

## Counter Promotional Communication



### New Living Social (LS) Promotion



- Customers must present their Living Social Voucher at time of pick-up.
- Write the Rental Agreement (RA) on the voucher and place it in your location's designated voucher holding area to be sent to accounting. This step is necessary now that we have gone green and no longer print RA's.
- For customers displaying the LS voucher on their smartphone, type **SP** after the LS voucher number in the PO # field.
- Make sure the voucher's number is correct in the PO # field on the rental. Update the PO # field with the correct voucher number if necessary.

#### Participating Locations (Only):

- All NextCar Locations

#### Vehicle Classes:

- This promotion applies to Minivans and 7 Passenger Crossover SUV vehicles only.

#### Reservation Required?

- **Yes** – This offer is not available for Walk-Ups.
- The Living Social (LS) Promotion is only available to customers calling in on the special LS Promotion number. **877-877-1404**
- This special telephone number rings directly into the reservation center.
- Living Social (LS) Reservations can only be made through the reservation center.

*Customers must meet all other rental requirements to rent. Example: Minimum Age, Minimum Deposit, Physical Damage Coverage, Valid method of Payment, Valid Drivers License, etc.*

#### Promotional Time-Frames and Minimums:

- The offer applies to a consecutive - three (3) day weekend rental reservation only.

#### Special Rate Offer:

The \$89.00 Living Social Voucher **applies to Time & Mileage only**. Our automated rate system displays the rate as \$88.98. (The \$89.00 "paid" promotional LS Voucher - (AR) Deposit would have been applied by the Reservation Sales Agent to the reservation.) The LS promotion only applies to customers phoning in on the special promotional line mentioned above... with a LS Voucher... reserving a Minivan or 7 Passenger Crossover SUV... for 3 consecutive weekend rental days... at NextCar locations. Standard retail rates will apply to rentals exceeding the 3 day weekend promotional period.

#### Promotion Ends:

- This promotion will expire six months from the voucher's purchase date.

# Counter Promotional Communication

## Sample Charges/Payments screen:

**Summary**

Item	Type	Code	Description	Amount
Rate	T&M	ASO	ASO DAILY RATE	0.00
Rate	T&M	LS	LS Weekend Special	88.98
Charge	Misc. Ch...	VLF	Veh License Recov Fee	1.47
Charge	Sales Tax	TAX-CAR	SALES TAX	10.41
Deposit	Direct Bill	AR	LIVING SOCIAL	89.00

**Charge Summary**

Description	Rate	Amount
ASO: Overtime Hours	20.01	
ASO: Weekly	408.00	
LS: Daily	29.66	88.98
LS: Overtime Hours	9.89	
<b>TOTAL T&amp;M</b>		88.98
Veh License Recov F	0.49	1.47
SALES TAX	11.50	10.41
<b>TOTAL CHARGES</b>		100.86
AR		89.00
<b>TOTAL PAYMENTS</b>		89.00
<b>BALANCE DUE</b>		11.86

## Sample Summary screen:

**Summary**

Res #: 7703474    Res Status: Open Reservation    Ref #:    Rental Reason:   

**Pickup Information**

Loc. Out: NLR    Date Out: 09/06/2013 9:00    Num. Days: 3  
 Loc. Due: NLR    Date Due: 09/09/2013 9:00

Rate Shop     Incl. Repairs    MiniVan: 8  
 NLR     PRINCE GEORGE    CreSuv7: 1  
 Product: Vehicles    XLSubV: 9  
 Class: MiniVan    12Pass: 3  
 Rented As: MiniVan    15Pass: 12  
 Fuel Type: Gas    Ppd Fuel: None

**Renter Information**

Phone: (240) 581-1387  
 System ID:    Last Name: BUNNY    First Name: BUGS  
 E-Mail: BDWIEP@RENTONE    Source: P    Referral: LS    Agent:   

**Charge Summary**

Description	Rate	Amount
ASO: Daily	60.00	
ASO: Overtime Hours	20.01	
ASO: Weekly	408.00	
LS: Daily	29.66	88.98
LS: Overtime Hours	9.89	
<b>TOTAL T&amp;M</b>		88.98
Veh License Recov F	0.49	1.47
SALES TAX	11.50	10.41
<b>TOTAL CHARGES</b>		100.86
AR		89.00
<b>TOTAL PAYMENTS</b>		89.00

Customers must meet all other rental requirements to rent. Example: Minimum Age, Minimum Deposit, Physical Damage Coverage, Valid method of Payment, Valid Driver's License, etc. Please call Chris Barber if you have any technical issues relating to this promotional program.