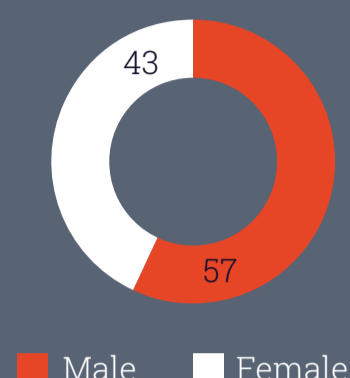
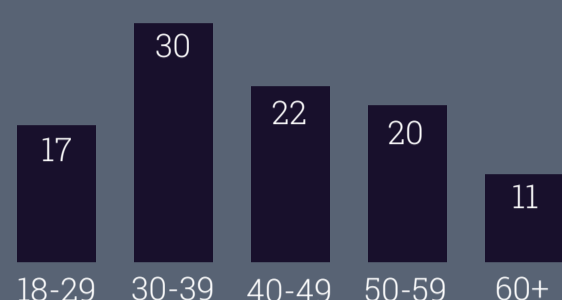




Car Rental

All 1,021 respondents hired a car for business at least once (UK or abroad) in the previous 12 months

Business car renters are most likely to be male and in the 30-39 age group.



Top three reasons for renting a car over other forms of transport



Convenience

'Can come and go as you please without having to wait for any public transport'



Value

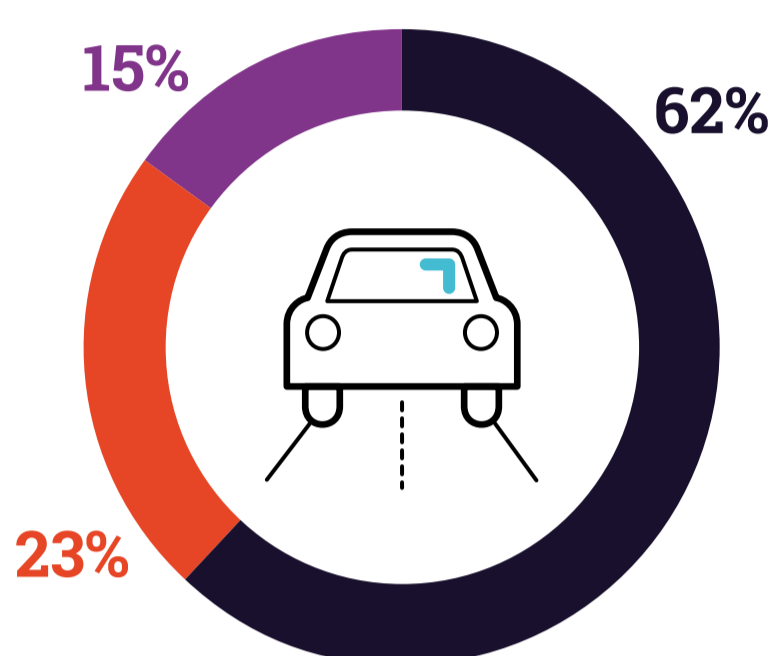
'A hire car is the cheapest option when carrying out site visits'



Experience/Comfort

'A car is more comfortable than trains and flights'

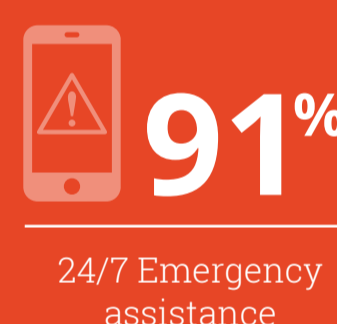
Who has responsibility for choosing the hire car?



- Have sole responsibility for choosing the car rental company
- Are consulted (but ultimately someone else decides)
- Have no say in the matter

Importance Of Factors When Renting A Car (%)

Those stating very or fairly important



Top 5 factors considered when deciding which car rental company to use



Price



Convenience/
Flexibility



Company
Reputation



Location

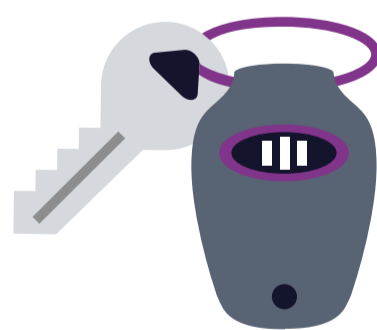


Vehicles



Booking methods ever used

69% of the total sample have booked directly through a car rental company before.



Booking methods used most often

59% of the total sample book directly through a car rental company most often

Top 10 Countries For Car Collection (%)

- Spain
- France
- United States
- Germany
- Ireland



Rental duration - UK vs Abroad

