

2016 / 2017 Rev. Comparison:
MARCH

BRAND	2016¹	2016 Market Share¹	2017²	'16YR¹ : '17YR² Incr./ (Decr.)	'16YR¹ : '17YR² %Change	2017 Market Share²
Advantage	\$2,243,776.74	4.72%	\$2,312,280.70	\$68,503.96	3.05%	5.10%
E-Z	1,369,499.20	2.88%	947,010.10	(422,489.10)	-30.85%	2.09%
Alamo	3,595,678.75	7.56%	3,692,044.52	96,365.77	2.68%	8.15%
Enterprise	5,543,395.40	11.66%	5,698,758.22	155,362.82	2.80%	12.58%
National	5,541,111.61	11.66%	5,156,030.38	(385,081.23)	-6.95%	11.38%
Avis	7,224,531.78	15.20%	7,136,185.69	(88,346.09)	-1.22%	15.75%
Budget	5,127,665.36	10.79%	5,230,730.34	103,064.98	2.01%	11.54%
Payless	1,329,041.95	2.80%	1,310,752.14	(18,289.81)	-1.38%	2.89%
Dollar	1,870,253.00	3.93%	2,024,712.50	154,459.50	8.26%	4.47%
Thrifty	1,564,011.00	3.29%	1,604,165.13	40,154.13	2.57%	3.54%
Firefly	180,365.00	0.38%	0.00	(180,365.00)	-100.00%	0.00%
Hertz	10,148,425.00	21.35%	8,792,030.72	(1,356,394.28)	-13.37%	19.40%
Fox	1,799,731.45	3.79%	1,409,287.32	(390,444.13)	-21.69%	3.11%
Total	\$47,537,486.24	100.00%	\$45,313,987.76	(\$2,223,498.48)	-4.68%	100.00%

COMPANY	2016¹	2016 Market Share¹	2017²	'16YR¹ : '17YR² Incr./ (Decr.)	'16YR¹ : '17YR² %Change	2017 Market Share²
Advantage Opco, LLC	\$2,243,776.74	4.72%	\$2,312,280.70	\$68,503.96	3.05%	5.10%
E-Z Rent A Car LLC	1,369,499.20	2.88%	947,010.10	(422,489.10)	-30.85%	2.09%
Avis Budget Car Rental, LLC	12,352,197.14	25.98%	12,366,916.03	14,718.89	0.12%	27.29%
Payless Car Rental, Inc.	1,329,041.95	2.80%	1,310,752.14	(18,289.81)	-1.38%	2.89%
DTG Operations, Inc.	3,614,629.00	7.60%	3,628,877.63	14,248.63	0.39%	8.01%
The Hertz Corporation	10,148,425.00	21.35%	8,792,030.72	(1,356,394.28)	-13.37%	19.40%
Enterprise Leasing Company of Denver, LLC	14,680,185.76	30.88%	14,546,833.12	(133,352.64)	-0.91%	32.10%
FOX Rent A Car, Inc.	1,799,731.45	3.79%	1,409,287.32	(390,444.13)	-21.69%	3.11%
Total	\$47,537,486.24	100.00%	\$45,313,987.76	(\$2,223,498.48)	-4.68%	100.00%

¹ Source of 2016 data: Annual Statements to DEN

² Source of 2017 data: YTD Monthly Revenue Reports to DEN