interoffice memorandum

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| to: | Penny |
| from: | Group 4 |
| subject: | Case 4 results |
| date: | June 9, 2017 |
| cc: | Professor Reinhardt |
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From the data we accumulated from Case 4, we found that the top cars rented were 2008 Volvo S80, 2002 Toyota Avalon, 1993 Mazda AZ-1, 1996 Alfa Romeo Spider, and a 2008 Maserati Coupe. According to Fortune.com, the top 5 car models rented today are: Chevy Cruze, Chrysler 200, Nissan Altima, Toyota Camry, and Toyota Corolla. The data we gathered does not match the current trends of today’s car rental industry.

Case 4 study showed that the vehicle with the top days rented was 2008 Volvo S80. According to Sixt car rentals, the 2012 Hyundai Accent accounts for 30.25% of the total for top days rented. Both cars are similar in vehicle safety and family friendly. This table is the only table that shows correlating statistics.

Again, according to the results from Case 4, the top grossing vehicles were: 1996 Alfa Romeo Spider, 1994 Ferrari F333, and the 1997 Nissan Terrano II. According to Turo.com, a site similar to Airbnb except for cars, the top grossing vehicles were: Buick Verano, Scion iQ, and the BMW 4 series. The data from Case 4 generalizes that the car rental industry’s top grossing vehicles to be of high quality but the data from Turo indicates otherwise.