

Colleagues,

Fuel pricing is this month's topic: Roland's article, accompanied by "Top Off" changes. Yet in this same month, Hertz launch electric cycle rental: the latest in a continual industry newsflow announcing introductions of electric vehicles (EVs) to fleets.

For many RAC companies, fuel charging is the difference between profit & loss. How will that revenue be replaced if EVs become mainstream? "Simply" charging for electricity? Alternative sources of revenue are more likely to be needed.

The topic is multi-dimensional and, while debates continues, tomorrow's strategies require thought today

Andy
 Andy Thorburn
 Managing Director, Thermeon Worldwide



Interface now to:

Amigo Autos, Atlas Choice, AutoEscape, AutoEurope, BCO, Car Jet, Car Trawler, Do You Spain, DriveAway, DriveNow, Easy Car, Economy Car Hire, Holiday Autos, Holiday Cars, Holiday House, imall brands, Kemwel, Sunny Cars, Travel Jigsaw, TUI, VroomVroomVroom

cars+ Tips & Hints

"Sold" a vehicle by mistake? You can "unsell" it in the "SELL" programme. You just need to appropriate level of access. [Read more](#)

Fuel pricing opportunities by Roland Keogh



Worldwide, rental companies around attract customer complaints over fuel charging. Fuel, of all items, should be the one the renter understands best. Afterall, they fill their own cars!

Two main sources of dissatisfaction: over-charging and inconsistency. The customer knows the price of fuel in their own home region. They may have an idea how much filling stations charge where they are renting but they **don't** expect is a massive mark-up from the rental company.

The solution frequently adopted is instructing the customer to **return the vehicle full**. This is sometimes for local logistic reason but often just to avoid customer complaints. At the same time, renters are bewildered when charged wildly different amounts for similar vehicles doing similar journeys.

The **opportunity** comes in charging often and charging consistently. cars+ has many facilities to help you make this happen. The two stalwarts you'll be familiar with:

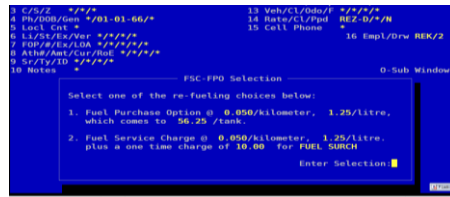
- Fuel Purchase Option (FPO) or Pre-Paid Fuel
- Pay on Close

The key point: **ensure the price is competitive with nearby filling stations**. Even if you are charging the same as them, you should be able to get rebates from your fuel supplier for the increased volumes supplied.

There are other cars+ facilities worth considering:

- A surcharge can be automatically applied. The renter can get the benefit of the good fuel price and probably acknowledges the vehicle doesn't fuel itself.

- You may wish to use the fuel pop-up to allow counter staff to see the difference options based on the vehicle being rented:



If local conditions warrant, another option is available – a flat rate for fuel for renters driving under a set distance. Regular renters driving to the same plant, hotel, conference might prefer this flexibility and consistency.

Recent additions to cars+ fuel facilities:

- Include FPO in Contract and Tour Voucher programmes
- Apply a Top-off fuel charge where a vehicle returning showing full can still be charged

Fuel charging is a sensitive issue for many renters. But a "fair play" approach plus review of charging policies AND a fresh look at cars+ functions, will get you pumping more fuel. Possibly for a smaller unit margin but certainly gaining a *big* result.

(More on Editing Fuel Rates, [visit the manual](#)) [Roland on LinkedIn](#)

What's new in cars+

All Release Notices can be found at the online [cars+ Manual](#)

May Releases

- [You can now apply Fuel "Top Off" Charge based on miles driven](#)
- [A guide to using Pre-Paid rates in both single and multi-currency environments](#)
- [CC Authorisation codes can be set to be "re-usable" if required](#)
- [Set limits in Customer Service Adjustments](#)
- [Allow RAs to be closed if a balance is due?](#) (Page 5, Fd 23)

Changes to Reports:

- ["Vehicle Due In" reformatted to present one row of data / RA](#)
- ["Change Log by Employee" can be refined to search specific fields or files](#)
- [Shortfall Request Report](#)

Staff Pick – our favourite new feature this month...



New "Topping Off" Charge

Everyone knows that you can drive 50 or 60 KM and the fuel gauge will still read full. This new feature adds a new topping off fee to RAs under these situations.

It's all in the manual: [Edit Fuel Rates](#)

SEO: Tris's Top Tip

List every single one of your rental locations in [Places for Business](#) on Google

Industry News

- [ABG & Avis Europe: implications for DTAG & Hertz](#)
- [\\$50k of jewelry left in rental](#)
- [EVs: RACs lead means taking risks](#)