



2018 Customer Survey & Incentive Plan

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Customer Survey

- 22,000 customers
- 6 months
- Email and web

Survey Demographics Highlights

- 55% Generation Y
- 65% Female / 35% Male
- 76% Live in or near major cities
- 69% From East and West regions

Reasons for Joining

- Concerns about the environment
- Offers flexibility
- Chance to try different cars
- Financially prudent
- Provides social opportunities



New Special Offers

- Rent four or more days, and get a fifth day free
- Get a free tank of gas for 500 point2point miles driven
- Rent any car for 10 or more full days, and get any other car free for 1 day
- Try a hybrid or electric car and get a 30% discount

Thank you

