

London, September 2011

TTI

**NOT FOR
REDISTRIBUTION**

CarTrawler ™



Over 3,500 distribution partners worldwide

Lodging

**OTAs & Retail
Travel Agents**

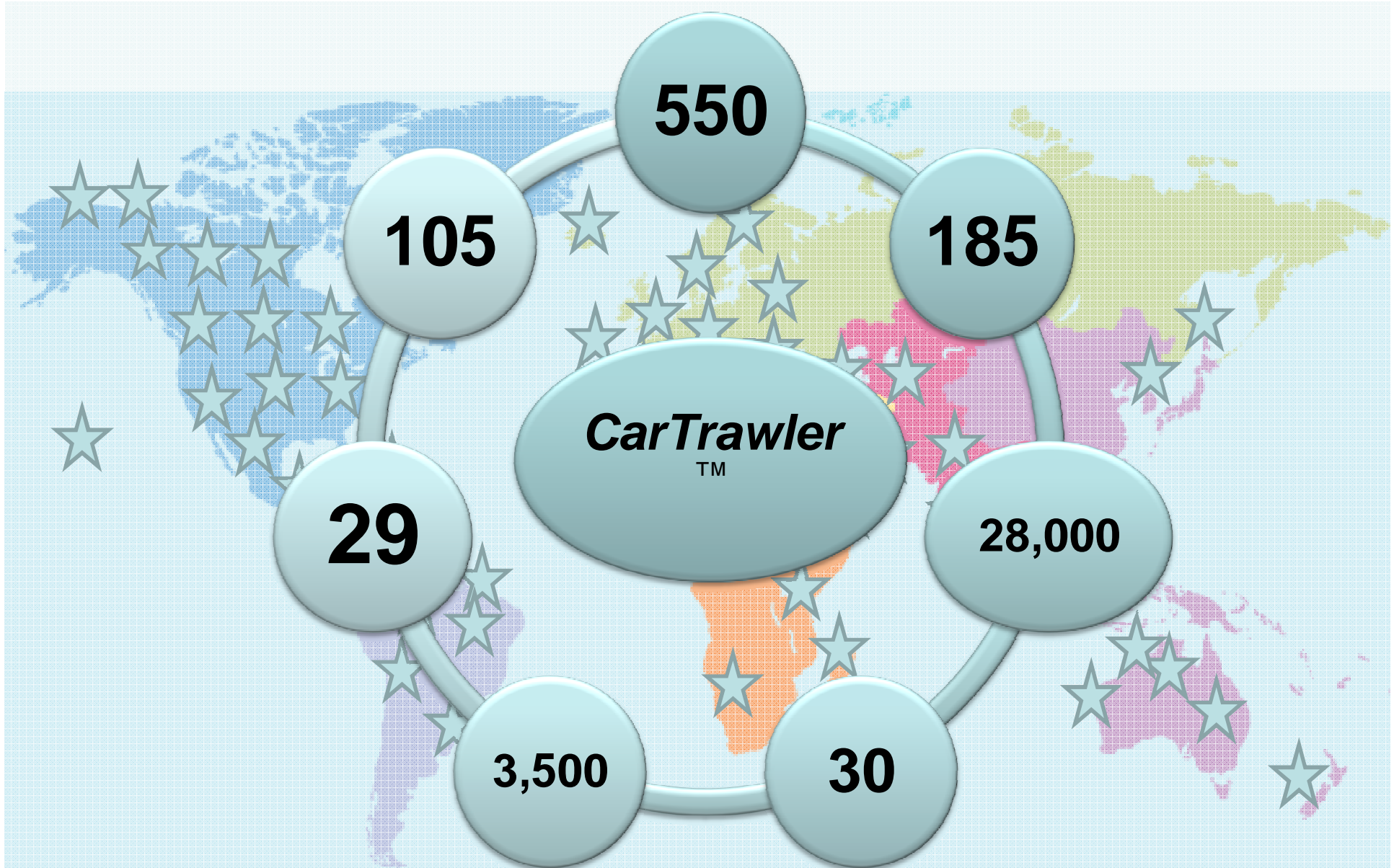
30 Airlines

**Destination
Information**

**Travel &
Transportation**

Australia &
Zealand
13%





CarTrawler™ – Key Global Customers

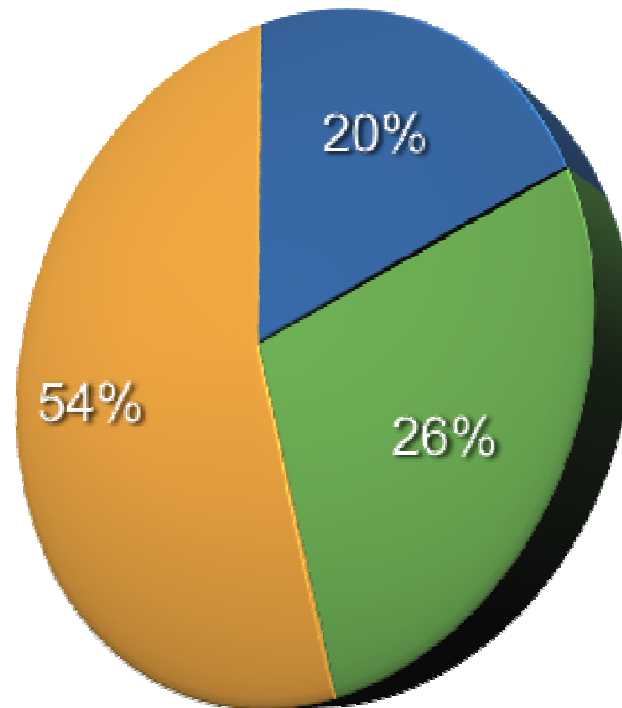


Decorations



Q. Do you always use the same car rental company?

- I always use the same ONE car rental company when renting a car
- I have a FEW car rental companies from which I choose when renting a car
- I always shop around and use DIFFERENT car rental companies when renting a car

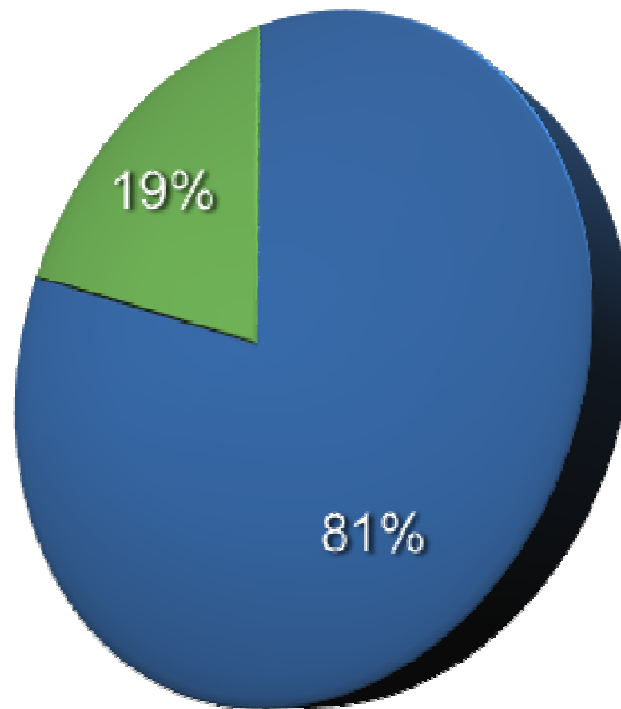


Source: Empathy Marketing 2008

- Consumers are not strongly tied to particular brands
- Shopping around in the case of a non transparent quote to price the market – looking for choice and availability
- Pricing levels drive them from one brand to another

Q. Did you compare prices before deciding on a car rental company?

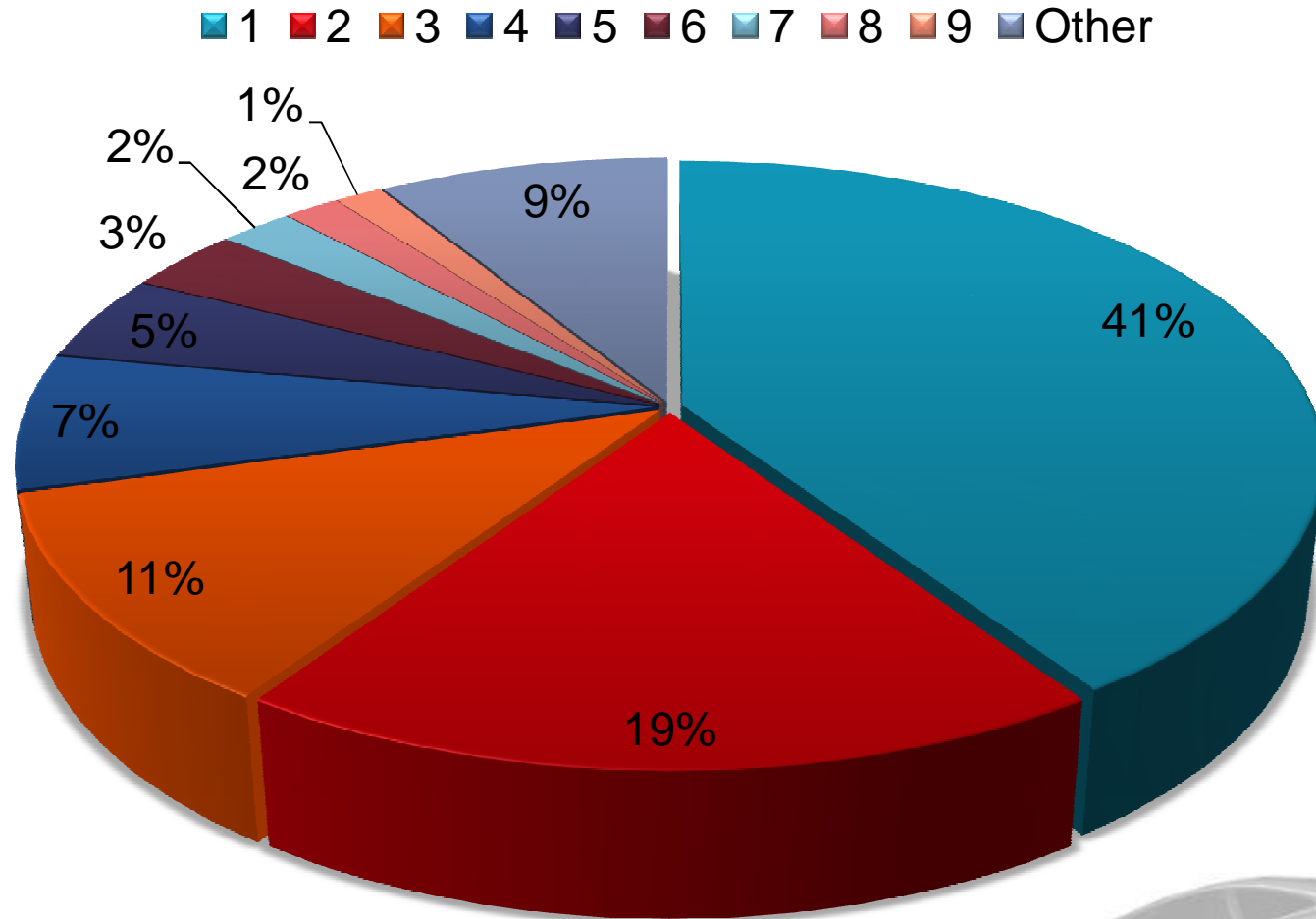
● Yes
● No



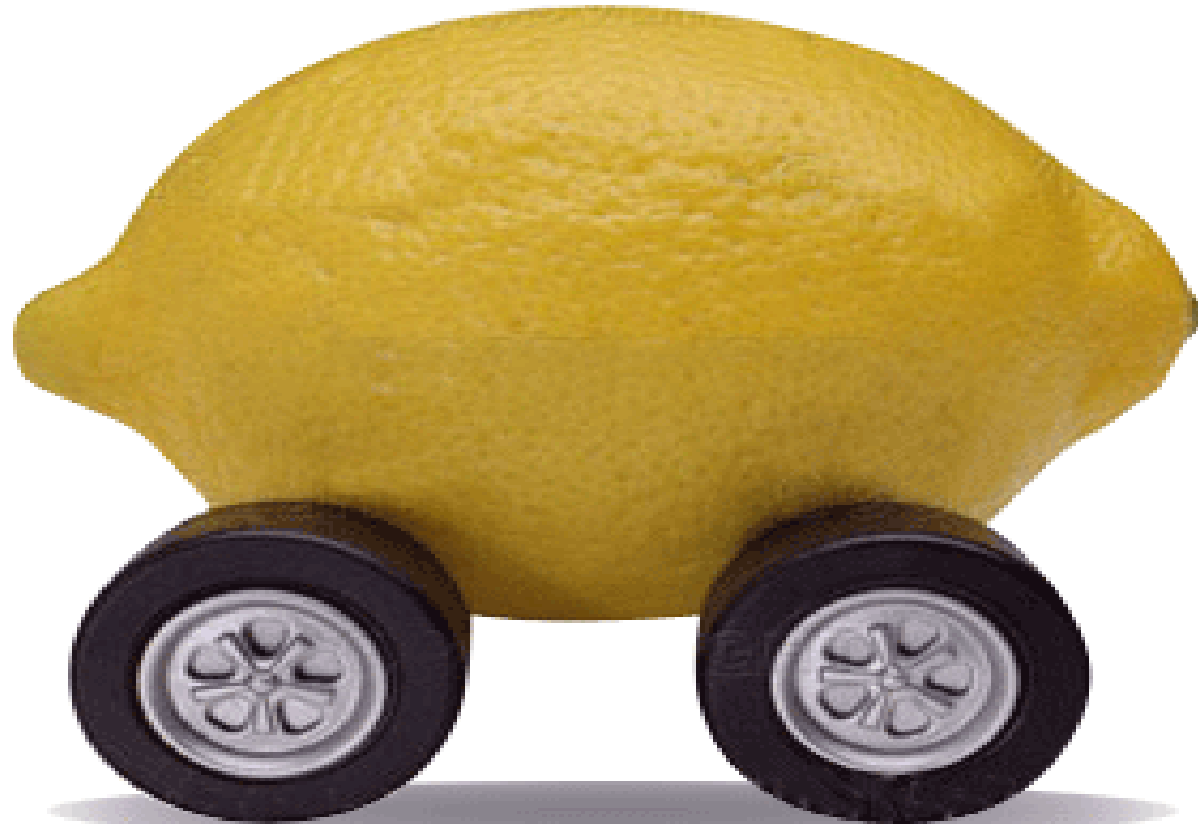
Source: Empathy Marketing 2008

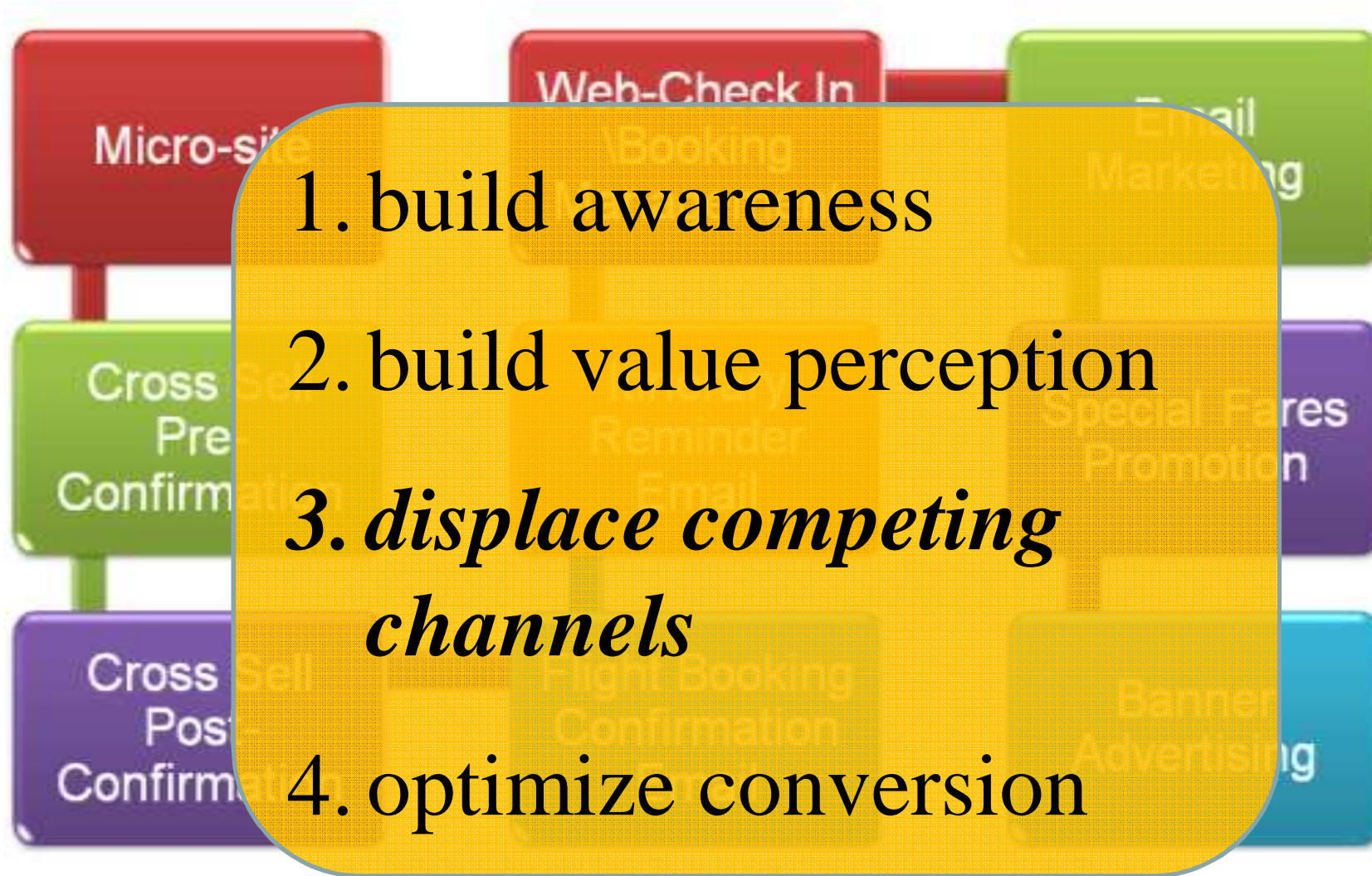
➤ The vast majority of users scan the market to ensure they are renting at the best price

Price Rank



Squeezing the lemon...





norwegian.no

[Hjem](#)
[Bedrift](#)
[Reisebyrå](#)
[Grupper](#)
[Fordelsprogram](#)
[Mine reiser](#)
(oyvind@sharpnet.no) Logg ut
Norsk

Fly
Hotell
Leiebil
Fly+Hotell
Reisemål
Nyttig på reisen
Kundeservice
Om Norwegian

Din reservasjon er bekreftet

Hotelltilbud i København

Hotel Danmark - A Brochner Hotel	Best Western Hotel City	Savoy Hotel
Pris per rom, pr dag kr 480 Se og bestill >>	Pris per rom, pr dag kr 587 Se og bestill >>	Pris per rom, pr dag kr 627 Se og bestill >>

[Søk andre hoteller >>](#)

Leiebiltilbud i København

Økonomi	Kompakt	Kompakt
Ford Fiesta eller lignende kr 366 /dag Se og bestill	Peugeot 308 eller lignende kr 425 /dag Se og bestill	Ford Focus Stationwagon eller lignende kr 467 /dag Se og bestill

[Flere alternativer >>](#)

Reisedetaljer

Referansenummer: ZUVFXQ

Ditt referansenummer er ZUVFXQ

Reisedokumentene blir om kort tid sendt pr. e-post til (oyvind@sharpnet.no)
 Reisedokumentene kan også senere lastes ned under "Mine reiser".
 Vær obs på at det kan ta opptil 3 dager før CashPoints saldo oppdateres.

Utrøse	
06:50 Oslo-Gardermoen	23. sep 2010
08:00 København	DY922 - Lavpris
	Reisebid: 1:10
	Setereservasjon (ikke reservert)
	Reserver sete
Retur	
06:55 København	30. sep 2010 - Terminal: 2
08:10 Oslo-Gardermoen	DY3221 - Lavpris
	Reisebid: 1:10



Maximizing Relevant Car Offers – Touchpoints



The screenshot shows the bmi baby.com website with a search for flight U1ZRAC. It displays flight details, including departure and arrival times, and a list of car rental options from various providers like Hertz, Avis, and Europcar. A red box highlights the car rental section.

Car Rental

Dublin - Airport

Pick-up Date Sun, 17 Oct 2010 10:00 **Drop-off Date** Mon, 18 Oct 2010 10:00

	<p>National</p> <p>Economy Ford Fiesta or similar</p>	x2 x5 x2/4	<p>EUR 25 /Day</p> <p>Book</p>
	<p>Thrifty</p> <p>Compact Ford Focus or similar</p>	x4 x5 x4-5	<p>EUR 27 /Day</p> <p>Book</p>
	<p>National</p> <p>Intermediate Ford Mondeo or similar</p>	x4 x5 x4	<p>EUR 34 /Day</p> <p>Book</p>

powered by CarTrawler
[More Options](#)





Search Select Confirm

Confirm Car [< Back to Car Hire home](#)

Booking Summary

Pick Up:
 Brisbane - Airport
 13/07/2011 10:00
 ✓ Wed 13 Jul 2011

Drop Off:
 Brisbane - Airport
 20/07/2011 10:00
 ✓ Wed 20 Jul 2011

[change >>](#)
[More Options](#)


VELOCITY MEMBER

velocity rewards
 Hi Timmy Test (0123456789)
 Your current Velocity Points balance 50000 Points

[logout >>](#)

Booking Details

Economy - EUROPCAR
\$42.44 per day
Hyundai Getz or similar



Europcar

Pick Up:
 Brisbane - Airport
 Wed 13 Jul 2011
 10:00

Drop Off:
 Brisbane - Airport
 Wed 20 Jul 2011
 10:00

Location:
 Terminal rental counter and pickup
 Brisbane - Airport
 Brisbane Airport, Brisbane, 4007

[E-mail Quote](#)

- Legend**
- Passenger Quantity
 - Satellite Navigation
 - Air Conditioning
 - Baggage Quantity
 - Doors
 - Diesel Vehicle
 - Automatic Transmission
 - Manual Transmission
 - Terminal rental counter and pickup
 - Terminal rental counter and shuttle bus to car
 - Shuttle bus to car
 - Meet and greet

Summary of Charges

Your current Points balance is 50000
 I do not want to pay with points

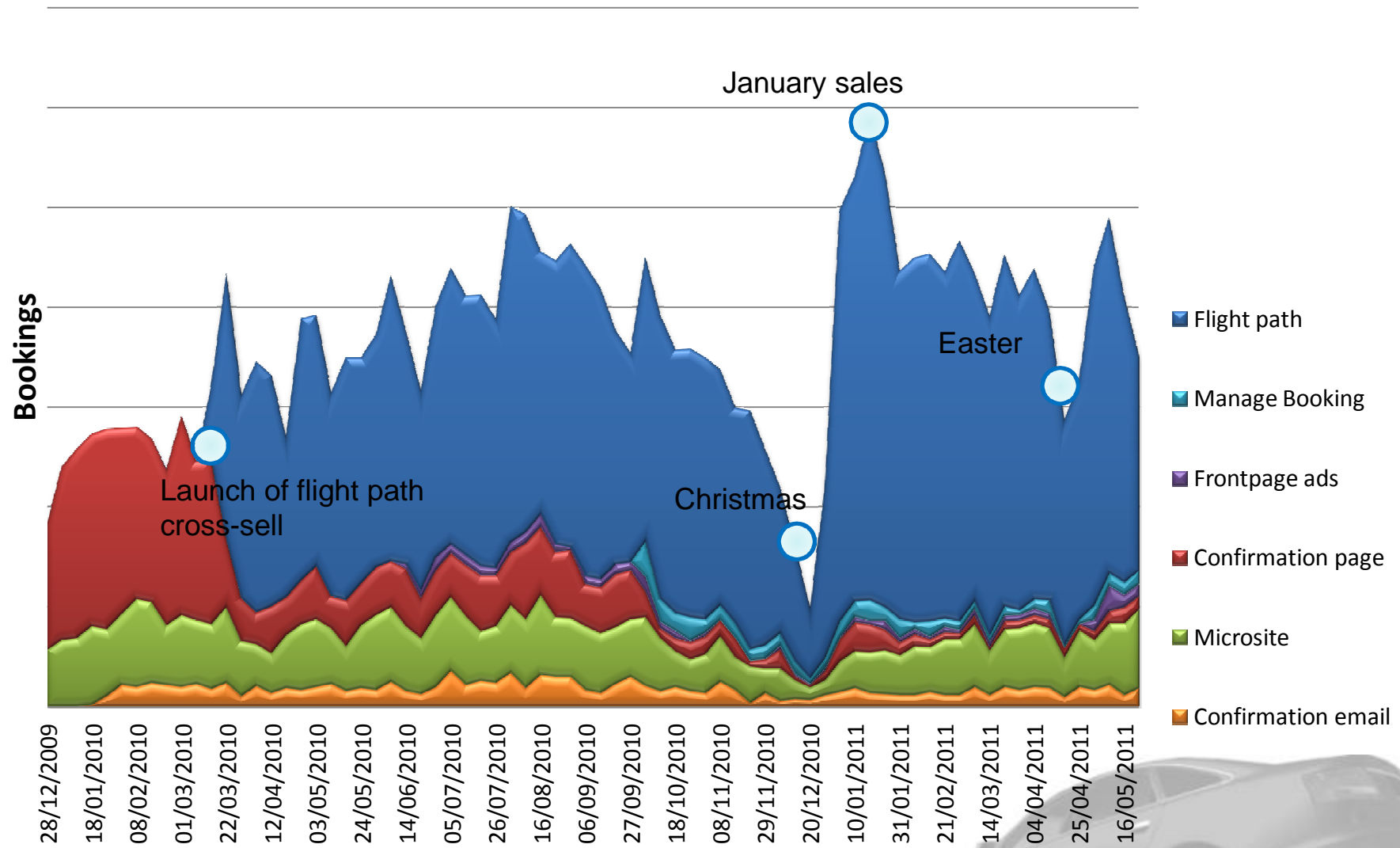
Choose a mix of Points plus Pay (Minimum Points to be used 4000)

Points	AUD
29011	\$99.86

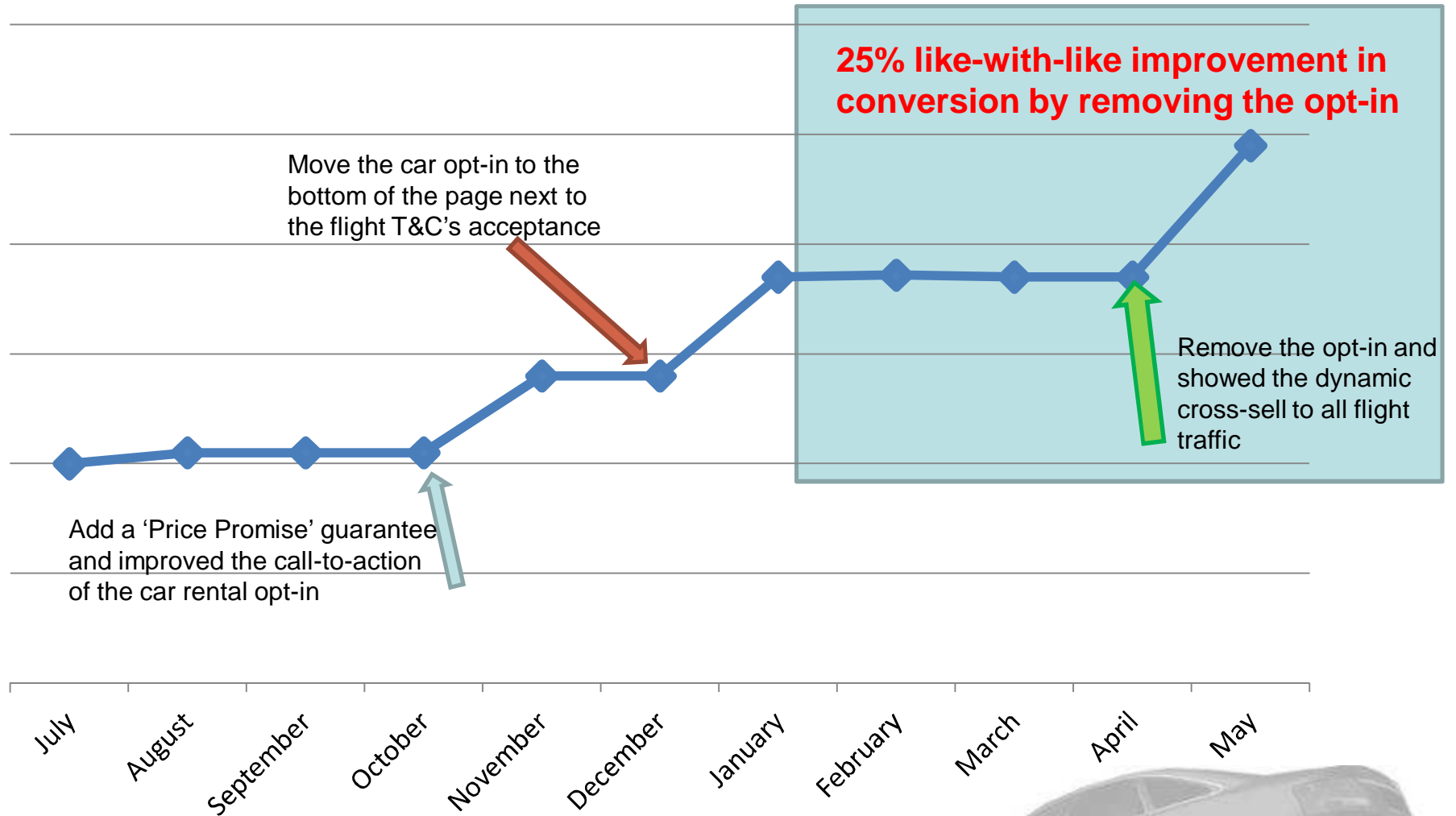
Total Rental Cost: Points 29011 & \$99.86
 Total Points to be deducted now: 29011
 Rental Cost Payable on Arrival: \$99.86

Please note, bookings cannot be cancelled or amended without loss of Points.

FLIGHT PATH INTEGRATION



What is going on in the consumers mind ?



58.7%





car rental malaga

Search

About 7,860,000 results (0.17 seconds)

Go to Google.com Advanced search

Everything

Images

Videos

News

More

Dublin

Change location

The web

Pages from Ireland

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

More search tools

Car Rental Malaga - 3 Step Booking, No Hidden Charges

Ads

Car Rental Malaga. Book & Save

25,000 Locations - 24 Hr Local Phone Support - Trusted Brand, Established 1959

www.arguscarhire.ie/Malaga

Car Rental Malaga - Pay less - drive more. | sixt.com

Special **Car Rental** deals-Malaga. Book now!

www.sixt.com/Malaga

Car Rental Malaga | recordrentacar.com

Special Offers in **Malaga**: 38€/3d In-terminal Office. Brand new **car**.

In-terminal Office - Unlimited Mileage - Basic: £12/day - Weekend Offer: £38/3days

www.recordrentacar.com/Malaga

Car hire Malaga airport | Cheap car rental Malaga, Alicante ...

Cheap **car hire** at **Malaga** airport from 75,00 € per week. The Hispacar price comparison tool will help you save on **Malaga car hire**. Hispacar also offers cheap ...

www.hispacar.com/ - United Kingdom - Cached - Similar

Car hire Malaga airport from 10€ day | Car hire Malaga Spain

Cheap **car hire** at **Malaga** airport from 10€ / day. We guarantee the lowest ...

www.malagacar.com/.../car/car-hire-malaga-airport-rates.html - United Kingdom - Cached - Similar

Show more results from malagacar.com

Car hire Malaga airport | Malaga car hire, Spain & Luxury car ...

Car hire Malaga airport from 11 € per day. Choose from over 50+ Models, including Compact, Estate, 7 & 9 Seater and Luxury car rental in Malaga.

Car hire Malaga Spain - Cheap car hire Malaga - Malaga airport - Car sales Malaga

www.malagacar.com/ - United Kingdom - Cached - Similar

Avenida Comandante García Morato, 34, Malaga - 952 176 030

"Malaga has a modern airport and I believe there is a rail connection near by." - virtualtourist.com (8)

reviewcentre.com (1)

17 reviews Place page



Ads

Car Rental Malaga

Rent a **Car** in **Malaga** from £XX/day Low-Cost Deals & No Hidden Fees! www.amigoautos.co.uk/

Malaga Airport Car Rental

May now 88 € /week, all inclusive No stories Pay on arrival Welcome www.malagacarpeople.com

Malaga Airport Car Rental

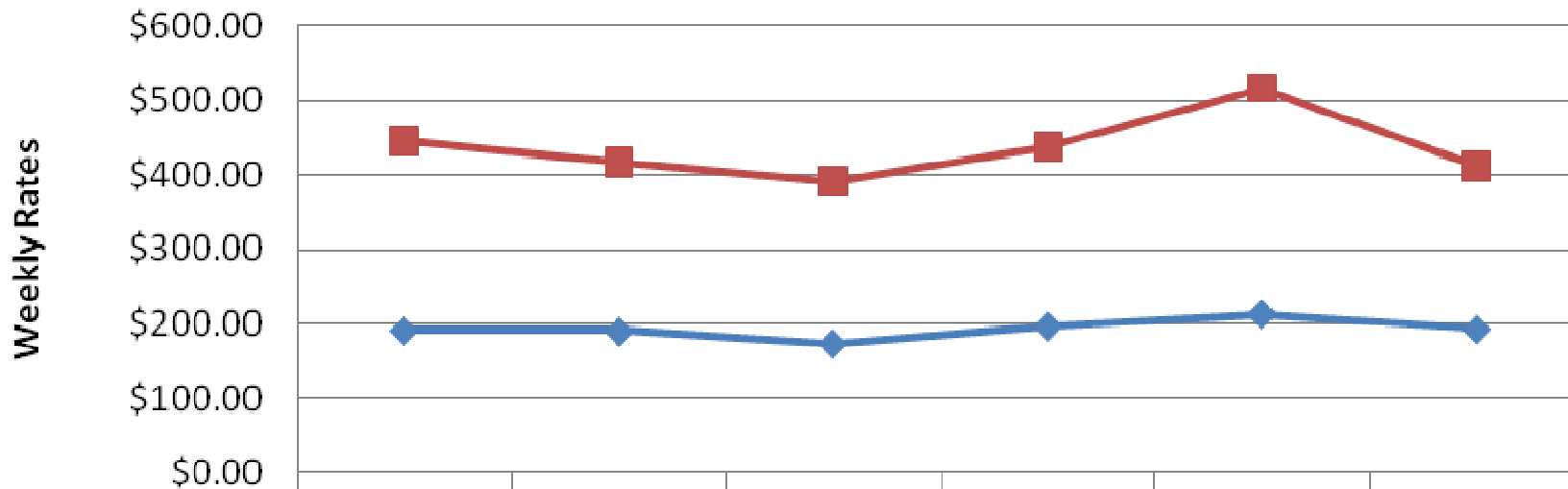
Last-Minute special offers! Best prices Guaranteed - check now

Price range:

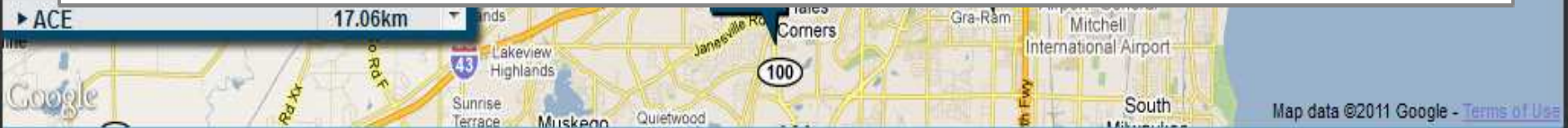
Show supplier names

go

Average Savings: 25% + *On- vs Off-Airport locations*



	Seattle	Los Angeles	Denver	Atlanta	Phoenix	Orlando
Airport	\$252.62	\$226.41	\$217.09	\$239.54	\$303.31	\$218.86
Off Airport	\$191.82	\$190.77	\$174.80	\$197.78	\$213.34	\$193.67



Car location

Selected location

Airport location

Milwaukee

Prices displayed are daily rates based on the queries made by other customers. They are subject to change and may not be available on all dates. Displayed distances are estimates.

The illusion of relative value...



Economist.com	SUBSCRIPTIONS
OPINION	Welcome to
WORLD	The Economist Subscription Centre
BUSINESS	Pick the type of subscription you want to buy or renew.
FINANCE & ECONOMICS	<input type="checkbox"/> Economist.com subscription - US \$59.00
SCIENCE & TECHNOLOGY	One-year subscription to Economist.com. Includes online access to all articles from <i>The Economist</i> since 1997.
PEOPLE	<input type="checkbox"/> Print subscription - US \$125.00
BOOKS & ARTS	One-year subscription to the print edition of <i>The Economist</i> .
MARKETS & DATA	<input type="checkbox"/> Print & web subscription - US \$125.00
DIVERSIONS	One-year subscription to the print edition of <i>The Economist</i> and online access to all articles from <i>The Economist</i> since 1997.

16%

0%

84%



Economist.com	SUBSCRIPTIONS
OPINION	Welcome to
WORLD	The Economist Subscription Centre
BUSINESS	Pick the type of subscription you want to buy or renew.
FINANCE & ECONOMICS	<input type="checkbox"/> Economist.com subscription - US \$59.00 One-year subscription to Economist.com Includes online access to <i>The Economist</i> since 1997.
SCIENCE & TECHNOLOGY	 <input type="checkbox"/> Print subscription - US \$125.00 One-year subscription to the print edition of <i>The Economist</i>.
PEOPLE	<input type="checkbox"/> Print & web subscription - US \$125.00 One-year subscription to the print edition of <i>The Economist</i> and online access to articles from <i>The Economist</i> since 1997.
BOOKS & ARTS	
MARKETS & DATA	
DIVERSIONS	

16% → 68%



84% → 32%



Sorter etter firmanavn Sorter etter merke **Sorter etter pris**

Økonomi	Toyota Yaris eller lignende	Leiedetaljer	E-posttilbud
		NOK 711.38 per dag Totalt NOK 1467.50	88%
Økon		NOK 716.25 per dag Totalt NOK 1432.50	9%
Mini	Peugeot 107 eller lignende	Leiedetaljer	E-posttilbud
	 x 4 x 2 x 2/4 Manuelt gir	NOK 732.64 per dag Totalt NOK 1465.28	3%

No relative benefit other than price...



Cognitive Illusion

Sorter etter firmanavn	Sorter etter merke	Sorter etter pris	
Økonomi	Nissan Micra eller lignende	Leiedetaljer E-posttilbud	
	 x 5 x 3 x 2/4 Air conditioning Manuelt gir	NOK 716.25 per dag Totalt NOK 1432.50	24%
Økonomi	Peugeot 107 eller lignende	Leiedetaljer E-posttilbud	
	 x 4 x 2 x 2/4 Manuelt gir	NOK 723.38 per dag Totalt NOK 1446.76	65%
Mini	Peugeot 107 eller lignende	Leiedetaljer E-posttilbud	
	 x 4 x 2 x 2/4 Manuelt gir	NOK 732.64 per dag Totalt NOK 1465.28	1%

Price is no longer the lead...



“The business challenge”



1. Downtown
(mapping)
2. Unsolicited traffic
3. Direct Connect



The Metrics



- 1m inbound AVL / day
- 8m outbound
- 600 / mps at peak
- 2.2s response time
- 70% growth / annum



- 700 million inbound
- 5.6 billion outbound
- 270 million sessions



- 0.0003 kwh / search
(google) (3,333 / kwh)
- 0.0000045 kwh / avail
(cartrawler) (222,000 /
kwh)

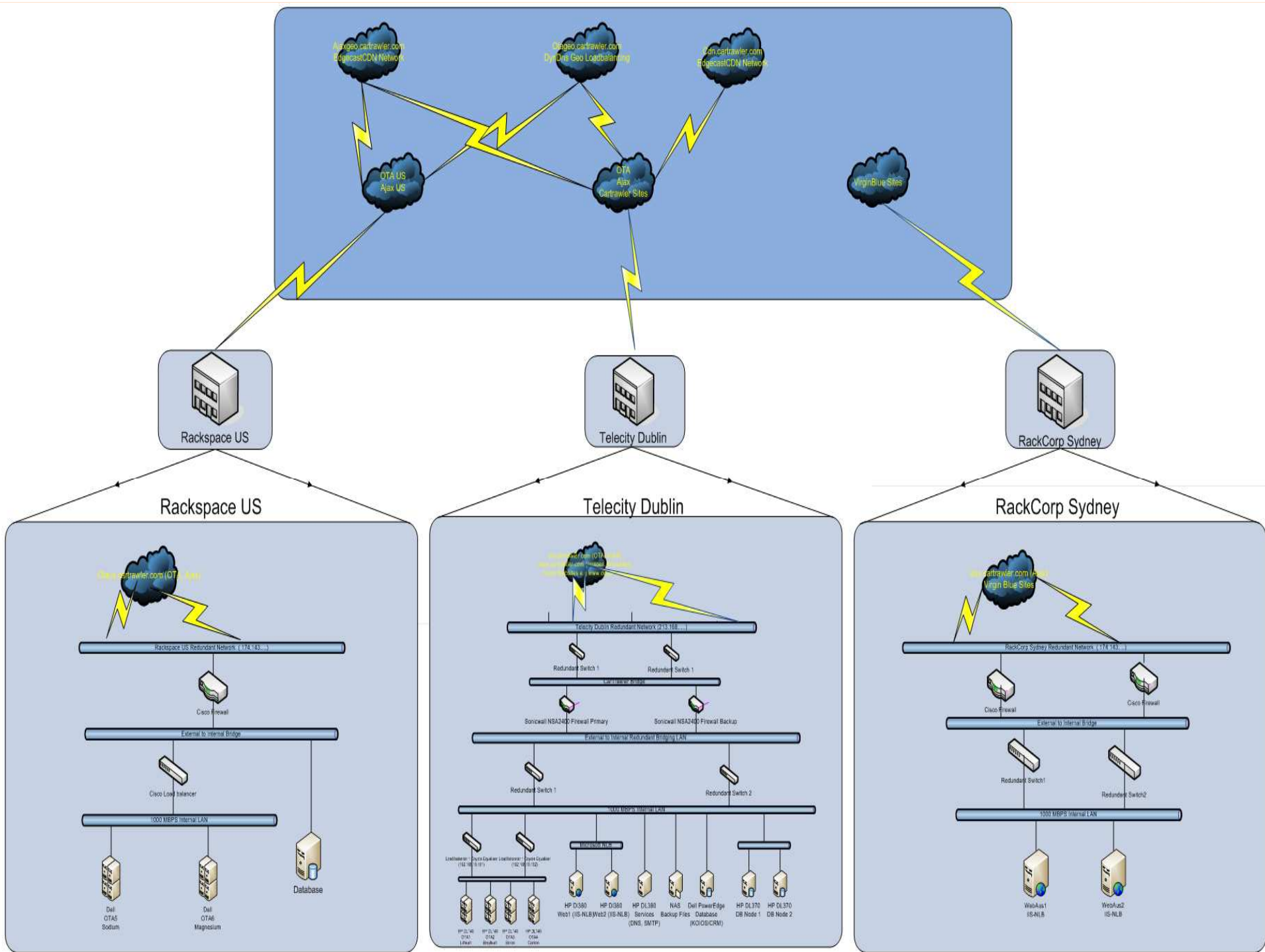


- **2bn historical prices**
(with availability)
(...and competitor intelligence)



- Java (Apache / Tomcat)
- Decoupled UI (AJAX)
- Diskless Operation
- Stateless
- Distributed





22 out of 105 are I.T

...of which 10 have > 20
years development
experience



It's easy !

(keep it)

SIMPLE



Who we work with



A STAR ALLIANCE MEMBER 



Thank you.

Bobby Healy, CTO CarTrawler

