807.40 | 4,532,060.24 | 4,191,822.74 |
| % of Total | 7.04 | 15.79 | 10.60 | 11.92 | 14.70 | 21.15 | 16.47 | 2.33 | 100.00 | |
| October-14 | 367,556.25 | 836,458.08 | 612,034.46 | 561,650.50 | 869,651.06 | 1,074,631.11 | 942,976.97 | 133,830.26 | 5,398,788.69 | 5,118,711.48 |
| % of Total | 6.81 | 15.49 | 11.34 | 10.40 | 16.11 | 19.91 | 17.47 | 2.48 | 100.00 | |
| November-14 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| December-14 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| January-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| February-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| March-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| April-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| May-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| June-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| YTD (\$) | \$ 1,546,714.29 | \$ 3,581,236.95 | \$ 2,538,128.14 | \$ 2,256,213.51 | \$ 3,143,887.63 | \$ 4,488,472.07 | \$ 3,535,398.82 | \$ 469,394.38 | \$ 21,559,445.79 | \$ 19,149,178.49 |
| % of Total | 7.17 | 16.61 | 11.77 | 10.47 | 14.58 | 20.82 | 16.40 | 2.18 | 100.00 | |

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2015

| | <u>Alamo</u> | <u>Avis</u> | <u>Budget</u> | <u>Dollar/Thrifty</u> | <u>Enterprise</u> | <u>Hertz</u> | <u>National</u> | <u>Payless¹</u> | <u>Total</u> | <u>Prior Year</u> |
|--------------|--------------|-------------|---------------|-----------------------|-------------------|--------------|-----------------|----------------------------|--------------|-------------------|
| July-14 | 1,791 | 4,412 | 3,233 | 2,301 | 3,627 | 6,374 | 4,853 | 456 | 27,047 | 25,506 |
| % of Total | 6.62 | 16.31 | 11.95 | 8.51 | 13.41 | 23.57 | 17.94 | 1.69 | 100.00 | |
| August-14 | 2,249 | 4,554 | 2,859 | 2,773 | 3,667 | 5,988 | 5,273 | 652 | 28,015 | 27,306 |
| % of Total | 8.03 | 16.26 | 10.21 | 9.90 | 13.09 | 21.37 | 18.82 | 2.33 | 100.00 | |
| September-14 | 2,238 | 3,894 | 2,680 | 2,972 | 3,833 | 5,683 | 4,610 | 657 | 26,567 | 25,533 |
| % of Total | 8.42 | 14.66 | 10.09 | 11.19 | 14.43 | 21.39 | 17.35 | 2.47 | 100.00 | |
| October-14 | 2,187 | 4,522 | 3,335 | 2,755 | 4,284 | 5,758 | 5,653 | 649 | 29,143 | 28,936 |
| % of Total | 7.50 | 15.52 | 11.44 | 9.45 | 14.70 | 19.76 | 19.40 | 2.23 | 100.00 | |
| November-14 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| December-14 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| January-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| February-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| March-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| April-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| May-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| June-15 | - | - | - | - | - | - | - | - | - | - |
| % of Total | - | - | - | - | - | - | - | - | - | - |
| YTD | 8,465 | 17,382 | 12,107 | 10,801 | 15,411 | 23,803 | 20,389 | 2,414 | 110,772 | 107,281 |
| % of Total | 7.64 | 15.69 | 10.93 | 9.75 | 13.91 | 21.49 | 18.41 | 2.18 | 100.00 | |

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2015

| | <u>Alamo</u> | <u>Avis</u> | <u>Budget</u> | <u>Dollar/Thrifty</u> | <u>Enterprise</u> | <u>Hertz</u> | <u>National</u> | <u>Payless¹</u> | <u>Total</u> | <u>Prior Year</u> |
|--------------|--------------|-------------|---------------|-----------------------|-------------------|--------------|-----------------|----------------------------|--------------|-------------------|
| July-14 | 233.51 | 220.08 | 249.55 | 239.51 | 230.50 | 194.36 | 178.22 | 224.24 | 214.04 | 198.37 |
| August-14 | 196.49 | 232.38 | 223.45 | 217.54 | 210.56 | 203.16 | 186.06 | 195.56 | 208.44 | 181.03 |
| September-14 | 142.55 | 183.75 | 179.27 | 181.77 | 173.77 | 168.66 | 161.92 | 161.05 | 170.59 | 155.67 |
| October-14 | 168.06 | 184.98 | 183.52 | 203.87 | 203.00 | 186.63 | 166.81 | 206.21 | 185.25 | 166.08 |
| November-14 | - | - | - | - | - | - | - | - | - | - |
| December-14 | - | - | - | - | - | - | - | - | - | - |
| January-15 | - | - | - | - | - | - | - | - | - | - |
| February-15 | - | - | - | - | - | - | - | - | - | - |
| March-15 | - | - | - | - | - | - | - | - | - | - |
| April-15 | - | - | - | - | - | - | - | - | - | - |
| May-15 | - | - | - | - | - | - | - | - | - | - |
| June-15 | - | - | - | - | - | - | - | - | - | - |
| YTD | 182.72 | 206.03 | 209.64 | 208.89 | 204.00 | 188.57 | 173.40 | 194.45 | 194.63 | 171.71 |

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2015

| | Advantage ² | | | Alamo | | | Avis | | | Budget | | | Dollar/Thrifty | | |
|-----------|------------------------|------|----------|---------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|----------------|-----------|----------|
| | 2014 | 2015 | % Change | 2014 | 2015 | % Change | 2014 | 2015 | % Change | 2014 | 2015 | % Change | 2014 | 2015 | % Change |
| July | 184,829 | - | -100.00% | 293,901 | 418,223 | 42.30% | 784,208 | 970,983 | 23.82% | 631,858 | 806,792 | 27.69% | 553,038 | 551,110 | -0.35% |
| August | 151,248 | - | -100.00% | 236,213 | 441,910 | 87.08% | 789,172 | 1,058,259 | 34.10% | 498,696 | 638,852 | 28.10% | 587,530 | 603,227 | 2.67% |
| September | 106,923 | - | -100.00% | 210,283 | 319,025 | 51.71% | 678,877 | 715,537 | 5.40% | 433,836 | 480,450 | 10.74% | 524,898 | 540,226 | 2.92% |
| October | 118,755 | - | -100.00% | 243,223 | 367,556 | 51.12% | 866,291 | 836,458 | -3.44% | 516,153 | 612,034 | 18.58% | 570,852 | 561,651 | -1.61% |
| 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 | 561,754 | - | -100.00% | 983,621 | 1,546,714 | 57.25% | 3,118,548 | 3,581,237 | 14.84% | 2,080,543 | 2,538,128 | 21.99% | 2,236,318 | 2,256,214 | 0.89% |

| | Enterprise | | | Hertz | | | National | | | Payless ¹ | | | Totals | | |
|-----------|------------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|----------------------|---------|----------|------------|------------|----------|
| | 2014 | 2015 | % Change | 2014 | 2015 | % Change | 2014 | 2015 | % Change | 2014 | 2015 | % Change | 2014 | 2015 | % Change |
| July | 850,076 | 836,038 | -1.65% | 1,016,030 | 1,238,819 | 21.93% | 663,341 | 864,888 | 30.38% | - | 102,252 | 0.00% | 4,977,280 | 5,789,105 | 16.31% |
| August | 854,522 | 772,138 | -9.64% | 992,905 | 1,216,507 | 22.52% | 751,079 | 981,095 | 30.62% | - | 127,505 | 0.00% | 4,861,365 | 5,839,492 | 20.12% |
| September | 707,276 | 666,061 | -5.83% | 868,464 | 958,515 | 10.37% | 661,266 | 746,440 | 12.88% | - | 105,807 | 0.00% | 4,191,823 | 4,532,060 | 8.12% |
| October | 883,495 | 869,651 | -1.57% | 1,046,233 | 1,074,631 | 2.71% | 873,709 | 942,977 | 7.93% | - | 133,830 | 0.00% | 5,118,711 | 5,398,789 | 5.47% |
| 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 | 3,295,369 | 3,143,888 | -4.60% | 3,923,633 | 4,488,472 | 14.40% | 2,949,395 | 3,535,399 | 19.87% | - | 469,394 | 0.00% | 19,149,178 | 21,559,446 | 12.59% |

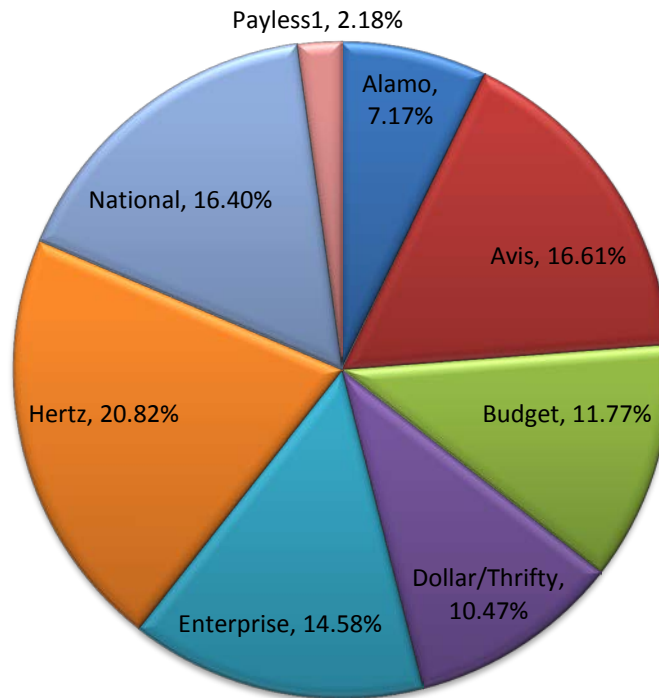
Notes:

¹ Payless Car Rental began operations 06/2014

² Advantage filed bankruptcy Nov-2013. Ceased operations Jan-2014.

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2015

| | Deplanements | | | Market Share | |
|---------------|----------------|----------------|--------------|----------------------|----------------|
| | 2014 | 2015 | | | |
| July | 153,066 | 159,896 | 4.46% | Alamo | 7.17% |
| August | 137,602 | 144,455 | 4.98% | Avis | 16.61% |
| September | 138,080 | 134,764 | -2.40% | Budget | 11.77% |
| October | 167,273 | 158,367 | -5.32% | Dollar/Thrifty | 10.47% |
| November | | | 0.00% | Enterprise | 14.58% |
| December | | | 0.00% | Hertz | 20.82% |
| January | | | 0.00% | National | 16.40% |
| February | | | 0.00% | Payless ¹ | 2.18% |
| March | | | 0.00% | Totals | 100.00% |
| April | | | 0.00% | | |
| May | | | 0.00% | | |
| June | | | 0.00% | | |
| Totals | 596,021 | 597,482 | 0.25% | | |



¹ Payless Car Rental began operations 06/2014