

Hertz: car rental companies essay



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Hertz Global Holdings Inc. Introduction: Hertz operates its car rental business through the Hertz, Dollar and Thrifty brands from approximately 10, 400 corporate, licensee and franchisee locations in North America, Europe, Latin America, Asia, Australia, Africa, the Middle East and New Zealand. Hertz is the largest worldwide airport general use car rental brand, operating from approximately 8, 800 corporate and licensee locations in approximately 150 countries. Hertz is the number one airport car rental brand in the U. S. and at 111 major airports in Europe.

Dollar and Thrifty have approximately 1, 580 corporate and franchisee locations in approximately 80 countries. Product and service initiatives such as Hertz Gold Choice, NeverLost®, and unique cars and SUVs offered through Hertz's Adrenaline, Prestige and Green Traveler Collections, set Hertz apart from the competition. Additionally, Hertz owns the vehicle leasing and fleet management leader Donlen Corporation and operates the Hertz On Demand car sharing business. The Company also owns a leading North American equipment rental business, Hertz Equipment Rental Corporation, which includes Hertz Entertainment Services.

Mission and Vision Statement Mission statement: Our mission is to be the most customers focused, cost efficient vehicle and equipment rental / leasing company in every market we serve. We will strengthen our leading worldwide positions through a shared value culture of employee and partner involvement by making strategic investments in our brand, people and products. The focus of everything we do will be continuously in proving shareholder value. Vision Statement: We will be the first choice brand for

vehicle and equipment rental / leasing and total mobility solutions. Corporate Profile Hertz:

We are proud to be the only true global car rental company, providing quality car rental service for over 90 years. Hertz Equipment Rental: We are one of the leading providers of the rental and sale of heavy equipment and tools for construction and industrial needs. Hertz Car Sale: We sell one-year-old vehicles from our rental fleet to make room for new models. With our low fixed prices, you have the advantage. Hertz Claim Management: We provide professional claim management services for liability exposures; specializing in automobile and general liability claims. Hertz Truck and Van Rental:

Whether moving across town or making extra-large deliveries, we're here to help. Hertz has set the standard for quality, reliability and service worldwide. We bring you that same dependability for all your moving needs. Hertz Lease: Hertz Lease is able to offer a wide range of operational leasing and fleet management services through its franchise network around Europe, the Middle East and Africa. Hertz Entertainment Services: Hertz Entertainment Services offers everything you need for your next big film or television production or live event. Take advantage of our full packages along with equipment and vehicle delivery.

We offer 24 hour service 7 days a week. Hertz 24/7: With Hertz 24/7, it's easy to rent a car by the hour or day. At any hour. With fuel and insurance included. Rent2Buy: A completely new way to buy a used car. With Rent2Buy, Hertz is revolutionizing the way people buy cars. We make it easy for you to get a great car, a great price, and a great buying experience.

Donlen: Donlen Corporation, a wholly-owned subsidiary of Hertz, with headquarters in Northbrook, IL, is a global provider of innovative fleet leasing and management solutions for corporate fleets across the U. S. and has approximately 150, 000 vehicles under lease and management. Since 1965, Donlen has offered its clients highly personalized and responsive customer service and the Company believes that employee satisfaction leads to customer satisfaction, resulting in continued success for Donlen and its clients. Dollar Thrifty Group: Dollar Thrifty Group – Through its Dollar Rent A Car and Thrifty Car Rental brands, Dollar Thrifty Group has been serving value-conscious leisure and business travelers since 1950. Dollar Thrifty maintains a strong presence in domestic leisure travel in virtually all of the top U.

S. and Canadian airport markets, and derives a significant portion of its revenue from international travelers to the U. S. under contracts with various international tour operators. Dollar and Thrifty have approximately 280 corporate locations in the United States and Canada, with approximately 5, 800 employees located mainly in North America. In addition to its corporate operations, the Company maintains global service capabilities through an expansive franchise network of approximately 1, 300 franchise locations in 82 countries. Electronic Commerce (e-commerce):

Internet: Online websites provides consumers with access to all car rental services rate available in nearby geographic regions. Consumers can compare the car rental service rates from competitors all in one location. This allows for easy comparison shopping. Mobile: Smart phone application help consumers find the current rates of competing car rental service

companies while they are traveling. The continuous evaluation of technology has changed the way consumers search for products information, comparison shop, and place their product reservations.

To remain competitive within the rental and leasing services companies, Hertz car rental must quickly adapt to these changes to continue offering services that will satisfy their customers. Hertz create an internet website and smart phone application to highlight their prices, products, services, and current promotional offers to consumers online. Consumers can purchase their car rental products and services directly from the website through company reservation portals. Consumers have several channels available to them that make the task of renting a car services quick and easy.

Consumers can book their car rental products and services through reservation portals located on the company website or through the company's mobile smart phone application. Consumer can also book reservations by calling or walking into any Hertz car rental location. Change in technology has enabled Hertz Car Rental to make changes in their production activities to increase their operational efficiency and lower the car rental service cost they offer to consumers as a way to remain competitive.

The Hertz car rental company website contains a reservation portal where consumers can purchase car rental products and services in financially-secure environment. When vehicles are no longer eligible for manufacturer repurchase or enrollment in the guaranteed depreciation program, Hertz Car Rental will remove the rental vehicles from their product line. Hertz car rental use the following channels to dispose of their rental vehicles: E-

Auctions, broken sales, wholesaler and use car retail networks. The operating hours of each Hertz rent a car location varies.

Hertz provides customer services to their customers whenever it is requested. Enterprise reservation center, FAQ and live help are 24/7 available for customer assistance. Enterprise Holdings Introduction: Enterprise Holdings has a rich and distinctive heritage. It's a truly remarkable story of how entrepreneurship, hard work and a big dream can turn a tiny start-up into a world-class company. The story begins with our founder, Jack Taylor. Born in our company's home town of St. Louis in 1922, Jack heeded his country's call after the attack on Pearl Harbor drew the United States into World War II.

In 1942, he enlisted and served as a decorated WWII Hellcat pilot in the skies over the South Pacific. Then, like so many others of the " Greatest Generation," Jack returned home to raise his family and start a business. Lessons learned in the Navy – including the values of integrity, hard work, team spirit and simply doing the right thing – helped shape his personality. They also made their mark on the company he founded in 1957, and that his family owns to this day. In a tiny lower-level office in a St.

Louis Cadillac dealership, he started out with a fleet of seven cars, one employee and a commitment to provide a uniquely personal brand of customer service. Jack developed a simple but enduring business philosophy that still guides our efforts as the largest rental car operation in the world: " Take care of your customers and your employees first, and the profits will follow. " As his company grew, the Navy veteran expanded operations into

new markets and named the company after an aircraft carrier on which he had served, the World War II USS Enterprise. The ship was the most decorated vessel in the U.

S. Navy fleet before its decommissioning in 2012. The Secretary of the U. S. Navy has since announced the Enterprise name will live on as the official moniker for the CVN-80, the next nuclear aircraft carrier to be constructed. This marks the ninth time the U. S. Navy will have a ship called Enterprise in its fleet. To learn more about Enterprise's rich heritage, please check out our Founding Values and Cultural Compass, which focuses on our operations, diversity and inclusion, workplace quality, business ethics, public affairs and philanthropy, and environmental conservation.

Mission and Vision Statement Vision Statement: Enterprise Holdings was founded on the belief that by taking care of our customers and our employees — and looking after the communities and the parts of the world in which we operate — we will grow profitably. Mission Statement: The Enterprise Holdings Foundation gives back and strengthens through charitable support the thousands of communities where our employees and our customers work and live. We endorse and underwrite a variety of initiatives and causes throughout the markets where our company operates in support of four key focus areas: * We assist many local causes by providing a 50 percent match of our employees' contributions to United Way campaigns throughout these communities. * We believe it is important to provide financial resources to worthwhile nonprofit initiatives that are actively supported by our employees, their spouses, and loyal customers. * We strive to provide more sizable special grants to nonprofit groups or causes of

significant strategic or social importance to our company and our employees. We support relief projects or causes the company deems important as they arise, such as natural disasters that affect our customers and our employees. Our giving flows from the belief that we owe our success to the communities we serve, and we must support their good causes in return. Corporate Profile

Enterprise Rent a Car: Founded in 1957, Enterprise Rent-A-Car is an internationally recognized brand with more than 6, 000 neighborhood and airport locations in the United States, Canada, the U. K. , Ireland, Germany, France and Spain.

Through tremendous leadership and the entrepreneurial spirit of our employees, we have built the largest car rental brand in North America, known for exceptionally low rates and outstanding customer service. Today, Enterprise offers a wide variety of car leasing, vanpooling, car sharing and hourly rental programs – and local car rental customers are picked up at no extra cost. Enterprise Car Sales: We sell one-year-old vehicles from our rental fleet to make room for new models. With our low fixed prices, you have the advantage.

Enterprise Rent a Truck: At Enterprise, our goal is to make your job easier. Our branches are nearby and our vehicles are available on short notice. And if you need us to pick you up, we'll do that too. So whether your business is small, medium or large, we have the trucks to fit your needs. Enterprise Car Share: It's a car sharing program in your community that allows you to reserve a car by the hour for one, all-inclusive price. Unlike traditional rental, you only have to be 21 years old* to share in your community. Alamo Rent A Car:

Alamo Rent A Car, the largest car rental provider to international travelers visiting North America, is a value-oriented, internationally recognized brand serving the rental needs of airport leisure travelers. Alamo offers low rental rates and a hassle-free customer experience at the most popular travel destinations throughout the United States, Canada, Mexico, the Caribbean, Latin America and Asia. St. Louis-based Enterprise Holdings owns and operates the Alamo brand in North America. National Car Rental: Enterprise Holdings offers two great rental brands to give astute business travelers everything they need.

National Car Rental has long been favored by frequent renters at airports for speed and vehicle choice. Types of vehicles available to rent In the USA, Enterprise mostly rents vehicle manufactured by General Motors.

Enterprise's current selection includes (or cars similar to): *

Economy: Chevrolet Spark or Kia Rio * Compact: Nissan Versa, Hyundai

Accent or Toyota Yaris * Intermediate: Toyota Corolla or Ford Focus *

Standard: Chrysler 200, Dodge Avenger, Ford Fusion or Chevrolet HHR *

Standard Special: Volkswagen Jetta * Standard Hybrid: Toyota Prius or Ford

Fusion Hybrid Full-Sized: Chevrolet Impala, Nissan Altima, Volkswagen

Passat or Dodge Charger * Premium: Nissan Maxima, Hyundai

Genesis or Buick Regal * Premium Special: Chrysler 300 or Ford Crown

Victoria * Luxury: Cadillac DTS or Lincoln Town Car * Sport: Chevrolet

Camaro, Dodge Challenger or Ford Mustang * Minivan: Chrysler Town and

Country or Dodge Grand Caravan * Intermediate SUV: Ford Escape, Jeep

Liberty or Nissan Rogue * Standard SUV: Jeep Grand Cherokee or Nissan

Pathfinder * Full Size SUV: Chevrolet Tahoe, GMC Yukon or Ford Expedition *
Premium SUV: Chevrolet Suburban or Toyota

Sequoia * Luxury SUV: Cadillac Escalade or Lincoln Navigator * Specialty
SUV: Porsche Cayenne * Pickup Truck: Chevrolet Colorado or Dodge Dakota *
Standard Pickup: Chevrolet Silverado or Ford F150 * Cargo Van: Chevrolet
Express or Ford E Series In Germany, Enterprise rents cars manufactured by
Audi, BMW, Chevrolet, Citroen, Ford, Hyundai, Jaguar, Mini, Nissan, Opel,
Peugeot, Renault, Seat, Skoda, Smart, Toyota, Volkswagen, and Volvo. The
smallest car is the Smart fortwo, the biggest available vehicle is the 3.5 ton
Volkswagen Crafter. E commerce (electronic commerce): Internet:

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The Enterprise car rental company website contains a reservation portal where consumers can purchase car rental products and services in a financially-secure environment. When consumers reserve car rental products and services from Enterprise car rental, a credit check is performed by Enterprise car rental to ensure individuals have adequate financial resources. The individual looking to purchase the car rental products and services must be the account holder of the credit/debit card that the credit check was performed on. The operating hours of each Enterprise rent a car location vary.

Enterprise provides customer services to their customers whenever it is requested. Enterprise reservation center, FAQ and live help are 24/7 available for customer assistance. Lahore Rent a Car Introduction: They are provided access to a maximum new Location Town Cars. Lahore Rent a Car is a best journey in Lahore over five years, Lahoris have trust with Lahore Rent a Car service to provide matchless 24 Hour transportation Serving the entire All Lahore area, Lahore Rent a Car “ specially in service to and from Lahore Airport , Lahore Railway Station DHA and all Hospitals.

Mission and Vision Statement Vision Statement: We provide our valuable and low rates compatibility to serve our customer easy life and peaceful environment in daily routine. Mission statement: Lahore Rent a Car’s mission is to provide a punctual and affordable long term private pick and drop service for schools, colleges, universities, offices and any other workplaces.

We also provide a wide range of transportation for wedding and any other ceremonies. Types of vehicles available to rent:

Following are the vehicles available to rent a very low price. * Toyota Corolla
* Honda Civic * Suzuki Cultus * Coaster Bus * Hi Roof * Office and School Bus
* Ceremony Bus * Wedding Car
E commerce: The continuous evaluation of technology has changed the way consumers search for products information, comparison shop, and place their product. Online websites provides consumers with access to all car rental services rate available in nearby geographic regions. Consumers can compare the car rental service rates from competitors all in one location.

Lahore rent a car creates an internet website to highlight their prices, products, services, and current promotional offers to consumers online. Consumer can also contact them to book their car by telephone. The basic information is also available on their website. Lahore rent a car provides customer services to their customers whenever it is requested. Each and every information is available at the company's website. Customer contact them for the further procedure.