

2016 / 2017 Rev. Comparison:
APRIL

BRAND	2016¹	2016 Market Share¹	2017²	'16YR¹ : '17YR² Incr./ (Decr.)	'16YR¹ : '17YR² %Change	2017 Market Share²
Advantage	\$1,441,433.23	4.19%	\$1,574,657.34	\$133,224.11	9.24%	4.87%
E-Z	853,343.31	2.48%	679,543.94	(173,799.37)	-20.37%	2.10%
Alamo	2,543,302.50	7.40%	2,785,527.29	242,224.79	9.52%	8.61%
Enterprise	4,264,884.39	12.40%	4,344,004.51	79,120.12	1.86%	13.43%
National	4,673,994.85	13.59%	4,223,377.48	(450,617.37)	-9.64%	13.06%
Avis	5,352,560.01	15.56%	4,781,920.57	(570,639.44)	-10.66%	14.78%
Budget	3,447,443.36	10.02%	3,363,061.49	(84,381.87)	-2.45%	10.40%
Payless	997,359.99	2.90%	1,092,324.90	94,964.91	9.52%	3.38%
Dollar	1,377,575.00	4.01%	1,205,164.05	(172,410.95)	-12.52%	3.73%
Thrifty	962,463.00	2.80%	1,014,210.83	51,747.83	5.38%	3.14%
Firefly	83,025.00	0.24%	0.00	(83,025.00)	-100.00%	0.00%
Hertz	7,154,377.00	20.80%	6,328,634.11	(825,742.89)	-11.54%	19.56%
Fox	1,236,844.23	3.60%	954,599.92	(282,244.31)	-22.82%	2.95%
Total	\$34,388,605.87	100.00%	\$32,347,026.43	(\$2,041,579.44)	-5.94%	100.00%

COMPANY	2016¹	2016 Market Share¹	2017²	'16YR¹ : '17YR² Incr./ (Decr.)	'16YR¹ : '17YR² %Change	2017 Market Share²
Advantage Opco, LLC	\$1,441,433.23	4.19%	\$1,574,657.34	\$133,224.11	9.24%	4.87%
E-Z Rent A Car LLC	853,343.31	2.48%	679,543.94	(173,799.37)	-20.37%	2.10%
Avis Budget Car Rental, LLC	8,800,003.37	25.59%	8,144,982.06	(655,021.31)	-7.44%	25.18%
Payless Car Rental, Inc.	997,359.99	2.90%	1,092,324.90	94,964.91	9.52%	3.38%
DTG Operations, Inc.	2,423,063.00	7.05%	2,219,374.88	(203,688.12)	-8.41%	6.86%
The Hertz Corporation	7,154,377.00	20.80%	6,328,634.11	(825,742.89)	-11.54%	19.56%
Enterprise Leasing Company of Denver, LLC	11,482,181.74	33.39%	11,352,909.28	(129,272.46)	-1.13%	35.10%
FOX Rent A Car, Inc.	1,236,844.23	3.60%	954,599.92	(282,244.31)	-22.82%	2.95%
Total	\$34,388,605.87	100.00%	\$32,347,026.43	(\$2,041,579.44)	-5.94%	100.00%

¹ Source of 2016 data: Annual Statements to DEN

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