ET inaugurates 2nd ADNOC-AUTOSERV Centre in Abu Dhabi

Emirates Transport.. «Most sustainable Government Department» at BGreeen 2013

ET role out 200 luxury cars for Abu Dhabi airport

Smart transport service launched for people with special needs
Dear readers,

A few months into our 2014-2016 Strategic Plan, and with the optimism and confidence gained from a very productive 2013, we, at Emirates transport, were keen to put in place ambitious plans and projects to continue the successes we achieved in the previous year.

As we made 2013 a year of best practices, a goal we succeeded in achieving; we are equally confident that our slogan for 2014 of “Professionalism of Performance” will be implemented to the required quality and standards needed to make a real difference to the level of services we provide as a corporation.

The awarding of the 2020 Expo to Dubai brought to an end a special year, for both the UAE, which saw another year of major accomplishments, and Emirates Transport.

The federal transport corporation enjoyed exceptional financial results in 2013, achieving its strategic targets and enhancing its presence and position in the market as a leading transport company.

The services offered to clients were expanded and improved by the addition of a number of service centres and stations, such as the 2nd Autoserve Service Centre in Abu Dhabi.

The corporation's strive for improved services and business practices were also rewarded with a number of international standard certificates and awards.

As part of its role in spreading transport safety awareness, Emirates Transport organised a numerous projects, initiatives and lectures.

The corporation also continued its proud tradition of corporate social responsibility offering a wide range of sponsorships and assistance to community and charity organisations.

It is with great energy and determination that we delve into 2014, knowing that our targets of development and excellence can only be achieved through hard work and a unified direction.

The start of the year has already delivered promising signs of recreating, and surpassing, the achievements of 2013, and through our publication we hope you can share this journey with us.
Humaid Mohammed Al Qatami, Minister of Education and Chairman of Emirates Transport (ET), attended the last day of ET’s National Day 42 celebrations, alongside Mohammed Abdullah Al Jarman, ET general manager.

The day-long celebrations were held at the Intercontinental Festival City, in Dubai, and included musical performances by school students, as well as employee competitions and other entertainment activities.

Al Qatami praised the celebration events and employee participation in those events.

The Minister of Education also honoured some of the winning participants in the event competitions which included individual employees and teams from various branches and departments of the corporation.

Honoured employees included winners of competitions such as the best national dish, best car decorations, treasure hunt and best department gift packs.

In his opening remarks, Mohammed Abdullah Al Jarman, ET general manager commended the strong bonds that tie the leadership with the people of the nation.

His Excellency Dr. Rashid Ahmed Mohammed Bin Fahad, Minister of Environment and Water, launched yesterday (Monday) the initial phase of a plan to convert the ministry’s fleet of vehicles to run on Compressed Natural Gas (CNG).

Bin Fahad unveiled 21 hybrid cars which were converted by Emirates Transport (ET) technicians at the corporation’s workshops in Abu Dhabi and Sharjah.

The CNG conversion project is a joint operation between ET and Adnoc.

The Minister of Environment and Water said the CNG fleet conversion plans are part of the ministry’s efforts to implement environmentally-friendly practices across all operations.

Speaking at the launch ceremony, Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, said he was pleased with the cooperation with the ministry, adding that the federal transport corporation is ready to work with all government and private entities on developing sustainability practices.

The unveiled hybrid cars can operate on both CNG fuel as well as petrol.

As of yet CNG fuel refills are only available in select Adnoc petrol stations in Abu Dhabi and Sharjah.

Compared with vehicles fueled by conventional diesel and gasoline, natural gas vehicles can produce lower levels of harmful emissions, and because CNG fuel systems are completely sealed, CNG vehicles produce no evaporative emissions.

As well as having environmental benefits, CNG fuel consumption carries an economic incentive for both individual motorists and, in particular, commercial fleet operators, as it reduces fueling bills on the long term.
Emirates Transport (ET), in cooperation with ADNOC Distribution, inaugurated the 2nd ADNOC-AUTOSERV Centre, near Khalifa Park, Abu Dhabi. The centre offers express auto maintenance and repair services at the heart of the capital, giving clients a convenient alternative to the industrial areas on the outskirts of the city.

Given its considerable experience in the field, Emirates Transport was entrusted with running the administrative and operational tasks of the centre through PROFIX. The federal transport services corporation already operates the other centre, inaugurated last June in Sheikh Zayed Road, Abu Dhabi.

Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, said: “The opening of the 2nd ADNOC-AUTOSERV Centre is the latest business venture between the corporation and ADNOC; a partnership which has yielded many successful endeavours over the years.” He added.

Abdullah Salim Al Za’abi, Senior Deputy Executive Director of Administrative Affairs at ADNOC Distribution, said the opening of the auto service centre comes in response to increasing demand, and on the back of the major success of the first centre.

ET inaugurates 2nd ADNOC-AUTOSERV Centre in Abu Dhabi

Corporation officially launch transport services to private schools

Emirates Transport (ET) officially launched its transport services for private schools with an operational fleet of 4,000 buses, serving private schools nationwide.

“ET aims at adding 230 school buses to the service, with an estimated budget of Dh68 million during the coming academic year,” revealed ET’s General Manager Mohammed Abdullah Al Jarman during a conference at ET Head Office in Dubai.

In order to extend the success achieved in public schools transport services launched during the academic year 1982/1983 for government schools, ET began to invest this success by providing transport services for any private school students wishing to take advantage of the organisation in June 2012.

During the past five months, the Schools Transport Centre concluded contracts with 17 private schools in Abu Dhabi, Dubai, Sharjah and Ras Al Khaimah through which 4,000 students are transported to and from private schools daily. The service is expected to expand with the registration of 35 new schools in the coming academic year.

He added that ET operates 4,000 school buses transporting 210,000 students from government schools. They are manned with 3,800 drivers and 2,700 male and female supervisors. The buses reach 36 locations nationwide.

“ET works hand in hand with its strategic partners from both the education and transportation sectors to ensure UAE’s school transportation services are the best in the world in line with the highest safety and security specifications.”

“This launch comes after earnest demands from high ranking education and transportation officials in general and from the school transport sectors in particular,” he explained, adding that in the UAE private schools are on the rise, as “Currently, there are 176 in Abu Dhabi, 148 in Dubai and 75 in Sharjah. This continues to guarantee the success of our new service.”

It will also reduce the commissioned cost and achieve maximum savings in expenses allocated to students’ transportation, besides helping private schools to return their focus on the education of students rather than their transportation. It will also help curb traffic congestion.

Last year saw the renovation of ET’s private schools transport centre which will rent out buses, produce qualified drivers, male and female transport safety supervisors (attendants). A supportive technological solutions centre was also established to offer surveillance and tracking services.
**ET launches Centre for Information and Competitiveness**

Emirates Transport (ET) has announced the launch of the Centre for Information and Competitiveness, which will operate as part of the Business Development Department.

ET General Manager, Mohammed Al Jarman, said the new centre was set up to keep up with a rapidly expanding matrix of services and to improve the decision-making process at the federal transport corporation.

Al Jarman added that the open competitive nature of the UAE economy makes it imperative that businesses are fully informed on their particular market, thus the new centre will help achieve this for the corporation.

Al Jarman also said that the overall result of the addition of this centre will be an improved service to the clients of ET and the general public, thus it has the added benefit of helping the corporation achieve the targets set by the federal government in improving services to the general public.

Eng. Abdullah Al Kindi, Executive Director of Business Development at ET, said the new centre represents a qualitative leap in terms of research, statistics and economic feasibility studies which will boost the decision-making process at various levels of the ET corporate structure.

**ET Call Centre successfully responds to 97% of queries**

The Emirates Transport (ET) Call Centre successfully resolved 97% of all queries from school transport clients and stakeholders during the month of September, it was revealed.

The figures were released by the Department of Operations at ET which handles all queries and complaints received by the Call Centre. Mohammed Abdullah Al Jarman, ET General Manager, said the figures show the high importance the corporation attaches to customer service, in general, and school transport clients, in particular.

Al Jarman added that the Department of Operations receives special attention and support from the higher management of ET due to its vital role dealing directly with feedback from clients.

Mohammed Ali Obaid, Manager of ET’s Department of Operations, said that the 97% figure represents the proportion of calls which were successfully resolved within the target timeframe, as per followed procedures.

Obaid said that apart from the Call Centre, which customers can reach on 8006006, anyone wishing to contact the corporation can do so through a number of means such as the ET official website, the corporation’s social networking sites, traditional and electronic mail as well as the MyGov website, the federal customer feedback site.

**ET to issue Operational Cards for all land transport vehicles**

An agreement was signed between the National Transport Authority (NTA) and Emirates Transport (ET), which will see latter issue Operational Cards for all land transport vehicles. The arrangement follows the introduction of the UAE’s Land Transport Act back in September.

The agreement was signed in a ceremony held at the Dusit Thani Hotel, in Abu Dhabi, by Engineer Ibrahim Abdullah Al Wahabi, the Director General of the NTA, and Mohammed Abdullah Al Jarman, General Manager of ET.

In line with the agreement, all land transport vehicles applying for (or renewing) their vehicle registration will be required to supply an Operational Card, which will now be issued by Emirates Transport.

The federal transport corporation will initially offer its services at three locations in Abu Dhabi and six in the Northern Emirates. It is likely, however, that the service will be expanded to other sites to meet any increase in demand.

According to the agreement the NTA will provide ET with all necessary information and data needed to issue the cards.

Regulation

Engineer Ibrahim Abdullah Al Wahabi, the Director General of the NTA, said: “This agreement is a fruit of the Land Transport Law which aims to enable the NTA to perform its tasks in the land transport sector under Cabinet Resolution No. 25 of 2006. It seeks to regulate control over the land transport sector in the UAE and achieve consistency between federal and local land transport laws. The Land Transport Law also targets the stimulation of economic growth in the country.

“The act also regulates the operating procedures of national companies and corporations in passenger and freight transport between the UAE and other countries.” He added.

ET General Manager, Mohammed Al Jarman, said: “The Corporation is ready to take on this new task and will spare no effort in providing the best possible service to repay the trust shown by the NTA.”

The service is expected to be launched next month in Abu Dhabi and within two months in Northern Emirates, according to ET officials.
ET role out 200 luxury cars for Abu Dhabi airport

Emirates Transport (ET) has begun operating 200 luxury taxi cars from Abu Dhabi Airport under the supervision of the Centre for Regulation of Transport by Hired Cars in Abu Dhabi (TransAD). The new 24/7 service, to be exclusive to Abu Dhabi, is in line with the centre’s aspirations of providing an exceptionally convenient travel experience. To ensure all family needs are addressed, the cars had their interiors elegantly redesigned and retrofitted, allowing more space for baggage. In addition, they are equipped with an online tracking system, speed limiter and updated GPS facilities. Vehicles for people with special needs and the elderly are also available.

According to TransAD, the new service is in line with the centre’s aspirations of pioneering taxi services, building upon the rapidly-growing status of Abu Dhabi, as the leading hub for world-class activities in all sectors. In future, TransAD aims to provide all silver taxis with facilities for the disabled in addition to converting the fleet to run on green diesel.

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As joint owner of the Saudi-Emirati Transport Company

Emirates Transport enters Saudi school transport market

A new player has entered the lucrative Saudi school transport market in the shape of the newly formed Saudi-Emirati Transport Company, as equally-owned venture between the Saudi Public Transport Company (SAPTCO) and Emirates Transport (ET). The Saudi-Emirati Transport Company, which will be based in Riyadh, was registered under a 50/50 share basis between the two companies and a start-up capital of 100,000 Saudi Riyals.

Officials say the initial core business of the new company will focus on providing school transport services to public and private sector schools, with scope for future expansion into other transport-related services. The agreement to form the company was signed on Tuesday by Eng Khalid Alhogail, Board Member and CEO of SAPTCO, and Mohammed Shibli Al Jarman, General Manager of ET.

Eng Alhogail said the considerable combined technical and operational expertise of the respective two partners will ensure the new company will have a major impact on the huge Saudi school transport market.
ET general manager, Mohammed Al Jarman, expressed his delight and excitement at the new partnership. He said: “We’re looking forward to the opportunity of bringing our long-standing experience in transport, and school transport in particular, to a new market and we will work very hard to ensure the new company will achieve the highest international standards and become a role model in the field.”

257 used vehicles sold by National Auctions Centre

National Auctions, part of Emirates Transport’s group of business centres, announced the sale of 257 used vehicles during auction number 12 for this year.

The lot included 65 damaged vehicles belonging to various insurance companies in the state. The centre holds auctions for used vehicles of the corporation as well as external parties such as government entities and transport companies. Salman Mohamed Ibrahim, Manager of National Auctions, said the closed envelope auction, which was open for 10 days, was held in the Abu Dhabi area of Mussafah 2 and was attended by a large number of private companies and individuals with an interest in the trade of used vehicles.

Salman stated that the total number of vehicles sold since the start of the current year amounted to 1,917 vehicles, an increase of 58% on the number for the same period of last year, which stood at 1,203 vehicles.

The raise in revenue, he commented, was the result of a 28% increase in the number of participating in the auctions, compared to the same period last year, which is reflected in a 38% increase in the total value of sales for this same period.
Smart transport service launched for people with special needs

The Ministry of Social Affairs, in cooperation with Emirates Transport, launched a smart transport service for people with special needs entitled “Arrive Safely”, in a ceremony held at the Dubai Centre for the Cares and Rehabilitation of the Disabled.

The project was inaugurated by HE Mariam bint Mohammed Al Qatami, Minister of Social Affairs in Dubai, Ajman and Ras Al Khaimah and Fujairah.

The Ministry of Social Affairs, said that this initiative comes as part of the Ministry’s efforts to implement the provisions of Federal Law No. 29 of 2006 to care for people with special needs.

For his part, HE Humaid Bin Mohammed Al Qa’tami expressed his delighted at the launch of the initiative which will transport students with special needs who frequent the various centres under the Ministry of Social Affairs in Dubai, Ajman and Ras Al Khaimah and Fujairah.

The initiative includes the provision of 36 new and upgraded buses equipped to serve special needs students, and their parents, and fitted with satellite tracking systems as well as the smart ID card system.

The buses are also equipped with screens that can be used for information and awareness programmes.

In order to ensure the maximum benefit of the project, a series of training workshops were held for people with special needs and their parents, as well as drivers and transport assistants.

HE Mariam bint Mohammed Khalaf Al Roumi, Minister of Social Affairs, said that this initiative comes as part of the measures taken by the ministry to implement the provisions of Federal Law No. 29 of 2006 to care for people with special needs.

MoU also signed with Al Futtaim Motors

Emirates Transport (ET) and Al Futtaim Motors agreed a Memorandum of Understanding (MoU) which aims to boost training efforts at the federal transport corporation and improve services to its clients.

The MoU also opens up avenues to further strengthen working relations between the two parties and offer opportunities for mutual exchange of expertise in various related fields.

The agreement was signed by ET General Manager, Mohammed Abdullah Al Jarman and Al Futtaim Motors Managing Director, Jon Williams.

A number of senior managers from both companies also attended the signing ceremony.

Al Jarman praised the strong relations between ET and Al Futtaim Motors and expressed the corporation’s eagerness to strengthen and improve all ties with its most influential suppliers.

The ET general manager also said that the MoU will help the corporation develop better training and skills among its staff and improve operations and services to clients.

For his part, the managing director of Al Futtaim Motors said he was pleased for the opportunity to further bolster the already excellent working relationship with Emirates Transport, which is regarded as one of the largest and most important clients of Al Futtaim Motors.

ET retains Dubai Chamber’s CSR Label

Emirates Transport (ET) has successfully retained the prestigious Dubai Chamber Corporate Social Responsibility (CSR) Label, and remains the only government institution to receive the honour last year.

The award recognises companies that have made a positive impact on the community and demonstrated a commitment to best practices in CSR. The federal transport corporation was among a number of companies to receive the award at a ceremony, held Wednesday afternoon, at the Dubai Chamber of Commerce and Industry.

In his acceptance speech, Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, said that retaining the CSR Label reaffirms the corporation’s serious commitment towards its social responsibilities.

Al Jarman praised the work of the Dubai Chamber’s Centre for Responsible Business, which oversees the assessment and awarding of the CSR Label.

He said: “We have benefited greatly from the observations and recommendations that we received in the external evaluation report from our first participation, which helped us to develop and adjust policies and practices in line with what we aim to achieve as a socially responsible federal corporation.

“In 2013, the corporation expanded its stimulus and recognition programmes for employees, across various job categories and grades.

“Moreover, this year saw the corporation take big strides in meeting the carbon footprint of the buildings and the activities of the corporation, as well as the launch of two environmentally-friendly projects in the form of the award-winning dry car washing service and the Tire Retreading Factory, all in line with the UAE government’s strategies towards a green economy”, added the ET General Manager.
The sixth certificate in comprehensive management

ET awarded ISO 31000 certificate for Risk Management

Adding to its growing list of achievements in the areas of Quality Management and Integrated Management Systems, Emirates Transport (ET) has been awarded the ISO 31000:2009 in risk management by Vincotte, Middle East.

Khaled Ahmed Abdullah, Executive Director of ET’s Financial Affairs Division, was on hand to receive the award certificate on behalf of Mohammed Abdullah Al Jarman, ET General Manager.

Ian Porter, Regional General Manager - Vincotte International Middle East, presented the certificate to the ET’s Financial Affairs Division, and Abdul Ghani Al Almi, Risk Analyst at ET.

Also attending the certificate presentation were Majdi Abu Saleem, Manager of Risk Management Department, and Abdul Ghani Al Almi, Risk Analyst at ET.

After receiving the certificate, Abdullah praised the strategic partnership between ET and Vincotte Middle East, which, he said, has supported the corporation in attaining its seven ISO certificates.

The Executive Director of ET’s Financial Affairs Division added that such an achievement is an indication of the fruitful working relationship between the two parties, and ET’s serious commitment towards the adoption of the highest international standards in business practices.

Majdi Abu Saleem, Manager of Risk Management Department, said the award of the ISO 31000:2009 came after a series of thorough auditing visits which included presenting detailed evidence of practices as well as face-to-face interviews.

Emirates Transport named “Most sustainable Government Department” at BGREEN Awards 2013

Emirates Transport (ET) received a valuable endorsement in its environmental efforts as it was named “Most Sustainable Government Department” at the BGREEN Awards 2013.

More than 300 people attended the glittering awards ceremony at the Jumeirah Beach Hotel in Dubai, which recognised the sustainability achievements of organisations across the country in 12 categories.

Among the grants were government delegations from Dubai’s Department of Tourism and Commerce Marketing (DTCM) and Dubai Municipality.

Addressing the audience at the beginning, DTCM Chair Khalid Al Mansoori described the BGREEN Awards as “a celebration of sustainability and rewarding those companies who have begun the journey – everyone is a winner.”

Introducing the evening BGREEN senior editor Gary Wright told the audience: “This evening is about recognising achievements of organisations both large and small and while there can be only one winner in each category, each of the finalists has my personal congratulations for their sustainability efforts in the past 12 months.”

Van T. Tran, Senior Strategy & Investment Adviser from Green Energy Solutions presentavithe award to Eng. Amer Al Harmoudi, Executive Director of Auto Technical Services at ET.

Al Harmoudi said: “It is a great pleasure and honour for the Emirates Transport team. The senior management of Emirates Transport have been following and concentrating on making a mark in the field of sustainability.

“We represent the government in many sectors, one of which is the transport field. We have a responsibility towards the community to reduce our carbon footprint. Sustainability is one of our main targets, our main achievement to date, and reduce the carbon footprint and make a green fleet. This is just the beginning and there is still a lot of research going on.

“We operate the largest fleet of buses in the UAE; we do understand our responsibilities in reducing our carbon footprint. You will see how we will work towards reducing our carbon footprint in the coming years.”

Emirates Transport has made significant strides this year: having committed 3,000 CNG buses, an additional 700 CNG police cars, to run on compressed natural gas.

CNG reduces carbon monoxide emissions by 50 per cent compared with petrol. It has halved the 15,000 tonnes dumped in landfill each year, reduced the clanking ladies and all its vehicles now waterfree washing.
The Car Rental Business: How to Market the Wheels…?

When it comes to marketing a product, it is somehow easier than marketing a service… even in marketing strategies there are only 45% involved with marketing a product, whereas service marketing involves a seven and sometimes fourteen—depending on the services provided by the business—a given company operates in. While service marketing is difficult, what makes it even harder is when the industry a company operates in is homogenous; having very small differentiations in terms of features, benefits, and/or quality.

Thus, such industries operate based on the grounds of pricing and availability—i.e., the customer knows you and knows you provide such a service in multiple-to-low prices will appeal you. Such facts leave no room for service marketers to innovate, ultimately having to join forces with other departments in a great appreciation to handle the price, operational efficiency, and service quality verses which help them build a brand that sells. One of these fiercely competitive service industries is the car rental business; marketing is no typical game and the strategies used must be unique, cost effective, and timely. The question then here is what are the strategies to be used by marketers in the car rental business to prosper?

Focus on Creating a Brand
With no way to determine the real difference between car rental companies and the tendency to make quick decisions, customers tend to depend on the strength of the brand and/or the price when choosing which company to go with. If the brand criterion is not clear, then the ultimate decision is based on price—which leads to the price war question earlier. Thus, it is vital for the car rental market to create a clear brand that stands for whatever the customer in such market consumes with quality. For example, customers in a given market might consume quality with a known brand name, the variety of service, or the focus of services, providing services of higher prices than competitors, providing only one type of cars to be associated with, and/or even focusing more on the quality of workshops and associated services.

By: Islam Mohd Gouda
Information Researcher
Business Development Department

Ultimately, understanding how customers perceive your brand is the key to success in such a competitive market place.

Focus on Your Current Customers
If you are an established business in the car rental industry, focusing on your current customers and increasing their satisfaction levels is the key to success. Earning a new customer is a very difficult task in any given industry, but it is much more difficult in the service industry and specially the car rental business. Keeping a happy customer ensures business continuity and additionally attracts new customers. This can happen by offering bundled services to sell more than one service to the customer (earning all services are utilized and at the same time offering a good price). Additionally, creating loyalty programs gives customers more worth for what they pay for repeatedly. And more importantly, collaborating with your customers on their business providing them transportation solutions for problems they face instead of just offering your service.

For a new car rental business, it is all about attracting new customers and this can only happen by addressing the need of the customers by the availability of the service. Being where your customers need you the most in vital; an established business attracts by its brand name, but a new business needs to be always where its customers are. For example, operating in a hotel chain where tourists utilize car rental services is a great solution for a beginner company.

Pay Attention to Customer Service
Customer satisfaction in the rental business is not only defined by how it serves the customer; there are many elements associated with such an industry, such as, rental service, car replacement, workshop service, addressing customer complaints, etc. Understanding how to create an added value by an added cost effective and value generating service is a must. An added value might be the brand if out of high quality or value, and might hurt the company if choosing its resources and creating high satisfaction levels for the customer. A balanced combination between what is perceived ultimately creates customer loyalty and retention.

Never Advertise… Use Marketing
Advertising is a very costly solution for product selling companies, and not a very practical solution for the service selling companies (especially in the car rental business) as they increase cost and take away the efficiency element spoken about earlier to create a competition if a price war raised. Using TV ads, newspapers, and other traditional means of advertising is not going to increase usage for a car rental company—mostly create awareness for the brand which can be cut in practical means using marketing methods additionally ensuring ROI and ways to measure your anticipated efficiency. Communicating your brand value and services offered by using for instance email marketing, where you target a specific list of customers and measure their response rate. Additionally, direct sale is a very effective technique of marketing your service through personal presentation, demonstration, and the sale of your services to customers where they reside (at work, homes, shopping malls, etc.)

Recognize Your Customers
Aside from loyalty programs which depend on means recognizing your customers and the value of being associated to your brand is a must. To be a leader in your industry you have to understand the core of your competitors to and understand them on their performance. For example, creating excellence needs to master clients in the best suppliers, to customers outperforming their businesses by default creates an industry leader which creates separation for association with your brand.

Create & Drive the Change
Adoption of marketing strategies and having the same offering as the competition is common between all the industries, but the car rental business is a very fast moving, very competitive, and very price sensitive due to above mentioned adoption of service offering or marketing strategies. To really win in the car rental business you have to drive the change and be a market leader in what you offer and how you market your product and how you make your competitors at the end, what you offer in car are no different from what others offer, to be different in how you offer it!