



People Driven.

THE MARKET

The Canadian car and truck rental industry has been moving in an upward direction since 2001, growing by 3 percent in 2005 alone to reach a value of \$1.2 billion. The market is forecast to have a value of almost \$1.4 billion by 2010, a five-year increase of roughly 15 percent. Even in an era of quickly escalating fuel prices, the need for rental vehicles remains robust.

Three primary factors have been responsible for recent changes in the rental car business: consolidation, expansion and attrition. Competition in this sector is particularly aggressive, with brands utilizing pricing and added-value promotions to stimulate consumer demand.

In this tough marketplace, Canada has only one car and truck rental company with a national presence that is 100 percent Canadian owned and operated: Discount Car and Truck Rentals.

ACHIEVEMENTS

What sets Discount Car and Truck Rentals apart from the competition? First would be the level of positive recognition from its customers. Discount has received the Consumers' Choice Award™, *Best Car Rental Company* for the past eight years. This seal of excellence is awarded by

consumers based on the trust and loyalty earned in major markets such as Montreal, Toronto, Ottawa, Calgary, Edmonton and Vancouver. And how does Discount know that its customers are happy? Discount consistently achieves an average Customer Service Index rating of 95 per cent or higher every month.

Discount pioneered free customer pick-up and drop-off in the Canadian vehicle rental industry. The company is so committed to delivering unsurpassed customer service that its advertising has often boasted, "We want your business and we'll come right to your front door to get it!"

Also setting Discount apart is the leadership role the company has taken in adding hybrid electric vehicles to its fleet of rental cars and

Darius discovered a new hobby on his free weekend.

ONE TWO FREE

Discount

Who said nothing in life is free? At Discount, it is! With our One, Two, Free weekend program! Rent any car or minivan any two weekends and get a third weekend free!

310-CARS
or visit discountcar.com

trucks — a real benefit for renters in today's climate of soaring fuel prices and concern for the environment.

HISTORY

A privately owned company, Discount Car and Truck Rentals was established in 1980 in Hamilton, Ontario, by Herb and Rhoda Singer.

Discount has 300 locations coast to coast, making it one of Canada's largest car and truck rental companies. The company focuses on delivering car rental solutions to the replacement, leisure and corporate market segments, with dedicated representatives located inside the offices of many of its insurance partners. An industry leader from the outset, Discount was the first car and truck rental company in Canada to focus on the insurance replacement business and has since become Canada's leading Insurance Replacement Specialist.

The organization's success is attributed to its team of corporate and entrepreneurial local management. Discount prides itself on a fleet of rental vehicles consisting of the latest-model, well-maintained cars and trucks from all major manufacturers, ensuring that Discount satisfies the rental needs of consumers in all vehicle classes and segments.

THE PRODUCT

With more than 300 points of distribution, from locations in large, urban centers to smaller, local neighbourhoods, Discount is the rental company of choice for Canadians. As another indicator of its desire to provide excellent customer service, value and support, Discount's fleet purchases are tailored to local and seasonal demand. Moreover, cars are not kept on the fleet for very long, ensuring that the newest, most reliable and latest-model vehicles are always available for Discount's customers.

Vehicles are also available in specialty car categories, including the minivan, sport utility and luxury segments. When



it comes to trucks, it's hard to surpass Discount's product offering. Discount offers a large fleet of well-maintained light-duty trucks, pick-up trucks, cargo vans, cube trucks and five-ton trucks.

With such a variety of vehicles available for rental, Discount's customers know that they can rely on the company for vehicles to help with tasks from personal moves to large commercial endeavours.

RECENT DEVELOPMENTS

Discount Car and Truck Rentals continues to build its portfolio of strategic partnerships.

Beginning this season, Discount became the Official Car and Truck Rental Company of the Toronto Blue Jays, offering its customers complimentary tickets with each rental.

In March 2008, Discount announced a new alliance with InStorage Real Estate Investment Trust (TSX: IS.UN). Discount's customers can benefit from InStorage's clean, secure and convenient locations for their self-storage requirements located in 52 locations in Alberta, Saskatchewan, Ontario and Quebec. InStorage's customers will have access to Discount's large fleet of well-maintained trucks, giving them fast, easy and convenient access to the best in reliable transportation for all of their valuable possessions. Canadians increasingly are turning to the cost savings of self-moving, and this new partnership between Discount and InStorage will give consumers an innovative new one-stop shopping approach to moving, with transportation and storage available from the same convenient location.

PROMOTION

In an industry where retail customers differentiate between the major brands on price alone, marketing and promotional activities continue to be



key components in the development of the Discount brand. Discount's promotions set the company apart from its competitors and also con-

tribute to a bigger brand promise: adding value for customers with each rental experience.

Discount's One, Two, FREE Weekend® promotion is perhaps its most recognizable. Under the terms of this very successful 15-year-running promotion, a customer can rent any car or minivan for any two weekends, and receive a third weekend free.

Discount takes the needs of its corporate truck customers very seriously. With its unique *We're At Your Door the Night Before™* service, Discount will deliver trucks to its corporate accounts the night before. Charges are not incurred until the next morning. This service allows customers to get a jump start on their day as early as required.

Discount has forged partnerships with major sports teams such as the Toronto Raptors, the Toronto

Maple Leafs, the Toronto Marlies and the Toronto Blue Jays. Through these relationships, Discount is able to add value to the customer rental experience by offering its customers free tickets to games with their vehicle rentals.

BRAND VALUES

Discount's people drive the overall customer experience, hence the brand's *People Driven™* tagline. Discount is not just about renting cars and trucks; it's about providing a solution for customers' needs. Whether customers require a vehicle for leisure purposes or because their vehicle is being repaired or serviced, Discount offers a solution in a customer-friendly, professional, efficient, reliable way, maintaining a level of service that

exceeds customers' expectations every time. Discount prides itself on delivering the best customer experience to its clients across the country

in each of the segments that it serves with a mission of "Do whatever it takes to deliver a superior rental experience every time." The growth of Discount's business over its history indicates that the company is fulfilling this mission every day. In its mission statement, Discount specifically identifies its methodology:

- **People.** Provide each member of the organization the opportunity to reach his or her full potential.
- **Customers.** Maintain a level of service that exceeds customer's expectations every time.
- **Innovation.** Deliver innovative industry-leading rental services.
- **Excellence.** Pursue operational quality standards that exceed those of all competitors.
- **Integrity.** Ethics without compromise.

THINGS YOU DIDN'T KNOW ABOUT DISCOUNT

- Herb Singer, Founder and President, has been in the car and truck rental industry since he was 17 years old. His foray into the car rental industry was cleaning vehicles at a car rental company in Brooklyn, New York.
- Discount's first office was a trailer in a parking lot with a fleet of 50 vehicles in Hamilton, Ontario.
- Discount Car and Truck Rentals now has locations in Australia.
- Discount Car and Truck Rentals has been involved with the film production industry in Atlantic Canada since 1986. Over the years Discount has developed strong relationships with local production companies and transportation crews, and has been involved with works such as the movie blockbuster *Titanic*.
- In addition to its promotional relationships with major Canadian sports franchises, Discount Car and Truck Rentals sponsors other select organizations, such as the Toronto International Film Festival, the AIDS Committee of Toronto and MADD (Mothers Against Drunk Driving). Discount is also a proud supporter of the Starlight Starbright Children's Foundation, a nonprofit organization that is dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

So, you didn't rent from Discount.

Well then, you're probably enjoying a long walk home from another car rental company. That's OK. Just to show you there are no hard feelings, here's a few things you can think about to help pass the time on your trek: Why are violets blue and not violet? When they said everyone gets fifteen minutes of Fame, do you think they meant the TV show? Is it pronounced shed-yool or shed-you-wool? Did you know ten humming bairn one easily correct simple spelling mistakes? There you go. Hope this has been helpful. If not, maybe this will be: 310-CARS. Call us. **We'll pick you up and drop you off.**

