



June 10-13, 2010 at the luxurious Boca Raton Resort & Club in Boca Raton, Florida

# *Dollar Thrifty Automotive Group, Inc.*

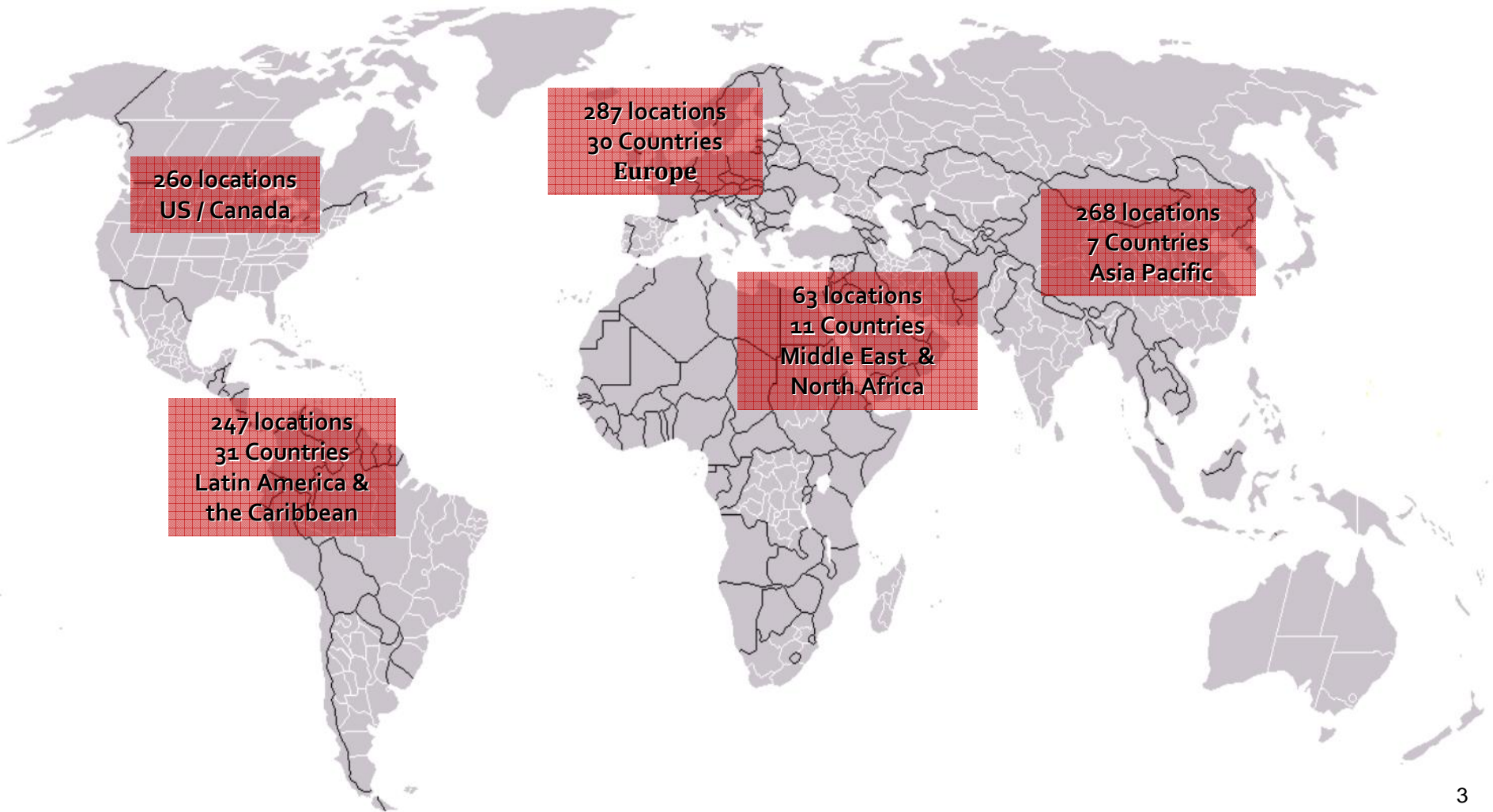


# 2010 Company Strengths

- Well positioned long-term **Value Player**
- Significant operating leverage
- Improving operating cash flow
- Diversified fleet investment
- Strong balance sheet
  - Significant liquidity
  - Minimal corporate debt
  - Noteworthy tangible equity
- Management aligned with shareholders' interests



# Dollar Thrifty around the World

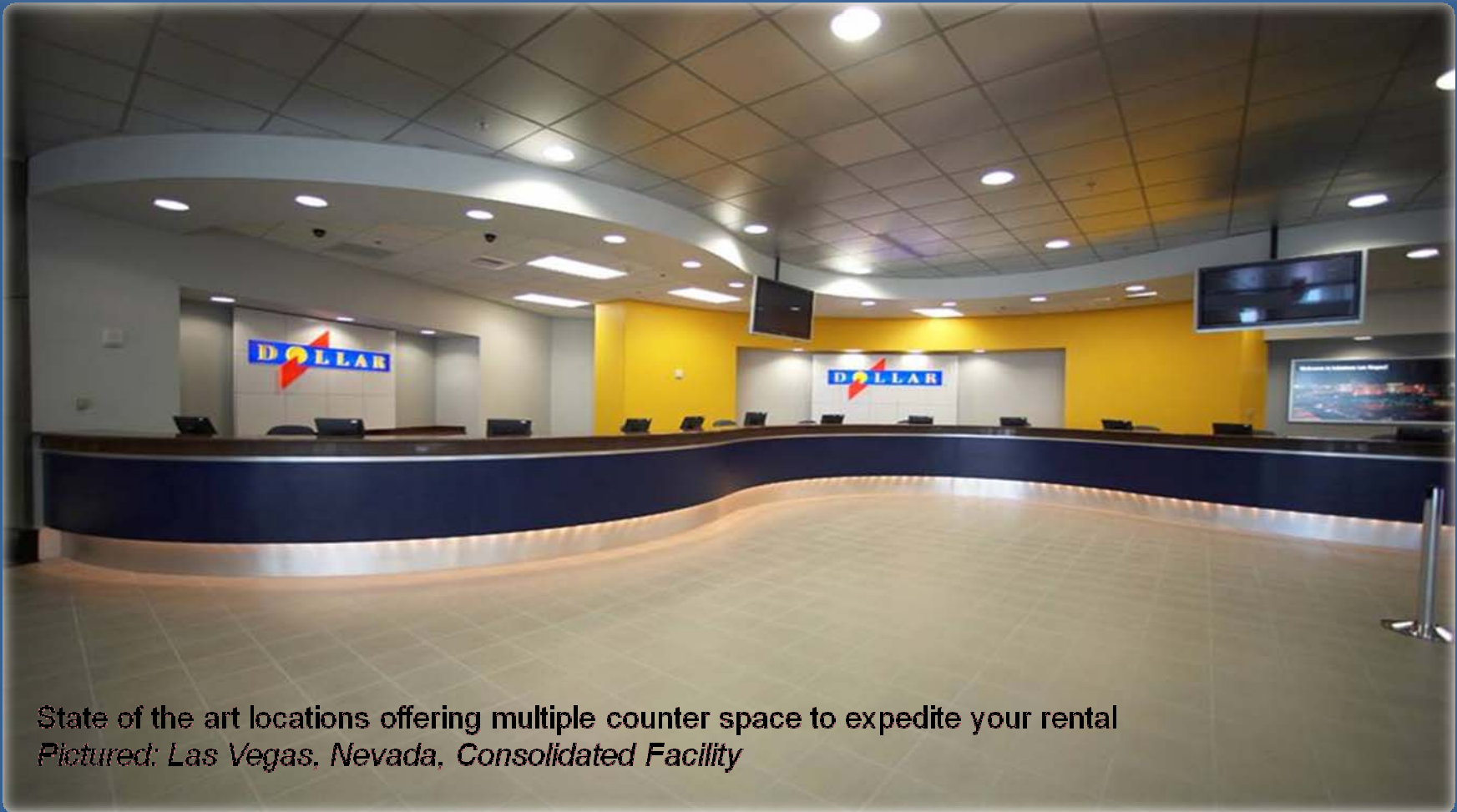


# North America Location Information

- 260 Dollar Thrifty Locations in the US
- Operations in all major gateways in Canada
- 123 In-Terminal Locations in the US
- 54 Locations in Florida
- 23 Locations in California
- Extensive Operations in Las Vegas
- All New York Area Locations including NYC
- DTG has over 18% of the Leisure Market Share in US
- Major Shift in US to “Consolidated Facilities”:
  - MCO
  - SFO
  - JFK
  - LAS
  - MIA (July)
  - FLL
  - DFW



# Location Information



State of the art locations offering multiple counter space to expedite your rental  
*Pictured: Las Vegas, Nevada, Consolidated Facility*

# Fleet

- DTG core strategy is to diversify fleet to provide wider choice of product to the customer.
- Our approach is to have the right “fit” of vehicle to meet a variety of needs whilst on holiday
- DTG’s fleet is diversified across multiple manufacturers as follows:

Ford	34.3%
Chrysler	30.6%
GM	19.5%
Other	15.6%



*Dollar Thrifty*  
Automotive Group, Inc.  
**DOLLAR Thrifty**

# Products and Services

## “Choice Service”

- Provides customers with the freedom & flexibility to make their own choice of a specific model within the reserved vehicle category
- Available in several key destinations including Orlando and Las Vegas.
- Expedites rental process
- Adding further locations on an ongoing basis with major rollout in 2010/11



# Products and Services

- State of the art **Satellite Navigation units** available for rental at all locations



- **Pass 24 prepaid toll option**
  - Provides convenience by allowing customers to bypass cash lanes at toll plazas
  - Avoids queues
  - No need for customer to carry exact change



# Products and Services

## Hand held Check in

- Customers are moved swiftly through the return of their vehicle through the use of remote, hand-held check in devices
- Hand-held check in is available at all major airport rental locations

*Customer Return*  
Hand Held | **Dollar Thrifty**



DAILY DIVIDENDS™



- Travel Agent Incentive Program for both brands
- To join go to [www.mydailydividends.com](http://www.mydailydividends.com)
- If already a member, go to site to check on status of your account or reservations

DAILY DIVIDENDS™



- 1 Point/Dollar for a 2-3 day rental
- 2 Points/Dollars for a 4-5 day rental
- 5 Points/Dollars for 6 days or more
- Points loaded onto an American Express Reward card. Card sent to you when you reach the initial \$25 threshold.
- Card can be used anywhere American Express Cards are accepted

*Dollar Thrifty  
Automotive Group, Inc.*



DAILY DIVIDENDS™



- PID number must be entered for all reservations for Dollar or Thrifty in the SI Field or in the PID Box provided on : [www.Dollar.com](http://www.Dollar.com)  
[www.commission.thrifty.com](http://www.commission.thrifty.com)
- Choice Hotels add your PID number in the SI Field or ChoiceHotels.com/travelagent and provide PID number

# CHOICE HOTELS INTERNATIONAL

- 3 days or longer stay at any Choice Hotel property will be eligible for a pay out
- 3-4 day stay = 1 Point/Dollar
- 5-6 day stay = 2 Points/Dollar
- 7+ day Stay = 5 Points/Dollars
- Book both car and hotel and the points add up FAST!

CHOICE HOTELS  
INTERNATIONAL

*Dollar Thrifty*  
Automotive Group, Inc.  
 Dollar Thrifty

# DTG 2010 Summary

- Dollar Thrifty is committed to providing our value-conscious customers with an enjoyable car rental experience, every time.
  - Worldwide with over 1,000 locations in 81 countries
  - Strong North American Presence; especially in heavy leisure destinations
  - Increased focus on state-of-the-art Counter and Service Facilities
  - Diversified Fleet
  - Many New Products and Services now being offered
  - And most important, assisting ALL OF YOU! With Daily Dividends.



# Thank You for Attending our Break Out Session

- Travel Agency/Agent business represent's 22% of DTAG Sales
- 12+ years relationship with AMG covering all their travel agency related brands



Randy and I will see you at the Trade Show tomorrow!