

Unleash the Benefits of an Effective CTP



Angela Margolit

President | Bluebird Auto Rental Systems | Dover, NJ
(973) 989-2423 | angela@barsnet.com

@BluebirdARSam
#NADASHOW

The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

Why a CTP?

- Car repair is painful enough!
- What if it lasts for several hours or days?



More Reasons to Have a CTP

- Guarantee the use of your brand
- Used Car Inventory
- CSI
- Control





2016
COURTESY
TRANSPORTATION
PROGRAM

GUIDE

Why Not?

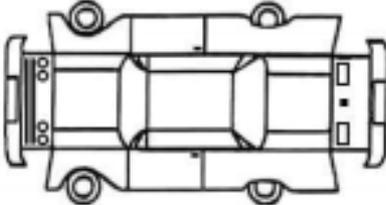
- Expenses
- Staff
- Hours



***Settle in for a
Crash Course on
CTP Best Practices!***

Customer-Facing Procedures

- Centralize
- Check-in & Check-out Processes
- Loss Prevention

DAMAGE DESCRIPTION	
Initials _____	Condition Out: _____ _____ _____
	Condition In: _____ _____ _____

Customer-Facing Procedures

- Check-in Timing
- Check-in Inspection
- Proper vehicle > proper situation



Reservations

- Take reservations
 - Website
 - Service scheduling software
- Assign vehicles ahead of time
 - By vehicle size/model
 - By features/options
 - Not necessary for large fleets



Why Take Reservations?

- Achieve consistently higher fleet utilization
- Upgrade opportunity (for future sales)
- Increased CSI (assure availability)



More Procedures

- Create qualification process
 - Additional drivers
- Overdue vehicles
 - Customer contact
- Turnover of vehicles
 - Car wash
 - Prepare the night before



Third Parties

The **Danger** of Referring Customers to Third Parties:

- Not your brand
- Alternative services
- Loss of relationship



Ways NOT to Lose Money

Evaluate your out-of-pocket dealer costs to see if they can be passed on to the customer:

- Fuel
- Government Fees
- Damage
- Cleaning



More Ways NOT to Lose Money

- Optional Equipment
 - Baby/Child Seats
 - Video Player
- Parking Tickets
- Toll Violations



Fleet Utilization

Determine the best purchase and allocation of fleet vehicles for the CTP:

- Historical demand
- Current trends
- Vehicle sales
- Recalls



Ways to Improve Fleet Utilization

- Monitor Supply vs. Demand
- Are service department appointments being turned down because there aren't enough loaner vehicles?
- Can more vehicles be added quickly and easily?



KPIs

- Utilization: 75%+
- Length of Rental
- No-Shows
- Daily Dollar Average
- Profit/Loss per Vehicle
- Revenue per Transaction



Fleet Management Techniques

- Enroll and follow OEM Guidelines
- Minimums and Maximums
 - Mileage
 - Time
- Quantity of Vehicles
vis-à-vis Quantity of Repair Orders



Grounding

- Warning vs. Hard Hold
- Set parameters based on time and/or mileage



Think of CTVs as Test Drives

- Courtesy Transportation Vehicles should have popular features such as:
 - Sun Roofs
 - Upgraded Sound Systems
- Showcase the latest models
- Millennials love trying out new wheels!



Employee Use

- Not allowed!
- Non-Revenue Move Tickets
 - Refueling
 - Pickup/Delivery



Fleet Admin Procedures

- License Registration Renewals
- Tickets and Tolls
 - Date/Time/License Inquiry
 - Highway Toll Administration (HTA)
 - EZ Pass
 - Parking Tickets



Fleet Maintenance

- Exterior and Interior
 - Car Wash
 - Handy Vacs
- Provide 1/4 tank of gas
 - Customer should return vehicle at a similar level
 - Keep price of fuel updated



Critical Fleet Management Techniques

- Track Maintenance and Repairs
- Recalls



Safe Rental Car Act

- Effective June 1, 2016
- Named after Rachel and Jacqueline Houck
- Fleets of 35+ vehicles
- Illegal to rent, loan, or sell vehicles under open recall



CTP Nuances

- OEM Daily Reimbursements differ by:
 - Warranty
 - Service
 - Recall

And the customer's
vehicle type



Variations

- \$25 to \$45 per day
- Customer pay situations
- Local business incentives



Insurance

- Effective when vehicle is enrolled in CTP
- Underwritten by a third party (Z & S)
- Fills gap between garage policy and customer's insurance



Details

- Dealer pays premium and related fees
- ALWAYS obtain customer's:
 - Insurance Company
 - Policy Number
 - Expiration Date

Rental Reason:

Ref #:

DOB:  ?

E-Mail:

DL #: 

St: Exp.: 

Ins Co.:

Policy #:

Exp.: 

Loaner Agreements

- OEMs will provide forms with verbiage
- Duplex printers (two-sided)
- State-specific terms and conditions
- Customer signs the one that you keep on file



Loaner Agreement for Customer

- Keep in vehicle
- Submit to police
- Same process for rental cars

DEALER INFORMATION				FACE PAGE RENTAL AGREEMENT	
Bluebird Auto Rental 200 Mineral Springs Drive Dover, NJ 07801 Phone (973) 989-2423				FIC# AS12345689 FIC# M204243 CUSTOMER INFORMATION Customer: Art Vandelay Home Address: 135 West 35th St Apt. 5A City/State/Zip: New York, NY 10101 Driver's License No.: 45839654645 State: NY Expires: 12/31/2025 Birth Date: 07/12/1980 Home Telephone: (212) 555-5486 CUSTOMER VEHICLE INFORMATION License No.: BHO2956287016 None Year/Make/Model/Color: 2015 Chev Malibu Additional Driver's Name: _____ State: _____ Expires: _____ RENTAL VEHICLE INFORMATION Date In: 03/21/2017 16:28 A.M. P.M. Date Out: 03/21/2017 16:16 A.M. P.M. Date Out: 03/22/2017 16:16 A.M. P.M. Vehicle No.: DS9687239672BNT CUSTOMER INSURANCE INFORMATION Provider: Progressive Expiration Date: 12/31/2017 Policy No.: V4292396 DAMAGE DESCRIPTION Condition Out: _____ Initials: _____ Condition In: _____	
FUEL License No.: BMS023 State: NJ O/U: <input checked="" type="checkbox"/> F Mileage IN: 1,198 3/4 3/4 Mileage OUT: 801 1/2 1/2 Miles Driven: 397 1/4 X 1/4 Miles Allowed: 0 E E Chargeable Miles: 397				RATES DO NOT INCLUDE FUEL RENTAL CHARGES MILES: 397 @ \$ 0.00 0.00 DAYS: 0 @ \$ 48.00 0.00 TOTAL TIME AND MILEAGE CHARGES 0.00 TAXABLE FUEL 0.00 GAL @ \$ 0.00 0.00 TAXABLE SUB-TOTAL 0.00 TAX @ 7.00 % 17.00 NON-TAX FUEL 1.00 GAL @ \$ 17.00 17.00 NET DUE CUSTOMER DEPOSIT / REFUND / OTHER SUB-TOTAL 0.00 TOTAL CHARGE 17.00 METHOD OF PAYMENT REFUNDED \$ _____ \$ _____ () CHECK () AMEX () VISA () OTHER _____ _____ _____ _____ #XXXXXXXXXX _____ _____ _____ () CARD VERIFIED _____ _____ _____ Customer INITIALS _____ Customer ALL CHARGES SUBJECT TO FINAL AUDIT	
IF THE VEHICLE IS DAMAGED, YOU HAVE A RIGHT TO INSPECT THE DAMAGE BEFORE AGREEING TO PAY FOR THE DAMAGE By signing below, you agree to the terms and conditions of this Agreement set forth on the Face Page and in the Terms and Conditions; acknowledge that you had an opportunity to read the Agreement before signing; authorize us to process a separate credit/debit card voucher in your name for all Charges, including Tolls and Violations; authorized us to release your billing/rental information to third parties for billing/processing purposes; and agree that binding consideration exists, as further described in Section 2 of the Terms and Conditions of this Agreement.				_____ Customer ALL CHARGES SUBJECT TO FINAL AUDIT	
FCA-Rental-NY				852815	

Retail Rentals to the General Public

- Leverage your:
 - Brand
 - Location
 - Customer Base
 - Infrastructure



Create a new Profit Center!

Insurance

If your OEM provided insurance for CTP vehicles, check how or if retail rentals are covered.

If they aren't, you'll have to obtain your own, along with the rental contracts.



Revenue Strategies

- Rate Yield Management (Supply & Demand) based on:
 - Seasonality
 - Events
 - Utilization
- Shop the competition



Add-Ons

- Mileage
- Additional and Under Age Drivers
- CDW/PAC/PEC/SLI
- Optional Equipment
- Roadside Assistance
- Tolls



Car Rental is HOT

- Millennials are foregoing owning a car
- The Uber & Lyft Effect
- Car-Sharing
- Car Clubs



Marketing

- Tap into Dealership Efforts:
 - Social Media
 - TV Advertising
 - PPC Campaigns
 - Referral Programs





4900 Capital Blvd., Raleigh, NC 27616



SALES: (855) 987-7602
SERVICE: 877.660.1721
PARTS: 877.660.1721

Select Language ▼

New ▼

Ford ▼

Model ▼

Search

Ford F-250SD



Home

New Vehicles

Pre-Owned

Specials

Finance

Service

Parts

Collision

Work Trucks

Mitsubishi

Rentals

About Us

Learn More

Español

New Vehicle Specials

Filters

8 Specials Found

OFFERS

- New 2017 Ford Mustang
- New 2017 Ford Fusion
- New 2017 Ford Escape
- New 2017 Ford F-150
- New 2017 Ford Edge
- New 2017 Ford Focus
- New 2017 Ford Expedition
- New 2017 Ford Explorer

Clear Filters

Contact Us For Additional Specials

APR SPECIALS

New 2017 Ford Mustang



Capital Auto Rentals

https://capitalautorentals.com

Home Make a Reservation Corporate Accounts Locations Vehicle Guide Buy a Car FAQs



f YouTube G+

Make a Reservation at the Location Nearest You:

Best viewed in browsers Firefox & Chrome. If you can't view reservation form below
[click here for Capital locations](#)
and [click here for University locations](#).

Other Dealers Who Went Retail

- Bald Hill Dodge - Warwick, RI
- Charles Gabus Ford - Des Moines, IA
- Danvers Ford - Danvers, MA
- Matthews Paoli Ford - Paoli, PA
- Molle Chevrolet - Blue Springs, MO
- Royal Oak Ford - Royal Oak, MI

Some even created their own website!

Withnell Car Rental

PHONE: 503-316-1300

- Home
- Specials
- Our vehicles
- Buy a car
- Source for passenger vans
- FAQ
- Contact Us

Rent a car or van for less

Shop local with a family owned company!



Please have a look at our [FAQ](#) page prior to clicking the Rent Now! button.

Rent Now!

Technology to the Rescue

- Point-of-Sale Systems
 - Forces capture of required data
 - Calculates charges correctly
 - Prints legible contracts

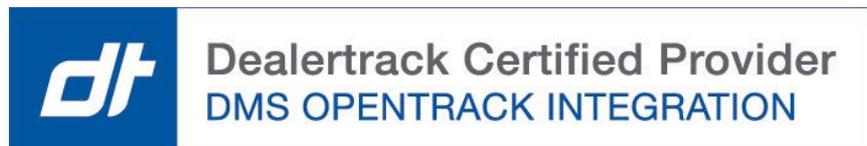


Dealer Management Systems

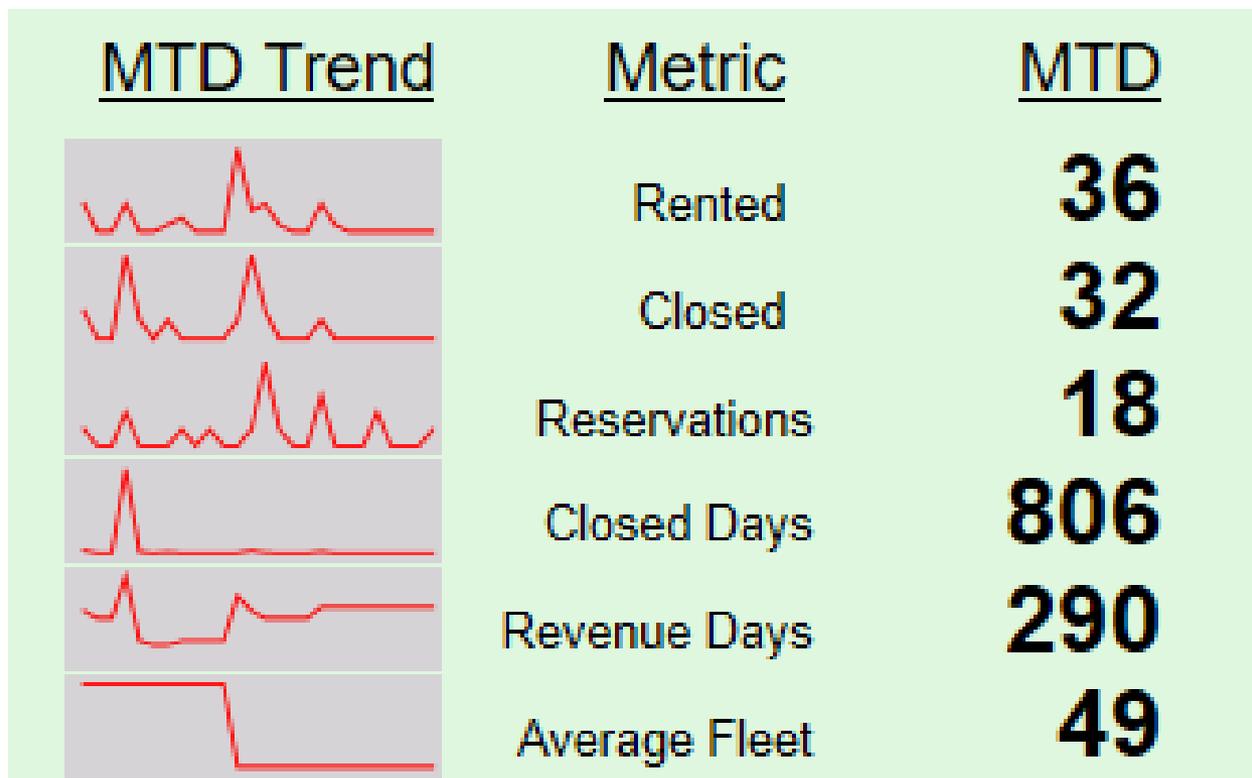
- Pull customer data instantly
- General Ledger entries
- Be sure to use certified interfaces



Approved Interface



Dashboards



Reservation Planner

Dashboard **Res Planner**

Search
 Location: Corp
 Downtown
 Main
 Repairs
 Class: Comp
 Mid
 Sport
 Lux
 Start: Jul 2017
 End: Aug 2017
 View by: Days
 Unit:
 Search

Unit	July 2017																		
	T 4	W 5	T 6	F 7	S 8	S 9	M 10	T 11	W 12	T 13	F 14	S 15	S 16	M 17	T 18	W 19	T 20	F 21	S 22
Unassigned		Melon, Ellen							Farrell, Carol Res# 252										
Mid (Main)																			
1011																			
1011B		Bear, Teddy Res# 253																	
1020		RA#																	
1023																			
1024		RA# M204251 Due																	
1027		Grounded																	
1029		RA# M204259 Due 07/19/17 @ 12.51																	
1040		RA#																	
1041		RA																	
1045		RA# M204264 Due 07/09/17 @																	
1046		RA# M204265 Due 07/08/17																	
1080		Grounded																	
1119		O/S - Problem																	
1120		RA																	
136		For Sale																	
1589		RA# M204240 Due 07/26/17 @ 13.56																	

Unassigned Reservations

Date	Time	Name
07/05/17	9.00	Melon
07/11/17	8.00	Farrell

Conflicts

Unit	Date	Time
None		

Vehicle Maintenance

- Create as many procedures as you want for:
 - Service
 - Turn-back/grounding
 - Recalls
- Alert based on date and/or odometer
- Fuel consumption



Credit Card Processing



Website Integration

- Check real-time availability
- Check real-time rates (for retail rentals)
- Reservations appear in the database instantly

Res Status:	Open Reservation		▼
Date Out:	03/28/2018		8.00
Date Due:	03/29/2018		8.00
Fuel Type:	Gas		▼
Prepaid Fuel:	None		▼

Capital Ford of Raleigh N... x Capital Auto Rentals x

Secure | https://capitalautorentals.com

Apps Imported From IE Ericom to RW5 ts18e

Home Make a Reservation Corporate Accounts Locations Vehicle Guide Buy a Car FAQs



Cars • Trucks • SUVs • Vans

f YouTube G+

Make a Reservation at the Location Nearest You:

Best viewed in browsers Firefox & Chrome. If you can't view reservation form below
[click here for Capital locations](#)
[and click here for University locations.](#)

27604

Rental Information



Cars • Trucks • SUVs • Vans

Pickup Information	Customer Information
Vehicle Class: CONVERTIBLE	E-Mail: <input type="text"/>
Location: Raleigh	Corp. ID#: <input type="text"/>
Date & Time: December 28 8:00 AM	Currency: <input type="text"/>
Return Information	
Location: Raleigh	
Date & Time: December 29 8:00 AM	

Drivers must be at least 21 years of age. Renters age 21-24 must have full coverage insurance that transfers to the rental vehicle and are also subject to a \$15/day underage driver fee. Please check with your local rental office for debit/credit card and insurance qualifications.

v4.0

Questions



Unleash the Benefits of an Effective CTP



Angela Margolit

President | Bluebird Auto Rental Systems | Dover, NJ
(973) 989-2423 | angela@barsnet.com

@BluebirdARSam
#NADASHOW