## **Feasibility Report:**

# DFW Airport Car Rental Companies



Advantage: 800 777 5500



Alamo: 800 327 9633



Avis: 972 574 4130 or 800 331 1212



Budget: 800 527 0700



Dollar: 866 434 2226



Enterprise: 972 586 1100



E-Z Rent-A-Car: 972 574 3360



Hertz: 972 453 4759 or 800 654 3131



National: 972 615 5400 or 800 227 3876



Silvercar: 855 359 2227



i»¿Thrifty: 972 456 5980

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#### Introduction

Many people travel by airplane and upon reaching their destination, need a vehicle for transportation. Renting a car is common practice, but there are many different car rental services to choose from near each airport. Most car rental services offer a membership program, which encourages staying with one business, Trying a different place each time or choosing whichever company happens to have a relevant deal at the time may not be the best option if you frequently travel and rent vehicles. This report analyzes six car rental services located near the Dallas Fort Worth Airport in order to provide readers with the information they need to make the best decision when it comes to renting a vehicle.

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#### **Methods**

In order to determine which car rental service had the best features we created a point system. We chose the 6 most recommended car rental companies and then chose 6 different categories to rank them on. These categories are variety of car, price for type of car (comparing similar models among the companies), age policy, number of return locations in Texas, availability of cars, company location from DFW airport, and deals and specials offered during the month of November. Each category is ranked a number 1-6. In his scale 1 is the worst service and 6 is the best. In categories where the companies tied, we used a zero so that this would not impact the score. The company with the highest total points is considered to be the company that provides the best value, deals, location, and variety of cars. The following pages include charts of the data we compiled for each company along with their individual rankings.

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#### Alamo

Category	Data	Ranking
Variety of Cars	26 different car categories with basic and premium models	5
Price for Size of Cars		
Compact	\$26.66	6
Luxury	\$166.97	1
Standard	\$28.73	6
S.U.V.	\$72.68	4
Truck (Premium Pickup)	\$109.00	2
Minivan (Crossover)	\$72.68	5
Availability of Cars	Only 11 categories are available at Nov 27-28 noon (as of Nov 26)	1
Policies	Additional charge for rentals if under 25	0
Return Locations	13 locations	1
Rental Location from Airport	Requires a shuttle bus to get to location from airport.	0
Deals and Specials	Discounts for paying for your vehicle early.  Greatly reduced prices for "last minute specials"  4 deals	3
<b>Total Points:</b>		34

### Avis

Category	Data	Ranking
Variety of Cars	11 different car	1
	categories with basic	
	and premium models	
Price for Size of Cars		
Compact	\$45	2
Luxury	\$133	3
Standard	\$45.90	2
S.U.V.	\$98.10	2
Truck (Premium Pickup)	\$47.49	6
Minivan (Crossover)	\$238.50	1
Availability of Cars	4 cars are unavailable	5
Policies	Additional charge for	0
	rentals if under 25	
Return Locations	61 locations	2
Rental Location from	Requires a shuttle bus	0
Airport	to get to location from	
	airport.	
Deals and Specials	Discounts for paying	6
	for your vehicle early.	
	Email Coupon	
	Program and	
	Membership Program	
	Frembership Frogram	
	13 available deals	
	based on percent off,	
	dollar off, or location	
Total Points:		30

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## Budget

Category	Data	Ranking
Variety of Cars	26 different car	6
	categories with basic	
	and premium models	
	with the ability to	
	reserve a specific car	
Price for Size of Cars		
Compact	\$29.98	3
Luxury	\$88.00	5
Standard	\$31.98	4
S.U.V.	\$72.00	5
Truck (Premium Pickup)	\$99.99	3
Minivan (Crossover)	\$50.00	6
Availability of Cars	6 cars are unavailable	3
Policies	Additional charge for	0
	rentals if under 25	
Return Locations	107 locations in Texas	4
Rental Location from	Requires a shuttle bus	0
Airport	to get to location from	
	airport.	
Deals and Specials	Discounts for	1
	reserving a car in	
	advance	
	Email list for an asial	
	Email list for special	
	deals	
	Ability to use frequent	
	flyer miles from	
	several different	
	airlines	
Total Points:		40

### **Enterprise**

Category	Data	Ranking
Variety of Cars	18 different car	4
	categories with basic	
	and premium models	
	with the ability to	
	reserve a specific car	
Price for Size of Cars		
Compact	\$26.95	5
Luxury	\$111.93	4
Standard	\$29.51	5
S.U.V.	\$58.27	6
Truck (Premium Pickup)	\$98.52	4
Minivan (Crossover)	\$152.18	3
Availability of Cars	5 cars are unavailable	4
Policies	Additional charge for	0
	rentals if under 25	
Return Locations	124 locations in Texas	5
Rental Location from	Requires a shuttle bus	0
Airport	to get to location from	
	airport.	
Deals and Specials	Membership program	2
	that allows members	
	to accumulate points	
	for reduced rates and	
	free vehicle upgrades	
Total Points:		42
Total Politis.		74

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### Hertz

Category	Data	Ranking
Variety of Cars	10 different car categories with basic and premium models.	6
Price for Size of Cars		
Compact	\$56.82	1
Luxury	\$161.92	2
Standard	\$164.47	1
S.U.V.	\$161.92	1
Truck (Premium Pickup)	\$86	5
Minivan (Crossover)	\$161.92	2
Availability of Cars	6 cars are unavailable	6
Policies	Additional charge for rentals if under 25	0
Return Locations	376 locations	6
Rental Location from Airport	Requires a shuttle bus to get to location from airport.	0
Deals and Specials	Discounts for reserving a car in advance  Email list for special deals  Ability to use frequent flyer miles from several different airlines	4
<b>Total Points:</b>		30

## Thrifty

Category	Data	Ranking
Variety of Cars	16 different car categories with basic and premium models	3
Price for Size of Cars		
Compact	\$27.00	4
Luxury	\$85.00	6
Standard	\$39.00	3
S.U.V.	\$72.00	3
Truck (Premium Pickup)	\$80.00	1
Minivan (Crossover)	\$92.00	4
Availability of Cars	6 cars are unavailable	2
Policies	Additional charge for rentals if under 25	0
Return Locations	65 locations	3
Rental Location from Airport	Requires a shuttle bus to get to location from airport.	0
Deals and Specials	Discounts for reserving a car in advance  Email list for special deals  Ability to use frequent flyer miles from several different airlines	5
<b>Total Points:</b>		34

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#### Conclusion

After tallying the points, Enterprise scored the highest. Enterprise offers the best prices, but does rank low in other categories, particularly deals and specials. While Enterprise has the all-around best prices, Avis offers the best deals and specials. These deals can be enough to make Avis's prices cheaper than Enterprise's. Families traveling with children may want to consider renting from Budget; it offers the lowest prices on minivans. With 376 return locations in Texas, Hertz offers the most return locations by far, but has the highest prices and the lowest variety of cars. Thrifty and Alamo tied for third and fourth on our point scale, and do offers good prices on certain cars. Thrifty has the lowest prices on luxury cars, while Alamo has the lowest prices on both compact and standard cars. No company can be considered the best out of all because different buyers have different needs.