

## Counter Promotional Communication



### New Groupon Promotion

- Customers must present their Groupon Voucher at time of pick-up.
- Staple the Groupon Voucher to your location's copy of the Rental Agreement (RA).

#### **Participating Locations:**

- All NextCar Locations

#### **Vehicle Classes:**

- All Vehicle Classes

#### **Reservation Required?**

- **Yes**
- This offer is not valid for Walk-Ups.
- The Groupon Promotion is only available to customers calling in on the special number found on the Groupon promotional Voucher.
- This special telephone number rings directly into the Call Center.
- Groupon Reservations can only be made through the Call 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, Minimums, Voucher Amount & Required Use:**

- The Groupon promotion is open to all rental periods.
- Customers must keep the rental for a minimum of at least one (1) day.
- The entire \$60.00 voucher must be used for the rental.
- One (1) voucher per rental.
- The Groupon voucher applies to Time & Mileage only.


#### **Promotion Ends:**

- This promotion will expire on **May 15, 2013**

Customers with remaining vouchers after the promotion expires will be able to use the purchase price of the Groupon Voucher, (\$30.00), towards future rentals until 12-12-2017 at participating locations only. Other rental restrictions may apply. We encourage customers to take advantage of the current fantastic promotion.

## Counter Promotional Communication

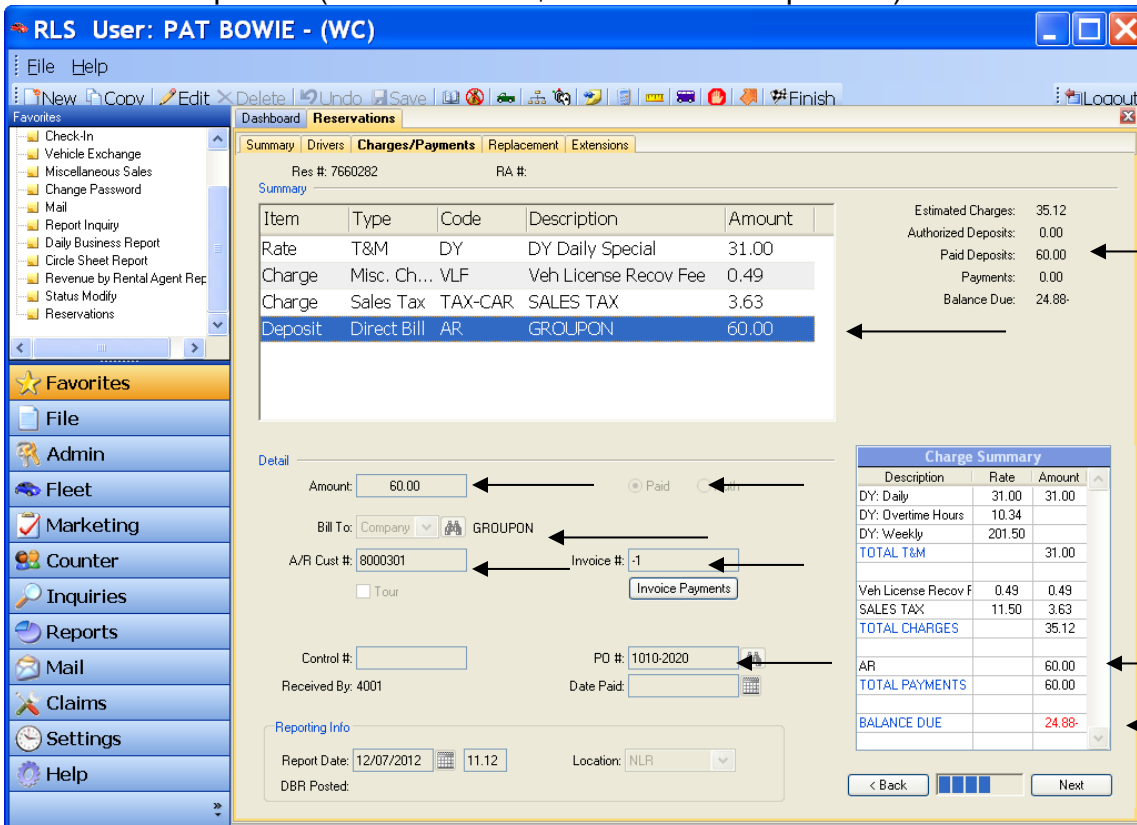
### Counter Processing:

1. Collect the Groupon Voucher. The eight (8) digit number under the bar code  on the voucher is the voucher number. This number should match the PO # on the Summary screen. (Attach the Groupon Voucher to the Rental Contract.)
2. The customer is still responsible to cover all other charges using an acceptable method of payment.
3. The Groupon promotion only covers Time and Mileage, nothing else. The customer is responsible for the rental deposits, VLF, optional coverages, other charges, taxes and time and mileage that exceed the \$60.00 promotional paid amount.
4. 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.

### Sample Charges/Payments Screen - Groupon Promotion Recorded By Reservations:

The following fields will have the Groupon Promotional information recorded from the required advance reservation:

- Deposit - Direct Bill- AR – Groupon- \$60.00 (In the Summary window),
- Amount field - \$60.00,
- Paid Box – (Will be checked),
- Bill To: Company – GROUPON – (Both will be appear)
- A/R Cust # 80000301,
- Invoice # - (A number will be present),
- PO # - (This will be the customer's Groupon Voucher Number),
- Paid Deposit – (A minimum of \$60.00 should be present)



**RLS User: PAT BOWIE - (WC)**

File Help

Dashboard Reservations

Summary Drivers Charges/Payments Replacement Extensions

Res #: 7660282 RA #:

Summary

| Item    | Type        | Code    | Description           | Amount |
|---------|-------------|---------|-----------------------|--------|
| Rate    | T&M         | DY      | DY Daily Special      | 31.00  |
| Charge  | Misc. Ch... | VLF     | Veh License Recov Fee | 0.49   |
| Charge  | Sales Tax   | TAX-CAR | SALES TAX             | 3.63   |
| Deposit | Direct Bill | AR      | GROUPON               | 60.00  |

Estimated Charges: 35.12  
 Authorized Deposits: 0.00  
 Paid Deposits: 60.00  
 Payments: 0.00  
 Balance Due: 24.88

Detail

Amount: 60.00  Paid  Cash

Bill To: Company GROUPON

A/R Cust #: 8000301 Invoice #: -1

Control #: PO #: 1010-2020

Received By: 4001 Date Paid:

Reporting Info

Report Date: 12/07/2012 11.12 Location: NLR

DBR Posted:

**Charge Summary**

| Description           | Rate   | Amount |
|-----------------------|--------|--------|
| DY: Daily             | 31.00  | 31.00  |
| DY: Overtime Hours    | 10.34  |        |
| DY: Weekly            | 201.50 |        |
| <b>TOTAL T&amp;M</b>  |        | 31.00  |
| Veh License Recov F   | 0.49   | 0.49   |
| SALES TAX             | 11.50  | 3.63   |
| <b>TOTAL CHARGES</b>  |        | 35.12  |
| AR                    |        | 60.00  |
| <b>TOTAL PAYMENTS</b> |        | 60.00  |
| <b>BALANCE DUE</b>    |        | 24.88  |

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# Counter Promotional Communication

## Sample Summary Screen - Groupon Promotion Recorded By Reservations:

The following fields have the Groupon Promotional information recorded from the required advance reservation:

1. Company,
2. PO# - (Counter to collect actual Groupon Voucher),
3. Source, &
4. Referral
5. Charge Summary Window:
  - AR = (\$60.00 should be present)
  - A Balance Due Amount in Red

RLS User: PAT BOWIE - (WC)

File Help

Reservations

Summary Drivers Charges/Payments Replacement Extensions

Res #: 7660282 Res Status: Open Reservation

Rental Reason:

Pickup Information

Loc. Out: NLR Date Out: 12/10/2012 15:00 Num. Days: 1

Loc. Due: NLR Date Due: 12/11/2012 15:00

Rate Shop  Incl. Repairs

NLR  PRINCE GEORGE

Product: Vehicles

Class: Intermed Search

Rented As: Intermed

Fuel Type: Gas Ppd Fuel: None

Intermed: 10

Standard: 7

FullSize: 15

CrsSuv7: 2

Compact: 7

Renter Information

Phone: (240) 581-1387

System ID:

Last Name: BUNNY

First Name: BUGS

E-Mail: NONE

Source: P

Referral: GRPN

Agent:

Corporate ID:

Company: GROUPON Rate Plan: PO#: 1010-2020

Rate Code: DY

Rate Detail: DY (DY Daily Special): 31.00/day 201.50/week Unlimited miles

CDW: PAC: PEC: SLI:

Deposit Information

Type: CC #: Exp.:

Amount: 0.00  Paid CVV: Auth.:

Added By: 4001 Changed By: No-Show Date:

| Description         | Rate   | Amount |
|---------------------|--------|--------|
| DY: Daily           | 31.00  | 31.00  |
| DY: Overtime Hours  | 10.34  |        |
| DY: Weekly          | 201.50 |        |
| TOTAL T&M           |        | 31.00  |
| Veh License Recov F | 0.49   | 0.49   |
| SALES TAX           | 11.50  | 3.63   |
| TOTAL CHARGES       |        | 35.12  |
| AR                  |        | 60.00  |
| TOTAL PAYMENTS      |        | 60.00  |
| BALANCE DUE         |        | 24.88  |

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Please call Chris Barber if you have any technical issues relating to this promotional program.