



# The Road Ahead

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2019 FINANCIAL PROJECTIONS

# Financial Status In 2018

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## The Rundown

### ⚙️ Minimum Rental Rate

\$75 Per Day

### ⚙️ Cost of Car Fleet

\$30 Million

### ⚙️ Total Gross Revenue

\$65 Million

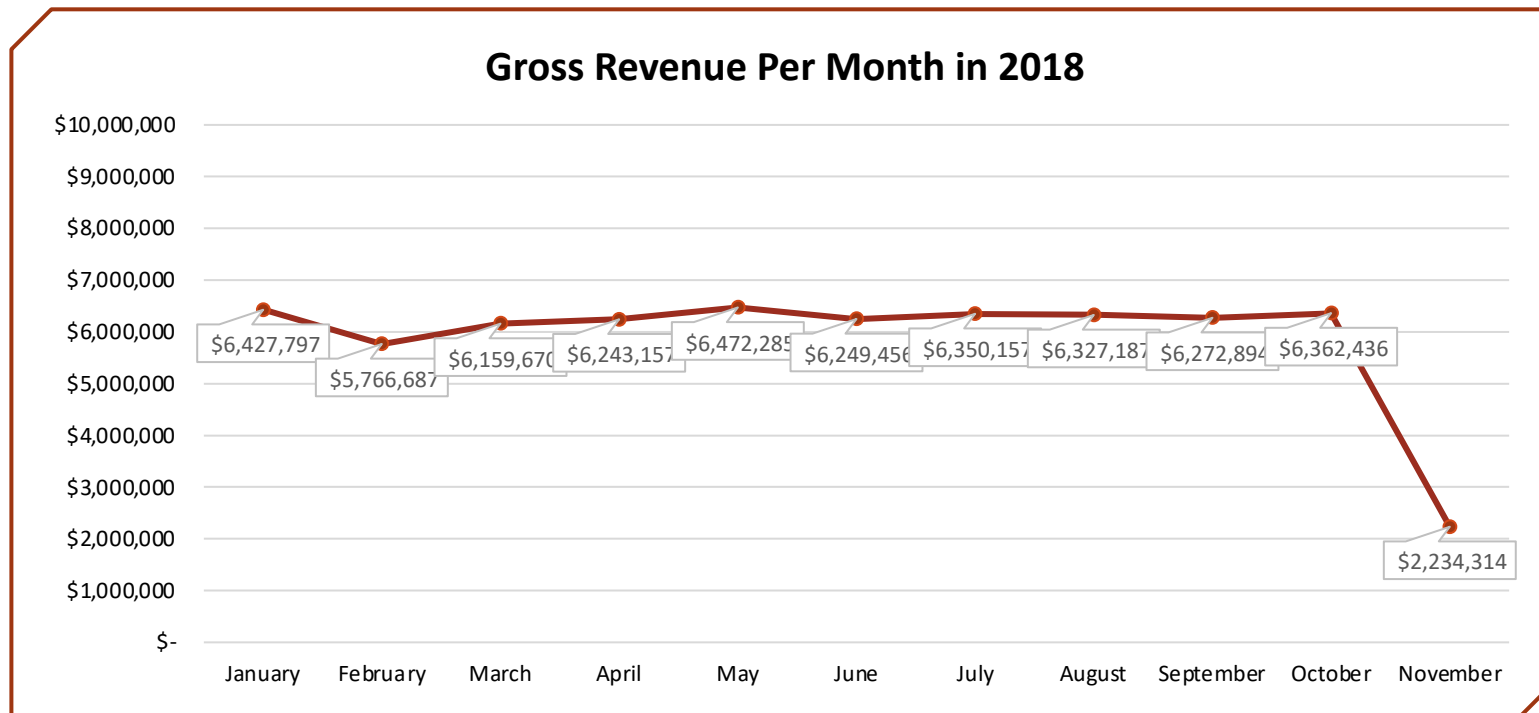
### ☑️ Gross Revenue Per Car

\$16,000

☑️ Better at: Beating the competition

☑️ Advantage of: Experience in the industry

# Financial Status In 2018



⚙️ **Stability is a Positive**

⚙️ **Negative Impacts**

# Financial Status In 2018

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## The Rundown

**Number of  
Car Rentals**  
100,000

⚙️ **Number of Lariat Branches**

50 total in the U.S.

⚙️ **Number of Branches in Airports**

22 total in the U.S.

⚙️ **Impacted in November**

⚙️ **Total Net Revenue**

\$35 Million

☑️ **Net Revenue Per Car**

\$8,700

# Approach One: Focus On Rates

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**Increase  
Minimum  
Rental Rate  
\$85**

**Number of  
Car Rentals  
90,000**

☒ **Gross Revenue Per Car**

\$15,000

☒ **Net Revenue Per Car**

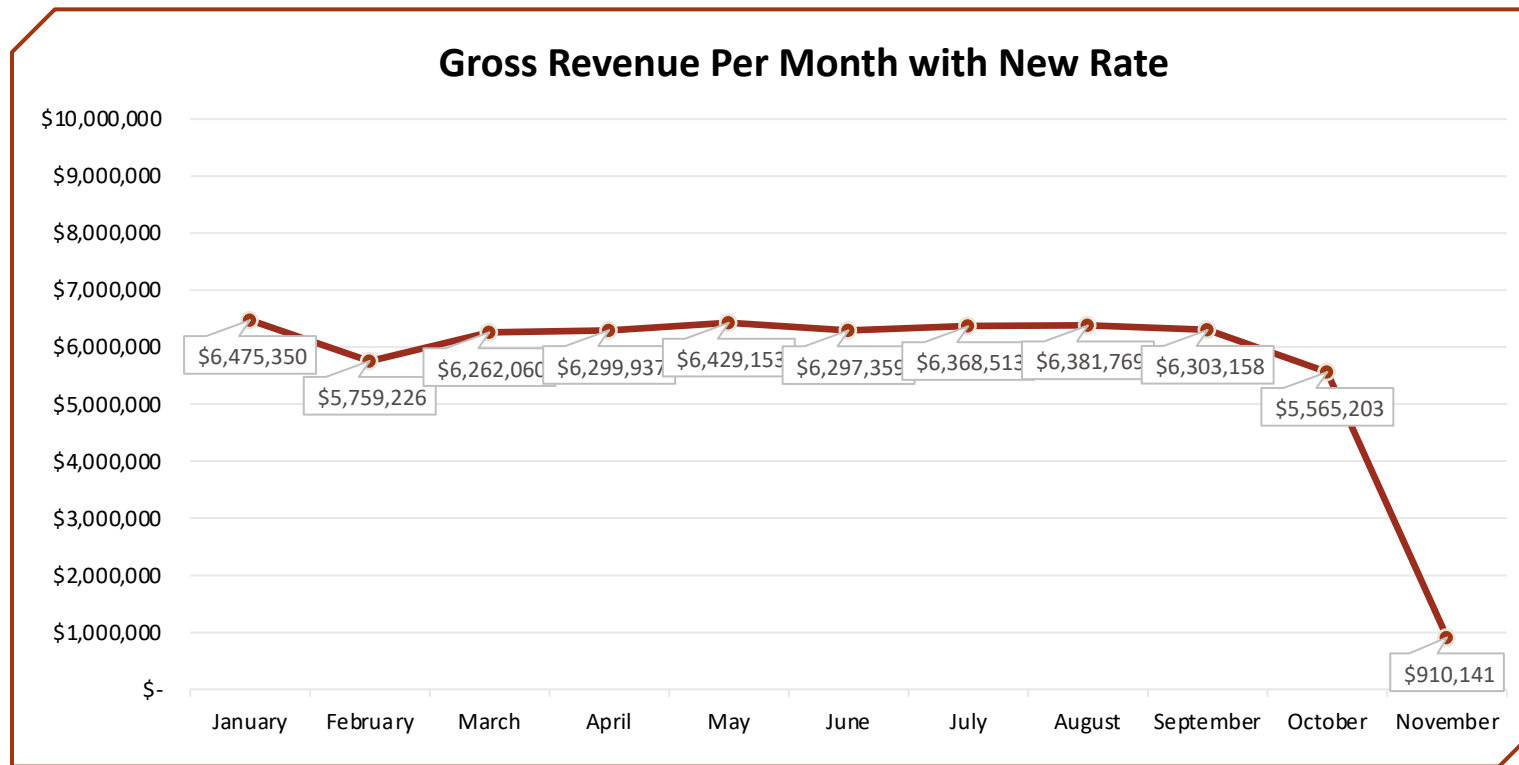
\$8,000

☒ **Total Net Revenue**

\$33 Million

- ⚙️ Fewer Customers Willing to Pay Higher Price
- ⚙️ Negative Impact to Revenue
- ⚙️ Not a Significant Increase
- ⚙️ Retain Loyal Customer Base

# Approach One: Focus On Rates



⚙️ **Drastic Decline**

# Approach Two: Focus On Growth

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**Increase Number  
of Branches and  
Customer Base**

**Number of  
Car Rentals**  
110,000

☒ **Number of Lariat Branches**

60 total in the U.S.

⚙️ More Customers in  
More Locations

☒ **Branches in Airports**

32 total in the U.S.

⚙️ Diversification in  
Customer Base

# Approach Two: Focus On Growth

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☒ **Texas**

Known for Great Food

☒ **Pennsylvania**

Known for American History

☒ **Colorado**

Known for Mountainside Scenery

☒ **Florida**

Known for Beaches

☒ **States Without Branches**

☒ **California**

Known for Year-Round Sun

☒ **Nevada**

Known for Tourism

☒ **Michigan**

Known for Automobiles

☒ **Louisiana**

Known for Music Heritage



# Approach Two: Focus On Growth

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**Increase Number  
of Branches and  
Customer Base**

**Number of  
Car Rentals  
110,000**

☒ **Gross Revenue Per Car**

\$18,000

☒ **Net Revenue Per Car**

\$10,000

☒ **Total Net Revenue**

\$41 Million

⚙️ A Significant  
Increase in Revenue

⚙️ Opportunity to  
Increase Number of  
Loyal Customers

# Financial Growth In 2019

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## The Rundown

**Fleet Size**  
4,050+

⚙️ **Minimum Rental Rate**

\$75 Per Day

⚙️ **Cost of Car Fleet**

\$30 Million

⚙️ **Total Gross Revenue**

\$72 Million

☑️ **Gross Revenue Per Car**

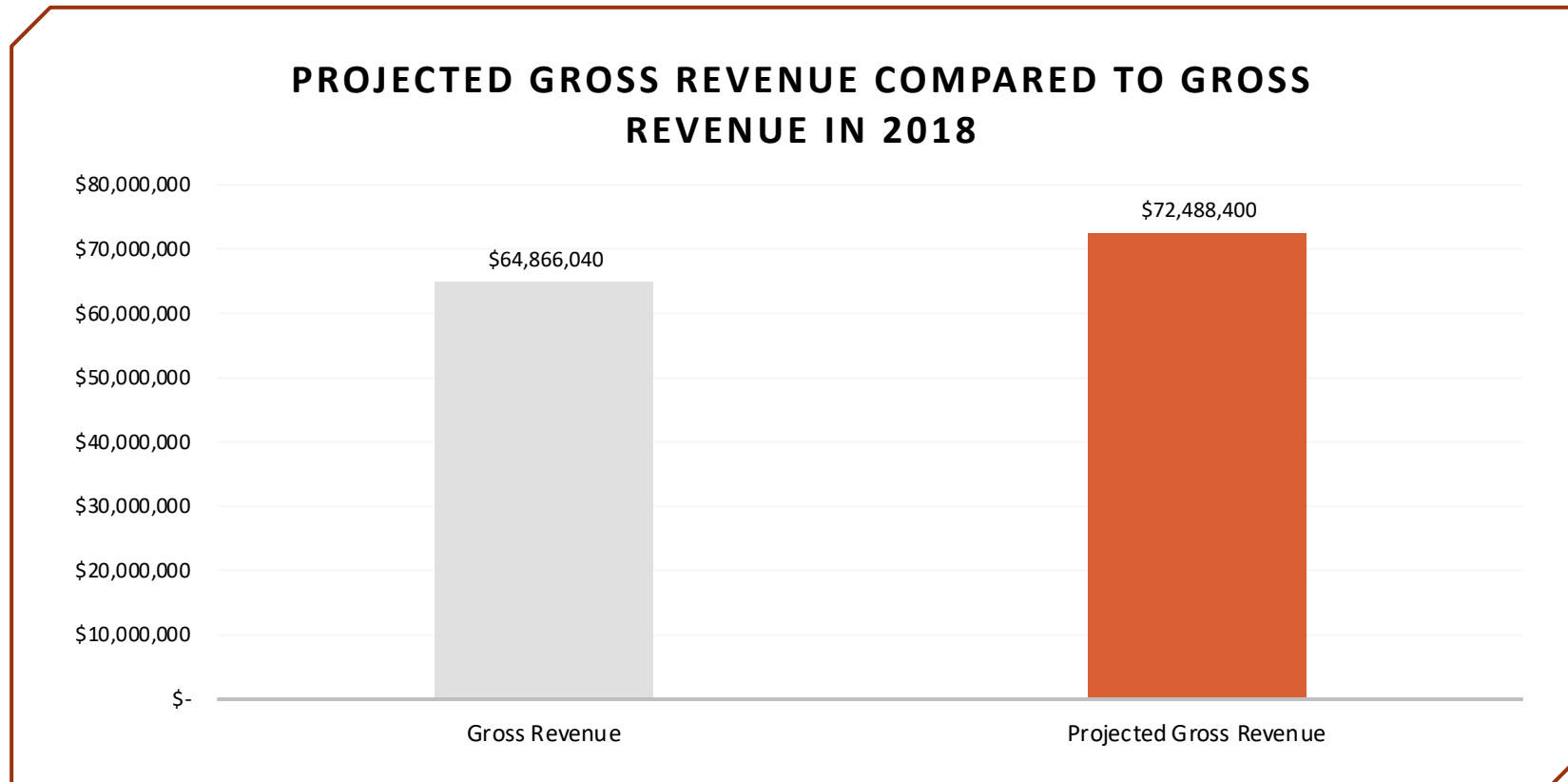
\$18,000

☑️ Exceed our own expectations

☑️ Potential for exponential growth

# The Ideal Path – Focus on Growth

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# On The Ideal Path for 2019

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Q&A 